

# The Third Space

## PRESENTATION



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## Goal

Third Space Commons is an integrated design hub for experiential and research-based learning on zero emissions, regenerative, and climate resilient design located on the University of British Columbia's Vancouver campus. The space serves to promote research & learning on building sustainability across campus and industry. By introducing established industry professionals to materials like hempcrete, and the carbon minimalism strategies that guided our building, we have already seen shift in mindset. As our partners are re-evaluate what it truly means to be sustainable within our local context, we hope that the building industry at large will follow suit. With Third Space Commons as an example, and with its research potential as a living lab, we hope to encourage industry to break the mold and lean into sustainable innovations. Throughout the two-year design-build process we have sought to achieve this through a marketing and communications strategy that emphasizes community engagement, education, and promoting awareness of our mission.

**Pending: SAB Magazine, APSC and UBC articles, APSC film  
Won BC Embodied Carbon- Small Buildings Award**

The two target segments our marketing and communications strategy focused on were the UBC community (including students, faculty, and staff) and building industry professionals. Our marketing campaigns were adjusted to reflect the varying levels of expertise and needs of these two primary segments.

During the early design and approvals phase of the project, our team prioritized developing our brand identity and public engagement to promote community outreach and awareness of our team's mission. As the project advanced through design and permitting, our team prioritized community engagement, creation of sponsorship material, social media campaigns, and building launch & public exhibition preparation.

## Brand Identity

Since our founding in 2019, Third Quadrant Design's brand has evolved from a simple logo to a unique and identifiable brand identity. The third quadrant of a carbon-energy coordinate plane, symbolizing negative energy and negative carbon design, is the foundation of Third Quadrant Design's identity and mission.



Figure 1- Example Instagram Post

To communicate a consistent brand across all outlets, internal and external, we created a comprehensive guide that codified our voice, naming, typography, logo, and imagery guidelines. With a curated identity from our brand guide, our team was able to create consistent and identifiable promotion and marketing material.



## Public Engagement

Our team focused on a streamlined public engagement strategy, emphasizing community outreach and engagement, internal engagement, social media (Instagram, LinkedIn), and traditional media (websites and newsletters).

## Community Engagement

Our team's primary mission is to promote sustainable design practices across campus and industry. We worked to inspire the community and current and future generations of industry leaders on sustainable design and construction practices through mentorship, workshops, seminars, conferences, and outreach programs. Examples include mentorship of the University of Victoria and the University of British Columbia Okanagan Solar Decathlon teams, building design workshops that paired students with industry professionals, and partnering up with Geering Up's engineering outreach program to promote science, engineering, and technology to youth across British Columbia.

We have also used our position to advocate for a more sustainable campus through community consultation conducted by the University of British Columbia. Examples include providing input to UBC's Campus Vision 2050 to determine the future of our campus, and as a voice for sustainability on the design of the UBC Sauder School of Business's new academic building.

As our building moved through design and permitting, we solicited feedback from the local community on our proposed development; our final designs incorporate much of the public feedback we received.

## Internal Engagement

Third Quadrant Design made it a priority to actively bring together the students, faculty, and industry professionals involved in the design and construction of Third Space Commons

### *Project Unveiling*

Coinciding with the construction groundbreaking, Third Quadrant Design brought together our faculty sponsors, student team members, and our major design and construction partners for a narrative driven mid-project event and mixer that provided the opportunity for many members of our project team to celebrate the achievement of clearing design and permitting and moving into construction.



Figure 3- Project Unveiling Group Photo



### Student Build Days

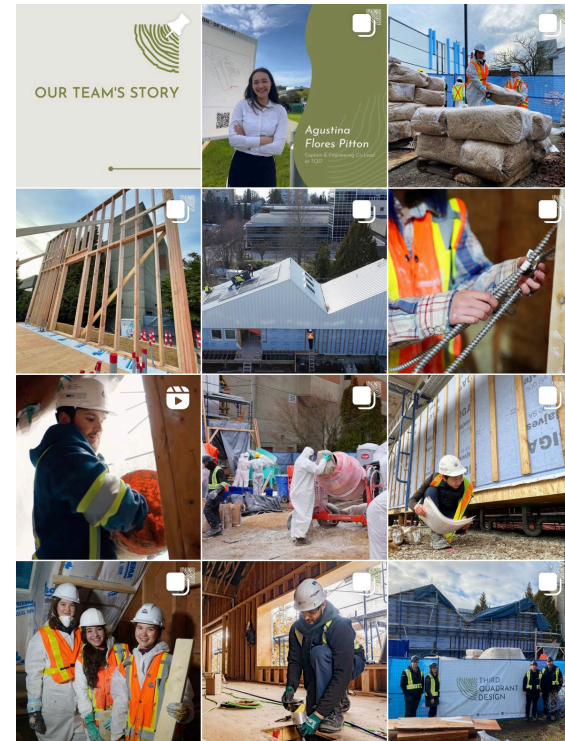
To educate the student community on our building, we held a series of student “build days” where students from across campus could participate in the construction of Third Space Commons. Open calls for student participation were placed in faculty and department newsletters. Our “build days” were visually documented and shared through our social media channels.



Figure 4- Hempcrete Build-Day Post

### Social Media

We identified that the UBC community interacted most with content on Instagram. Our static and video content was tailored to reflect the knowledge level and interests of this target segment.



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 <Insert screenshot of our highlights page on Instagram>



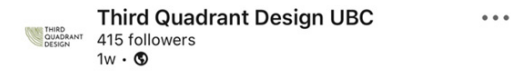
Our industry outreach efforts primarily utilized LinkedIn, with posts replicating those of our Instagram; however, our content was adjusted to suit the knowledge level of industry professionals.



### Third Quadrant Design UBC

UBC Engineering Design Team aiming to support the design, education, and adoption of high-performance buildings

Civil Engineering • Vancouver, BC • 415 followers



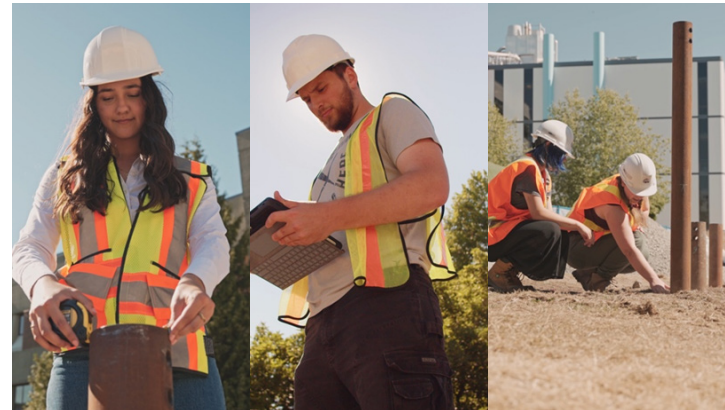
Our team—Third Quadrant Design (TQD)—has come a long way. From our early days as a small ...see more



Our social media regularly featured static content about construction updates, involvement opportunities, information about our team, our missions, our past projects, and our involvement in the Solar Decathlon Build Challenge. In addition to our regular content, we also ran three specialized social media campaigns:

### Educational Campaigns

To introduce our project to the community, Third Quadrant Design collaborated with one of our industry sponsors to create four educational videos about: (1) our team history and the solar decathlon competition (2) innovative design methods and materials (3) embodied carbon vs. operational carbon, and (4) the use of our living lab for future building research.



<https://statics.teams.cdn.office.net/evergreen-assets/safelinks/1/atp-safelinks.html>

We additionally created a series of highlight posts explaining our design principles and how they are reflected in our project, an educational series on our project innovations, and a series that highlighted our participation in the Solar Decathlon.



Embodied carbon focuses on the entire life cycle of the project.

It encompasses the carbon emission associated with the manufacturing, use and disposal of the project.

Operational carbon focuses on the energy consumption of the building while in use.

### What is Hempcrete?

Hempcrete is a biocomposite material made from the wood core of hemp plants combined with a lime-water binder.

The lime-water reaction uses carbon dioxide from the atmosphere to cure and harden.

**FUN FACT!** It can take years for hempcrete to completely harden and reach its maximum strength!

Solar Decathlon is a collegiate competition on an international stage that challenges student teams to design buildings utilizing efficient renewable energy.

**Our team has won first place 2 years in row in the SD Design Competition!**

We are currently competing in their 2021-2023 Design-Build Challenge



*We are excited to be leading the construction of the Third Space Commons project and using hempcrete, a carbon negative material that could be a game changer for our industry.. Participating on projects such as this - a living lab that will continue to further sustainable research and development - is a natural fit for us."*

**Jonathan Boyce**  
Regional Manager, Vancouver

## Sponsor Recognition Campaigns

Beginning in January of 2023, our team rolled out a sponsor recognition campaign on Instagram and LinkedIn, highlighting each sponsor's contribution to Third Space Commons and a quote from our sponsor. Recognition was structured based on tier with top donors receiving individualized posts while smaller donors received a group posts. We collaborated with each of our sponsors to ensure that our recognition was consistent across sponsorship tiers, and with both our branding and theirs.

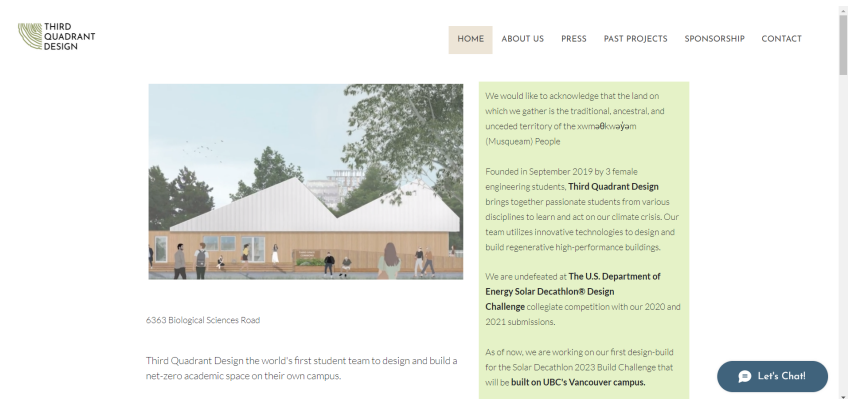
## Meet the Team Campaign

The "Meet the Team" campaign was used to humanize our brand and highlight the contributions of our team's leadership. Each of our five team captains received a solo Instagram post outlining their role and responsibility for the project and how this projected has impacted their studies and career. This initiative was implemented to recognize the hard work of the team captains and inspire younger team members.



## Traditional Media

Our team’s website is primarily used as a landing page to promote our projects past and present, post recruitment opportunities, highlight our sponsor involvement, and share sponsorship information.



We also collaborated closely with UBC marketing and communications in the creation of news articles that are shared with the university community at large.

As a result of our social media campaigns, our Instagram following Increased 61% over the course of our 3 months. Our student build day reel reached 465% greater than following and accounts reached +360% in the last month  
 Our LinkedIn page views increased 40.2% over the course of our educational campaigns and impressions Increased 138.2%



**THIRD QUADRANT DESIGN**

HOME ABOUT US **PRESS** PAST PROJECTS SPONSORSHIP CONTACT

## Press & Publications

Our team hit the ground running in fall of 2019 and went on to win our first Solar Decathlon in our inaugural year. Since the start, TQD has been committed to designing regenerative high-performance buildings at the highest quality -- and people have noticed.

**Check out what people have to say about us below!**

UBC student team aims to build a net-zero student space on campus <i>UBC Applied Science</i>	2022	↗
UBC design team takes top spot at Solar Decathlon <i>UBC Applied Science</i>	2021	↗
Female-led UBC Engineering Student team wins first place at Solar Decathlon <i>UBC Civil Engineering</i>	2020	↗

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## Fundraising & Sponsorship

With a final project budget of approximately 1.3 million CAD, our sponsorship strategy was focused and effective. Prospective sponsors were engaged through several channels including company websites, LinkedIn, the university's donor network, and word of mouth. All prospective sponsors were provided a sponsorship package that communicated the benefits of supporting our team.



### UBC student team aims to build a net-zero student space on campus

UBC's award-winning Third Quadrant Design – a team of more than 60 students in engineering, architecture, business, and arts – is about to start construction of a new student space on campus that redefines sustainable design.



### Why Sponsor Us

**Change starts with us.**

The transition to a greener, more thoughtfully designed built environment is underway, and Third Quadrant believes the future must go one step beyond sustainability toward the goal of regenerative design.

Our mission is to promote regenerative design practices across industry and academia. By sponsoring our efforts, you are directly supporting student knowledge and activities in the building sector, from design to construction.

**Today's students are tomorrow's professionals, and our members will one day be the ones leading the transition to a regeneratively designed world.**

With the upcoming Solar Decathlon design-build, your support will contribute to a visible symbol of modern environmentalism, and have tangible impacts to all students, staff, and visitors at UBC's Vancouver campus.



- Mentor and recruit the designers and industry leaders of tomorrow
- Contribute to student learning and cross-collaboration
- Brand recognition at a local and global scale
- Get your name on the donor wall of our building at UBC
- Build a sustainable future and a regenerative world





### Sponsorship

We will need your help to get this project built! We are seeking both monetary and in-kind donations. Monetary donations will receive business acknowledgement from UBC for the amount donated. In-kind donations will receive business acknowledgement from UBC at the market value of the donation.

Oh, and sponsorship has its perks!



#### seed-sower

•\$10,000 EQUIV.  
Recognition on our promotional material by name and company logo, invitation to virtual networking sessions with our team



#### cultivator

\$10,000 - 24,999 EQUIV.

Seed-sower benefits + Company name on the donor wall of our building for the duration of its third life, invitation to in-person networking sessions with our team



#### wall-raiser

\$25,000 - \$49,999 EQUIV.

Cultivator benefits + Full feature on our website, coordinated social media promotion, access to team member resumes



#### build-partner

\$50,000+ EQUIV.

Wall-raiser benefits + Large company name on donor wall proportional to donated amount, company name and logo on competition attire, personalized project integration

## Public Exhibition

Third Space Commons will be exhibited over a period of two weeks to showcase our completed building to our team, to our design and construction partners, our sponsors, the UBC community, to the many men and women that participated in its construction, and to the public.

## Tour

Guided accessible tours and informational signage inside the building will detail how architectural and engineering elements of the building embody our design principles.

Live monitoring of the building's energy, lighting, and environmental systems will be displayed on ipads and television screens providing attendees an immersive, interactive experience.

