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# Energy Consumption Competition

**Possible Academic Connections:** Marketing

**Recommended project length:** Semester

[**Experiential Learning**](https://www.ohio.edu/academic-excellence/experiential-learning/overview)**?** Likely

[**Community Engagement**](https://www.ohio.edu/university-college/campus-community-engagement)**?** Unlikely

**Remote learning possible?** Likely

**Connection to** [**OHIO Sustainability & Climate Action Plan**](https://www.ohio.edu/sites/default/files/sites/sustainability/files/2021%20OHIO%20Sustainability%20and%20Climate%20Action%20Plan.pdf)**:** Energy, Climate

**Brief description:** Develop a marketing plan for an Ohio University Energy Competition.

**Project description:**

Ohio University has a new [Sustainability & Climate Action Plan](https://www.ohio.edu/sites/default/files/sites/sustainability/Sustainability%20and%20Climate%20Action%20Plan%20sections/2021%20OHIO%20Sustainability%20and%20Climate%20Action%20Plan%20website_reduced.pdf) as of June 2021. In the Energy section of this plan, there is a proposed strategy of restarting energy competitions between residence halls. Students will create a marketing plan for future Ohio University energy competitions. Project steps include:

1. Research [past energy competitions](https://www.athensmessenger.com/news/ous-new-residence-halls-participate-in-national-energy-competition/article_26a01b19-ec6d-5a88-aa3d-10841f9dce2f.html) at Ohio University and at other universities ([Ohio State](https://greenbuckeyes.osu.edu/energy-and-operations/2021-residence-hall-energy-competition), [UCLA](https://www.sustain.ucla.edu/housing/living-green/energy-games/), [Oberlin](https://www.oberlin.edu/environmental-sustainability/programs/ecolympics), etc.)
2. Brainstorm catchy titles, slogans, and incentives for future energy competition.
3. Conduct a survey to determine which titles, slogans and incentives resonate with students in residence halls.
4. Develop marketing materials for future energy competitions.

**Resources available to students/faculty to complete project:**

* Meeting with Elaine Goetz, Director of Energy Management & Sustainability
* [Guide to organizing residence hall energy competitions (Furman University, 2008)](https://icap.sustainability.illinois.edu/files/projectupdate/1722/Best_Practices_Guide_for_Organizing_Resi.pdf)

**Project alignment to OHIO Sustainability & Climate Action Plan:**

* [Energy](https://www.ohio.edu/sustainability/operations/energy) (goal #1)
* [Climate](https://www.ohio.edu/sustainability/operations/climate) (goal # 1)

**Please send final project deliverables to****sustainability@ohio.edu****for tracking and reporting purposes.**