

Energy Consumption Competition

Possible Academic Connections: Marketing

Recommended project length: Semester

Experiential Learning? Likely?

Community Engagement? Unlikely

Remote learning possible? Likely

Connection to OHIO Sustainability & Climate Action Plan: 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](#) 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](#) at Ohio University and at other universities ([Ohio State](#), [UCLA](#), [Oberlin](#), 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 \(Furman University, 2008\)](#)

Project alignment to OHIO Sustainability & Climate Action Plan:

- [Energy](#) (goal #1)
- [Climate](#) (goal # 1)

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