Abstract

A marketing plan was created for UC Davis’ Facilities Management & Energy Conservation Office to display UC Davis’ energy and sustainability innovations. A hybrid plan, with both technological and physical aspects, was chosen based on prior literature and a campus survey inquiring about sustainability and energy interest on campus. The plan, which eventually leads to a physical hub deemed “The Green Room” includes 3 main parts:

1. Campus tours/on site signage advertising the “Green Room” and UCD innovations
2. A website containing all initiatives, dashboards, and projects into one central hub
3. “The Green Room” : a physical location on campus that will use interactive learning to educate and promote UCD innovations

Marketing plan & AASHE STARS to promote innovation

This plan is intended to not only reach the UCD campus, but also perspective UC Davis students/faculty and other universities looking to start energy innovations of their own. Our major results showed that the most of the innovations/projects on campus are not well known but people are interested in knowing more. It concludes with reopening the Association for the Advancement of Sustainability in Higher Education (AASHE) Sustainability Tracking Assessment and Rating System (STARS) account to continue promote UCD initiatives on a national level.

Results & Figures 1

Survey results depicting awareness and interest in programs:

Of the list below, which initiatives are you familiar with? Check all that apply

![Figure 1. Familiarity and interest on UCD campus sustainability and energy initiatives](image)

Results & Figures 2

Survey results depicting preferred means and locations of a energy and sustainability communication methods:

If all of the energy efficiency information was in one central location, where would you prefer it? Rank your preference: (1 most favorable)

![Figure 5. Preferred energy and sustainability communication methods.](image)

Results & Figures 3

Survey results depicting awareness and interest in programs:

How important is energy efficiency/innovation on campus to you?

![Figure 4. The importance of energy efficiency and innovation on campus, rated 1-5 (5 being very important), for survey participants.](image)

Motivation

The university of California system has always prided itself in pushing the boundaries and setting the standard in education, research, inclusion, and the like (i.e.: Carbon Neutrality Initiative). Amongst the others, Davis stands out for its achievements in the green energy space, being ranked #3 in the world and #1 in the U.S. for campus sustainability by the UI GreenMetric World University Rankings in 2018. Despite all of UC Davis’ energy innovations and projects, the information about these innovations are disjointed leading to repetitive projects and lost time. Behind this motivation is to illuminate Davis as a standard for other universities looking to make energy innovations.

Conclusion

These results are representative of the Davis community are promising in guiding the direction of the creation of The Green Room. Research shows that students enjoy virtual learning systems and that there are no other universities developing this idea; allowing the “Green Room” to act as a standard and inspiration for other campus’ projects. Recommendations for future work:

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