Carbon Neutrality Campaign planning

Finding unity in all of our efforts to meet Zero Waste & Carbon Neutral Goals
Awareness & Information
A quick look around
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Keep it Clean
This dining area should never be trashed. Let's tidy up together.
- Bus your tables; compost and recycle.
- See a really big mess? Let our vendors know.

Contact retail.services@ucsf.edu with questions and comments.

Live Green
Our new app helps you compost, recycle, and re-use everything.

- Pick the right bin
- Track the difference you make

Download the app today.
Recycling & Waste Reduction App
URL:
Individual chapters leading to shared goals

Zero Waste 2020

Carbon Neutrality 2025

ENGAGEMENT
Conservation | Trash Diversion
Sustainable Purchasing & Sourcing
Reduce Carbon Footprint

Cultural Norm
Taking personal sustainable actions is natural and automatic.
Unify and connect individual efforts with high level messaging and editorial voice

Buy sustainably
Energy Star | Recycled Materials
Food Sources | Fair Trade

Conserve
Electricity | Water | Reduce use of plastics
Alternative Transportation

Live greener
Recycle | Reuse | Separate trash
Eat local | Meatless Mondays | BYOC
Power down | Dress in layers
positive • emotional • memorable • resonant

social community
people like me are doing good in the world

visual & interactive
how does this make me feel and behave?

story telling
Immersive, immediate, and relatable

momentum
build audience and engagement over time, one individual at a time
Individual efforts provide data, info, resources, tips to be, buy, live greener.
Global efforts are disruptive, personal, inspire action.

RATIONALE:

• A campaign that’s easy to remember, easy to share and even a little competition-oriented.
• Use an optimistic and aspirational approach.
• Lead simply, minimize any messages that are scary.
• Individual efforts tie back to key messaging of global campaigns.
• Individual efforts offer PROOF.
Campaign Purpose

1. Demystify definition of Carbon Neutrality to general UCSF population with multiple messaging covering the various aspects/levels of carbon neutrality. This is the education piece.

2. Connect the dots between the individual and carbon neutrality – why it matters, why it matters now.

3. Engage UCSF population to change or adopt JUST ONE HABIT into their work day to get us to Carbon Neutrality by 2025. Use momentum of this effort to chart subsequent calls-to-action; and intensify urgency.

4. Find a mechanism to improve target marketing or access to sub- and sub-sub groups at UCSF (e.g., lab managers, specific departments) to localize and personalize messaging.

5. Include data points as proof of items 1 to 5.

6. Improved understanding of the bias and hurdles to better/improved Carbon Neutral behaviors, to help frame impactful messaging and adoption of carbon neutral-positive behaviors.
It’s a serious topic, but we don’t want to scare people either.
Avoid scare tactics that users shut down and don’t take any action.

Inspirational
Achievable
Hopeful
But not scary
Positive – we can do this!
Open other presentation