UCONN NET IMPACT GRADUATE CHAPTER

MARCH 05, 2019

CURRENT PROJECTS UNDERTAKEN BY US

<u>ASARASI</u>

Asarasi as a growing company is facing the challenges:

a)   Challenge of creating brand awareness on the project. The company needs to identify the consumers and competitors to understand the current value in the market and to gain insights for future use.

b)   Company's current marketing strategy is based on price promotions within the stores but is currently missing out the opportunity to capitalize on social media marketing.

Net Impact- Asarasi is designing a marketing plan that utilizes existing assets that builds brand engagement through its social networking system. Team will then execute the plan by analyzing, refining the performance on an ongoing basis and thereby enhancing the end results.

The vital aim of Asarasi is to research, design and deliver the strategy. It unravels new marketing strategies by making use of Net Impact organization.

Operation:

Net Impact- Asarasi will do a cost analysis for marketing on LinkedIn compared to other social media channels. It creates consumer messages that easily communicates the brand attributes and unique story to consumers through LinkedIn. It determines the approach to utilize Net impact chapters to build awareness and figuring out the approach for fast service locations on campus. And, to determine how to approach this sales channel, stakeholders, the impact of campus sustainability officials etc.

Main targets of Net Impact - Asarasi is to deliver engagement, enhance brand value and build conversation by communicating brand awareness, brand education, consumer relevance and brand news.

It also presents the outline strategy and implementation of how the company will:

a)   Figure out a strategy to communicate unique selling point to consumers and build brand awareness through identified social media platform (Linked In)

b)   Figure out a strategy to collaborate with other net impact chapters.

<u>REPLATE</u>

Replate makes it a breeze for businesses to donate food consistently and liability free. It encourages communication and transparency between our food donors, drivers, and recipients. This enables Replate to have a consistent, measurable supply of quality food to its recipient organizations, catering companies and food shelters in need. They primarily operate in the San Francisco Bay Area, Los Angeles, and New York City. Replate's target is to serve 16 million meals to 100,000 people in the next 4 years.

Replate is looking to expand its services to areas beyond San Francisco, Los Angeles, and New York city. Based on their location in the San Francisco Bay Area, they have worked primarily with tech companies, and are hoping to develop into different target markets, specifically in terms of geography.

UConn students will evaluate Replate's current customer base and growth goals, along with the current state of the market, to determine which geographical or professional segments Replate should target to effectively grow.

Net Impact Consulting - Replate

As a part of our initiative to engage with organizations and consulting them to develop sustainable solutions, our team is working with Replate organization. Replate`s website is not having the desired level of engagement with its users resulting in more than 50% bounce rate. This leads to lower conversions and impacts the growth of the organization and its outreach. Net Impact consulting - Replate is actively supporting Replate organization to reduce food waste and hunger by helping them understand user behavior better and make appropriate changes to improve user engagement and conversions.

Our student team is using Google Analytics to track certain key metrics such as bounce rates, average duration, no. of new visitors and so on. We are also tracking the flow of the users on the website, their source and their behavior using various reports available on Google Analytics. By analyzing the results, we have shared with Replate all possible reasons for high bounce rates and recommendations to reduce the same. We have also advised them on how the use of social media is affecting traffic on their websites and what steps can result in increased traffic on their website. To analyze it more our team is currently studying what features of their website can be modified and tested for increased traffic. And then we will extend the project to do A/B testing once the suggested changes are implemented and new versions of website pages are created.

CONTACT US:

Website: https://gradnetimpact.business.uconn.edu/

Leadership Team: https://gradnetimpact.business.uconn.edu/leadership-team-2019

THE FUTURE OF ELECTRICITY

IN ORDER TO MEET LONG TERM CARBON REDUCTION GOALS AND FULFILL THE NEED FOR GROWING ENERGY DEMAND, HASTENING THE DEPLOYMENT OF DECENTRALIZATION, DIGITALIZATION AND THE ELECTRIFICATION OF NEW ENERGY USES SUCH AS MOBILITY, IS CRITICAL.

THE FORUM HAS DEVELOPED A MODEL FOR A COUNTRY-LED, MULTI-STAKEHOLDER APPROACH TO ADOPTING FRAMEWORKS WHICH WOULD ACCELERATE THE ADOPTION AND DEPLOYMENT OF THESE TRENDS. ENCOMPASSING POLICY, INFRASTRUCTURE AND BUSINESS MODELS, THE FRAMEWORK APPROACH IS BASED ON CONVENING STAKEHOLDERS AND CREATING A SHARED VISION AND PLAN FOR IMPLEMENTATION.
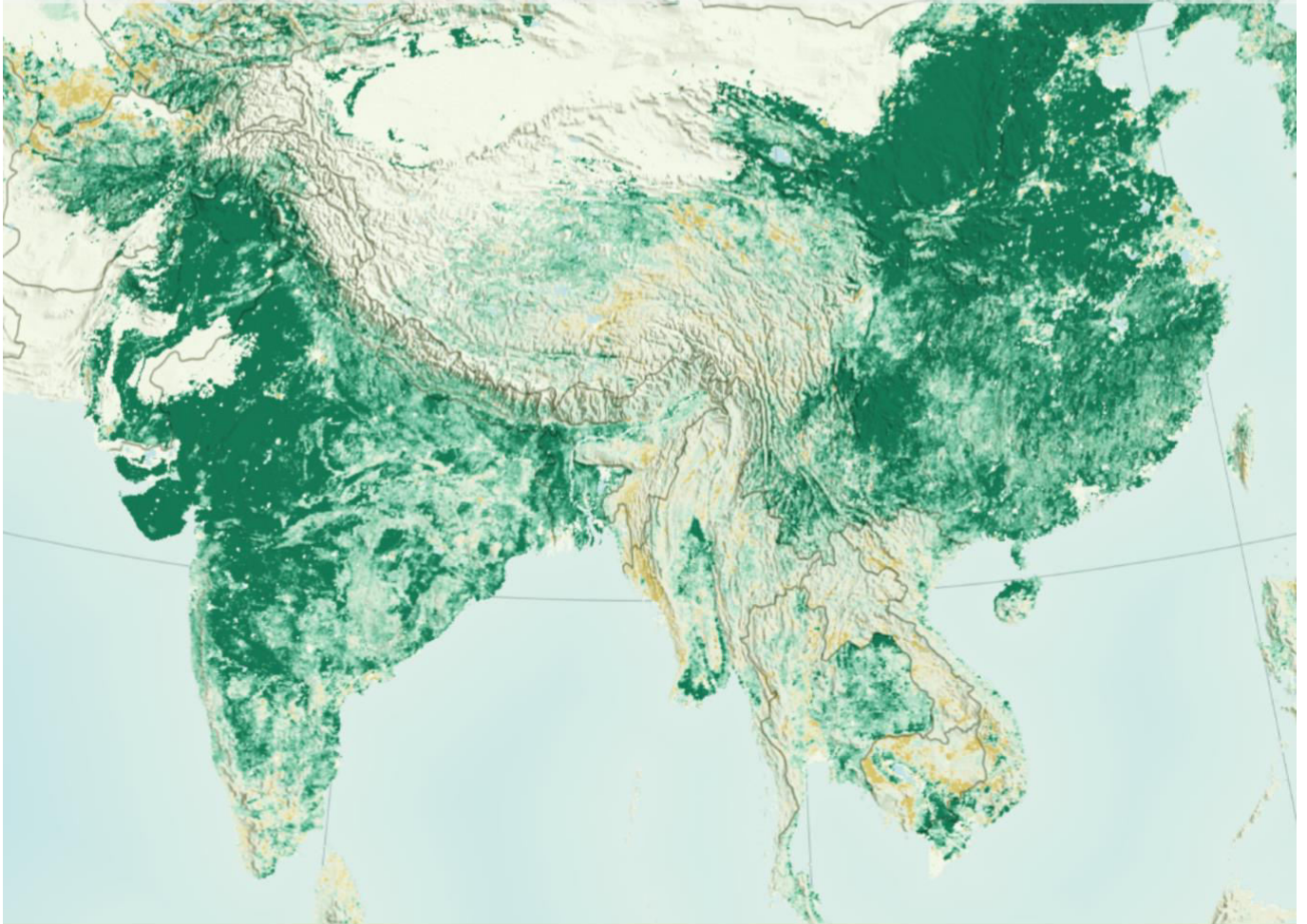
Read Further

CHINA AND INDIA
LEAD IN GREENING OF THE WORLD THROUGH LAND–USE MANAGEMENT

Recent satellite data (2000–2017) reveal a greening pattern that is strikingly prominent in China and India and overlaps with croplands world-wide. China alone accounts for 25% of the global net increase in leaf area with only 6.6% of global vegetated area. The greening in China is from forests (42%) and croplands (32%), but in India is mostly from croplands (82%) with minor contribution from forests (4.4%).

Read Further

WHAT CAN THE WORLD LEARN FROM
MEXICO'S ENERGY REFORMS?

The scenario ahead of us shows that the world will need more energy – at least 30% until 2040 according to the International Energy Agency. At the same time, in Paris last year the international community committed to limit the increase in temperature below 2°C. Low carbon electricity technologies will play an essential role in this respect. Progress in Mexico is aiming in this direction. The energy reform announced by President Enrique Peña Nieto in 2013 – part of an extensive and ambitious agenda of reforms that cover a variety of social and economic areas – is a unique example of a comprehensive and agile transformation of an energy industry.

Read Further

MADE THOUGHT CREATES BOLD BRANDING FOR WORLD'S FIRST PLASTIC-FREE SUPERMARKET AISLE

The aisle, which opened to the public today, is located within an Amsterdam branch of Dutch supermarket chain, Ekoplaza. Here, over 700 products stocked on the shelves are contained within plastic-free packaging, which – although closely resembling the look, feel and strength of real plastic – is made using natural, 100 per cent biodegradable materials.

Read Further