

Dwight, Bentel & Hall Communication Green Initiative with FD&O

Dwight, Bentel & Hall Agency has created a team called “Green Initiative,” which has developed a strategic plan for increasing the apparentness of FD&O’s efforts to make SJSU sustainable and to create behavioral change toward more sustainable practices from the campus community and beyond. Green Initiative launched their campaign to garner the campus’ interest in 2015. They created a brand and social media presence on three platforms. Social media accounts create daily posts to convey meaningful information to the captive and potential audiences, with the end goal of spreading information about SJSU’s sustainable practices. Green Initiative also hosted a film screening, social media competitions, drew attention from the Spartan Daily about SJSU’s successful Gold STARS Certification resulting in publication, made videos about the cogeneration facility and water conservation, facilitated energy reduction competitions (in the residence halls and in Clark Hall) and presented at the CSU Chancellor’s office regarding the program so far.

Green Initiative has plans to complete the following by the end of Spring semester:

- Create lawn signs on campus to raise awareness of our recycled water program,
- Create a publicity event to spark a campus conversation about low-waste lifestyles,
- Assist with formatting the Sustainability report for FD&O,
- Create informational brochures and web content for the Sustainability Board so that students or prospective students can see what classes have a sustainability emphasis at a glance and so that staff, faculty and the community can see the breadth of sustainability courses and faculty we have on campus,
- Create a social media competition encouraging green transportation,
- Execute an event to display the Gaylord Nelson Tree, commemorating the SJSU alum and founder of Earth Day, Gaylord Nelson,
- Participate in the Earth Day Fair,
- And create Professor Profiles- visual packages that show SJSU professors alongside their sustainability stories or inspiration.

All in all, Green Initiative intends to help continuously build a campus climate where the needs of the present are met without compromising the needs of the future.