

## Summer 2022 Sustainability Scholars Program Internship Opportunity

The UBC Sustainability Initiative (USI) is pleased to offer current UBC graduate students the opportunity to work on funded sustainability internship projects. Successful candidates work under the mentorship of a partner organization, and are immersed in real world learning where they can apply their research skills and contribute to advancing sustainability across the region.

- Visit the [Sustainability Scholars Program website](#) to learn [how the program works](#) and to [apply](#).
- Be sure to review the [application guide](#) to confirm your eligibility before applying.

**Applications close at midnight on Sunday January 30, 2022.**

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### **Project Title: Research to understand best practices in communicating the benefits of building electrification to multiple audiences**

#### **Project Background and Overview**

The Building to Electrification Coalition (B2E) is a new BC-based member-driven coalition working towards a Vision that by 2030, all new and most replacement space heating and domestic hot water systems in BC's buildings will be high-efficiency and low-carbon with electric systems being widely used across all market sectors. In British Columbia, building electrification is a critical component to reduce carbon pollution because of the province's abundant supply of clean, renewable electricity and the mature state of high-efficiency, electric technologies for most building space and water heating applications. Burning fossil fuels to heat our homes and buildings contributes to climate change and makes up 11% of BC's greenhouse gas (GHG) emissions. B2E's mission is to reduce the building sector's reliance on fossil fuels.

Increasing public awareness of the benefits of building electrification is a key strategy identified by B2E. This is a multi-layered opportunity with several stakeholder groups involved. Developing broader awareness of technologies like heat pumps will result in creating market demand for these technologies. B2E has identified that homeowners, building owners/managers, and contractors all play an important part in transforming the market. The key challenge is determining the best approach for each of these audiences.

#### **Project Description**

The purpose of this project is to support the development of communications materials to expand the awareness of building electrification technologies for home owners, building owners/managers, and contractors.

As outlined in the CleanBC Road Map to 2030 and BC Hydro's Electrification Plan, electrification is a key strategy needed to achieve significant greenhouse gas emissions reductions in buildings. Currently, awareness about heat pumps and other electrification technologies is low among home and building owners. The need for streamlined and coordinated messaging has been identified by B2E's Awareness Building and Communications Subcommittee. This project will support the subcommittee in achieving its objectives and the project findings are expected to result in increased awareness around low carbon building electrification technologies, primarily in residential settings and will include some work on commercial technologies.

By empowering homeowners and building decision makers with information on the benefits of electrification and methods for how to find the right contractors, adoption of heat pumps and other low carbon technologies will increase and contribute to lower community GHGs. At the same time, providing contractors with the tools they need to be successful heat pump advocates will result in a better experience for the home and building owner.

## **Project Scope and Deliverables**

Best practices scan of communications materials prepared by organizations in BC and other jurisdictions, such as California, New York and Vermont. The materials review may include websites, social media, pamphlets, market surveys and video.

Using the information from the best practice scan identify messaging approaches and strategies of relevance to target audience groups of home owners, building owners/managers, and contractors.

Develop a communications strategies document relevant to B2E members that outlines key messaging approaches and common language to use for the identified audiences.

Based on the strategy document and feedback gathered from the B2E Awareness Building and Communications subcommittee, the Scholar will develop a minimum of 12 social media posts targeted to the key stakeholder groups to be posted on B2E's social media channels. The content will raise awareness of the benefits of electrification to the key audiences, this task includes image sourcing/graphic design (e.g., Select images from Unsplash or other virtual database) and copy writing. Content may align with current events if applicable. Final posts will be vetted and posted by the B2E Program Manager and ZEBx's Communications Manager.

The Scholar will support the development of content to be included in a website targeting homeowners, similar to Emotive, that focuses on "how-to" electrify. This website will use the content of B2E's existing website ([b2electrification.org](http://b2electrification.org)) as a starting point and use the research from the Communications Strategies document to tailor messaging to this audience. The website content will include best practices, how-to guides, incentives, and FAQs. The Scholar will review several existing websites from other jurisdictions and collaborate with the B2E Program Manager to create copy that is tailored to the BC landscape. The content development will leverage work done in Phase 1. (~70 hours)

## **Deliverables**

- A Communications Strategies document focused on three audiences: home owners, building owners/managers and contractors.
- A minimum of 12 social media posts targeted to the 3 audiences above.
- Written draft content for a homeowner-facing website.
- If timing permits, a public presentation on the project and findings at an online public webinar.
- A final report for the online public-facing Scholars Project Library.

## **Time Commitment**

The project will take 250 hours to complete and must be completed between May 2 and August 12, 2022. The work is to be completed between 8 am and 5pm Monday to Friday. A weekly check-in meeting with the B2E Program Manager will be scheduled.

# SUSTAINABILITY SCHOLARS PROGRAM

## Required Skills

- Excellent research and writing skills
- Demonstrated interest in sustainability
- Experience conducting stakeholder engagement events, including facilitation skills, is an asset
- Familiarity with research methodologies and survey techniques
- Community engagement experience
- Strong analytical skills
- Ability to work independently
- Deadline oriented
- Project management and organizational skills
- Comfortable interacting with strangers to conduct interviews
- Design and layout skills

Applications close **midnight Sunday January 30, 2022**

Apply here: [Click here to apply](#)

Contact Karen Taylor at [sustainability.scholars@ubc.ca](mailto:sustainability.scholars@ubc.ca) if you have questions

## Useful Resources

We are holding a special **resume preparation workshop for prospective Scholars** on January 19. [Click here for details and to register.](#)

Below are some links to useful resources to help you with your resume and cover letter (there are many more online). Some of these resources also provide information on preparing for your interview.

<https://students.ubc.ca/career/career-resources/resumes-cover-letters-curricula-vitae>

<https://www.grad.ubc.ca/current-students/graduate-pathways-success>

<https://www.grad.ubc.ca/cover-letter-cv-resume-templates-ubc-career-services>