



University of Strathclyde

Campaign Report 2015-16

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2015-16 academic year. It contains key engagement statistics, data on energy savings and suggestions for improvements. We welcome your feedback.

Key Statistics

- 100,206 kWh saved in October, November and February 2015-16 – 13.2% reduction (compared to the baseline).
- £10,021 financial equivalent saved (assuming 10p/kWh)
- 54 tonnes of CO₂ saved
- 232 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (11.71% of 1,982 students living in residences)
- 296 students took part in the online Climate Change Quizzes taking place in November 2015 and February 2016
- 22 photos were submitted in our competitions - winning prizes including Ben & Jerry's, NUS Extra Cards and XXX.
- 29 students trained as Student Switch Off Ambassadors
- 317 students have now joined the 'University of Strathclyde Student Switch Off' Facebook fanpage an increase of 154 students this academic year

Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 13.2% compared to a baseline period before residents were being engaged in the Student Switch Off campaign. This has saved a total of 100,206 kWh, which is equivalent to approximately £10,021 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 54 tonnes of CO₂.

These savings are calculated from 183 days of occupancy between October and March. Total savings over 2015/16 are likely to be higher as the above figures do not account for savings made outside this period.

Full details of our analysis are on the excel file – University of Strathclyde Energy Analysis 2015-16 – provided alongside this report.

Notes on Energy Analysis

The percentage change in electricity use should be seen in the context of a buildings baseload use. This is the electricity consumption of equipment such as fire and security systems, stairwell lighting and fridge-freezers which will be unaffected by residents energy saving efforts.

For the purposes of estimating financial savings we assume a unit/kWh cost of 10 pence. In some cases the unit cost of electricity is higher and if you would like to provide us with more detailed information on the rate you pay we can adjust our calculations accordingly.

Engaging Students and Encouraging Energy Saving

Throughout the academic year we have engaged with residents, to motivate and empower them to take action to save energy. Below are the details of these engagement activities.

During the arrival period all residents were sent an email with information about the Student Switch Off competition – inviting them to join our email list, Facebook page and take part in our photo competitions over the year. Posters were also placed in halls of residence in kitchens and communal areas.

Fresher's Fayre– we attended the Freshers Fayre and spoke to students about the campaign, adding them to our email list and distributing our branded cotton bags and coasters.

Photo competitions – Every 2-3 weeks we have invited students (via email and Facebook) to enter a competition where, in return for uploading a photo of themselves taking an energy saving action, they have received a range of prizes including NUS Extra cards and Ben & Jerry's vouchers. There were 22 submissions over the academic year. These photos were liked and commented on 337 number of times.

Student Switch Off Ambassador Training – We held a workshop to train students to become Ambassadors for the campaign within the halls. They learnt more about how the campaign works, the ways energy can be saved in halls and techniques for encouraging others to get involved. They were also provided with a branded fair trade t-shirt and refreshments. 29 students attended the workshop and over the year were active in helping on halls visits, sharing promotional material on Facebook, entering photo competitions with their friends and getting them to join our email list and enter our quiz.

Climate Change Quiz – We ran two rounds of our Climate Change Quiz, in November and February. Students were invited via email and Facebook to take part in the quiz, answering six questions on climate change and energy saving. In both quizzes halls of residence had the opportunity to win 100 tubs of Ben & Jerry's ice cream if they were one of the top four halls nationwide with the highest percentage of residents taking the quiz. For each quiz we picked out someone from the university to win a tub of Ben & Jerry's for themselves. 296 students have taken part in the online quizzes.

Halls Visits – We have visited the halls of residence on two occasions over the academic year – speaking to a large number of students about the campaign and adding them to our email list. On these visits we ran engagement activities such as quizzes and photo competitions. In the photo competitions students had a photo taken of themselves taking energy saving actions e.g. putting a lid on a pan, the photos were put on the Facebook page and they competed to get as many 'likes' as they could for their photo, in order to win a prize.

Areas for Discussion and Improvement

We are always looking for areas to improve what we do. Below are some aspects of the campaign that worked well and some suggestions on areas that could be improved. We welcome your feedback in all areas of our work.

Freshers event – we attended the Freshers Fayre and had a stall in a great position. The event was busy which enabled us to engage with a good number of halls residents. It is recommended that the same happens in future years.

Climate Change Quiz – There was high levels of participation in the online quizzes. Emails to all residents in halls are very effective in getting the message out and the ambassadors also did a lot of work promoting the quiz.

Ambassadors – we had a great turn out this year and the ambassadors were very supportive of the campaign. A number of ambassadors attended all the halls visits, got their friends to take the quiz and enter photo competitions.

Social Media Approach - The Facebook competitions were quite successful at the beginning of the year, but engagement did slowly drop off throughout the year. Next year we will explore other avenues for competitions such as Instagram and Snapchat to reach a wider range of students on different platforms.

Student Switch Off – A nationwide campaign

Student Switch Off has continued to demonstrate quantifiable energy savings across the 44 institutions who run the campaign. Together, this collective energy-saving action has achieved some incredible savings across the UK this academic year:

- Average reductions in electricity usage of 5.6%
- 1,271 tonnes of CO2 kept out of the atmosphere
- £234,000 saved in electricity expenditure for universities
- 139,000 students in halls of residence reached
- 26,000 students signed-up to support the campaign
- 1,095 students trained as ambassadors for the campaign
- 21,000 students participated in our online climate change quizzes
- 2,000 energy and recycling themed photos received from students in our regular competitions

Overall Campaign Changes & Improvements

As Student Switch Off grows and changes we are always looking for ways to implement new ideas and improve the campaign. Here are just a few of things you can look forward to from the 2016/17 academic year onwards:

- ✓ New, fresh, student-focussed website with a webpage for each university providing a hub for local information on energy-saving, recycling in halls, the climate change quiz, social media and ways to get involved in the campaign.
- ✓ New online climate change quiz – this is being produced by Ben & Jerry's digital team so we'll have a new quiz which should look awesome, be fully mobile compatible, have new fun add-ons and be able to be embedded into your own webpages if required.
- ✓ Energy dashboard – for £1,350 plus VAT you could add a near-real time energy dashboard to the SSO campaign at your institution. This has been developed in partnership with academics at De Montfort University and has led to additional electricity reductions of 3% at seven UK Unis this year –

over and above the 5.5% reductions we typically achieve with Student Switch Off. You can check out the University of Bath dashboard as an example here: <https://switchoff.nus.org.uk/bath>.

- ✓ Over the summer we'll be looking at our social media schedule and approach for next year to see if there's anything we can change to keep up with the latest ways that students are engaging with campaigns.

Examples of Energy Saving Photos

See below for some examples of the energy saving themed photos entered into our photo competitions this year.

