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**University of Strathclyde
Campaign Report 2018-19**

This year your energy savings are...



**70 009 kWh saved – 17%
reduction**

22 tonnes of CO2 saved



£7001 saved

This year the campaign has achieved...



283 students pledged their support
– **18.87%** of **1500** residents



357 entries in our **Climate Change Quizzes**



230 students engaged across **3** campus visits



16 students trained as campaign ambassadors



29 social media competition entries

You have saved



17 %

70 009
kWh

£7001*

22
Tonnes
of CO₂

Savings made from a 2015/16 baseline and calculated from 83 days of occupancy in October, November and February.

With an estimated occupancy of 6 months (181 days), total savings would be approximately **70000 kWh, £7000* and 22 tonnes of CO₂**



*assuming an expenditure of 10p/kWh



We maximise student engagement



A campaign email was sent to all residents

Posters were placed in kitchens and communal areas

At the Freshers Fayre we spoke to 150 students and distributed branded cotton bags



We train student ambassadors



16 students attended the ambassador training workshop

The training covers:

- Campaign implementation and impact
- Climate Crisis and Social Justice
- How to save energy in halls
- Techniques for engaging others




This supports students to:

- Bring about change
- Engage other students and inspires them to take action



Ambassadors receive a free t-shirt, can receive a NUS reference, and enter a draw for Eurostar vouchers.

Over the year, ambassadors...

-  Joined us on halls visits
-  Promoted the campaign on social media
-  Increased engagement through the Climate Change Quiz



We visit campus to speak to students

We visited the halls of residence on five occasions. Two of these were reserved for recycling audits and three for energy engagement.

During the visits:

- 230 residents spoken to about the campaign and saving energy
- 26 students made an energy saving pledge or took part in a photo competition
- 15 litres of Ben & Jerry's given away as prizes
- 103 kitchens audited on their waste segregation and recycling habits



Our Visits



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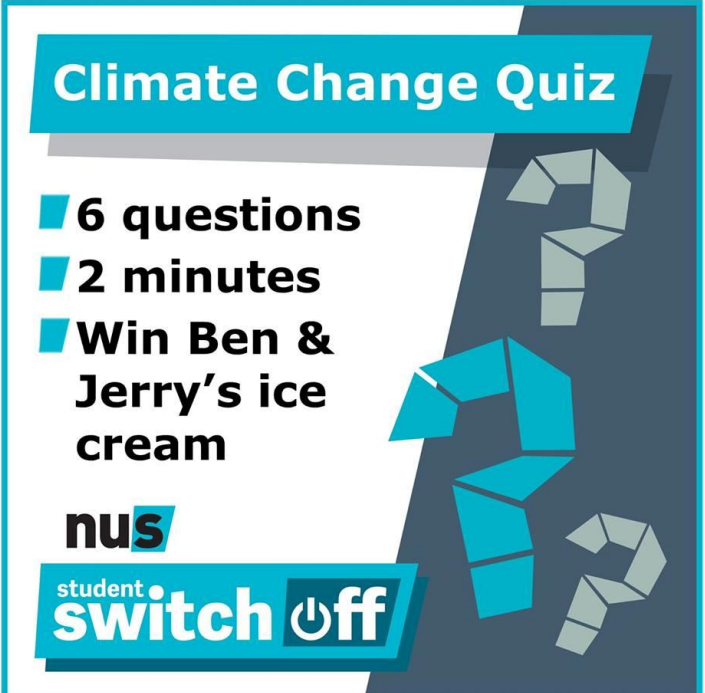
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We run Climate Change Quizzes

357 students took part in the two rounds of our national Climate Change Quiz

- Students answered 6 questions on energy saving, climate justice and recycling
- 400 tubs of Ben & Jerry's ice cream was given to the national top 8 halls of residence
- Two students were picked from the university to win Ben & Jerry's for themselves.



Climate Change Quiz

- **6 questions**
- **2 minutes**
- **Win Ben & Jerry's ice cream**

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The graphic features a dark blue background with a light blue banner at the top containing the title. Below the banner, three bullet points with blue square markers list the quiz details. At the bottom left, the 'nus' logo is displayed above the 'student switch off' logo, which includes a power button symbol. On the right side, there are stylized, 3D-looking representations of Ben & Jerry's ice cream tubs in light blue and grey.

We use social media to engage students

This year we:



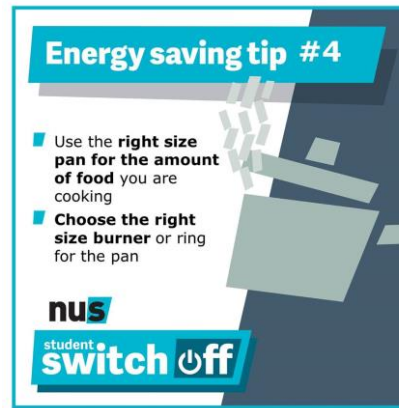
Added highlights and stories to our Instagram profile



Ensured greater variation in our social media content



Encouraged students to lead our social media when on campus



Individual prizes were awarded

We ran competitions on Facebook every 2-3 weeks. Twice over the year we ran week long social media sprints. Our competitions...

- Received 29 entries
- Engaged 224
- Reached 1190

Students received Ben & Jerry's vouchers and TOTUM cards as prizes.



What % of your energy use is wasted by leaving appliances on standby?



switch off
save energy
win prizes!

Competition Time!

Post a photo of you recycling

...win Ben & Jerry's Ice cream

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Tag a friend who reminds you to save energy

switch off
save energy
win prizes!



Switch off • Save energy • Win prizes

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We awarded top energy savers



Forbes Hall
won the
competition
and were
rewarded with
Ben & Jerry's
ice cream

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This year Ben & Jerry's generously contributed towards the reward as part of their Social Mission

Recycling audits



- **2** recycling audits across half of the halls
- Feedback left for every kitchen and Fairtrade chocolates for those who scored 7+ out of 10
- Average recycling score = **6.1 out of 10**
- **3** students helped conduct the audits and were paid at the Real Living Wage.

Our recommendations for improvement are:

- a targeted campaign going forward informing of correct waste segregation
- new signage in every kitchen particularly around plastic items

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Full details of our analysis are on the Excel file – University of Strathclyde Energy & Recycling Analysis 2018-19 – provided alongside this report.

University of Strathclyde highlights of the year

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 promotions were effective and hardworking

Improved relationship with halls staff

Due to more face to face meetings and more regular communication, we actually benefited from a lot of help from the full time and part time staff working in residences. Cultivating this relationship added a lot of value to the campaign.

Freshers event

we attended the Freshers Fayre and had a stall in a great position next to the sustainability team. 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

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Suggestions for next year

Halls Visits

Our visits to halls were successful in engaging a number of residents and this could be improved with greater access (being able to enter the flats and leave flyers in kitchens or knock on front doors) and more help from residents assistants who know the place better than anybody

Comms

Student feedback shows that our poster is an important way to inform residents of the campaign, they should continue being placed in every kitchen. Our social media posts could also benefit from being boosted more in the halls facebook groups

Waste audits

This year extra visits and meaningful chats around other environmental issues such as waste segregation helped the campaign overall, by increasing our visibility. This could continue in the other half of halls we haven't covered yet

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This year we included water saving

We now include water saving in our social media competitions and climate change quiz questions

We can include water league tables where data is available



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Did you know we run Student Switch Off internationally?



We now run SSO in six other European countries: **Bulgaria, Cyprus, Greece, Ireland, Lithuania** and **Romania**.

It has been fantastic to see the campaign adaptations and innovations!

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SAVES²



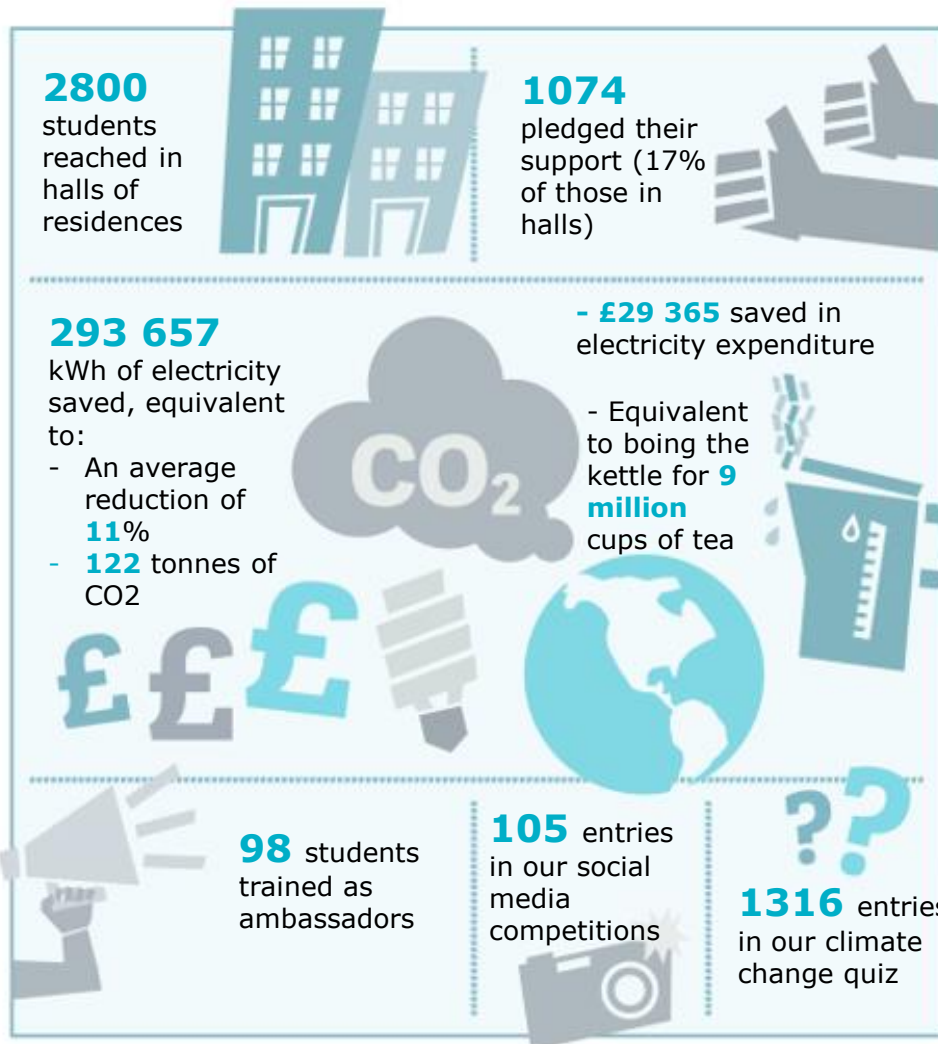
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 754203



Well done on winning an Irish Rail ticket for putting on layers instead of turning on the heating 🧥🧣🧤 #StudentSwitchOff



University of Strathclyde - the last 5 years....



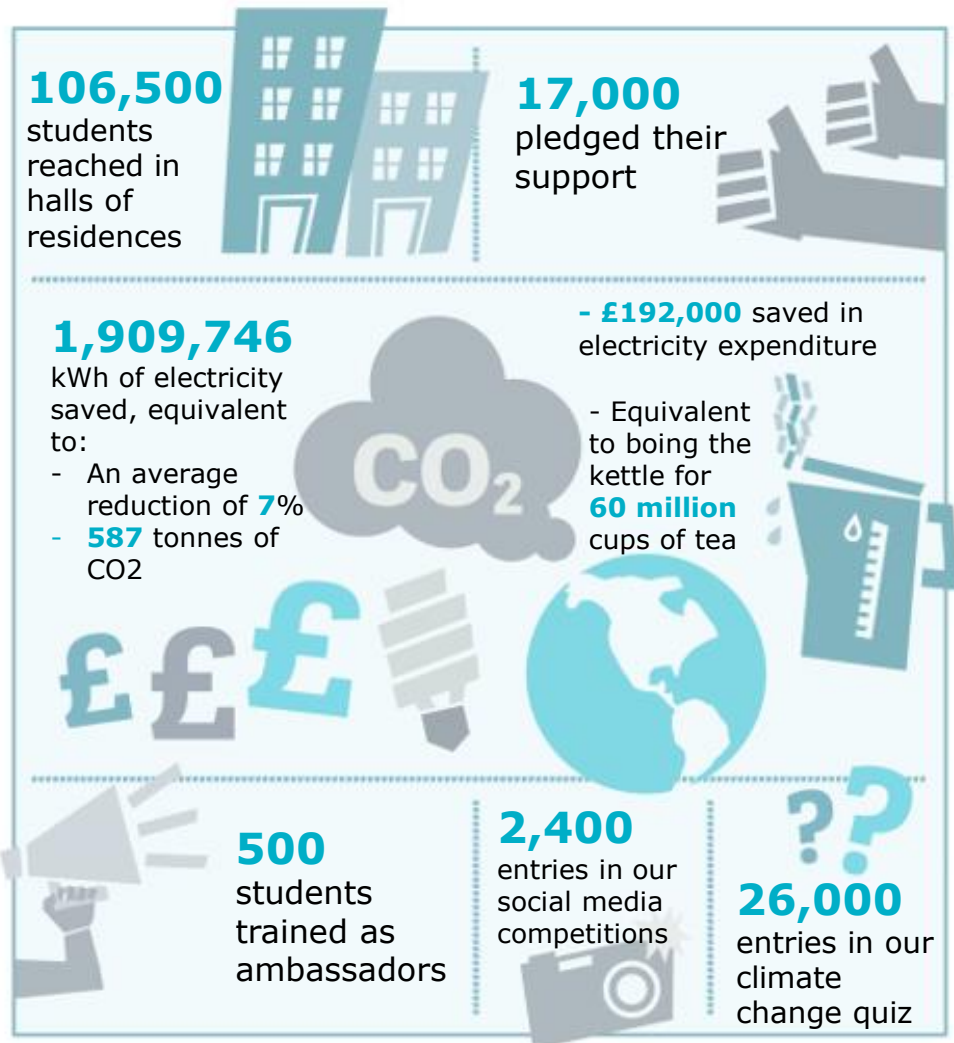
Over the 5 years running the campaign the University of Strathclyde has achieved:

- **2800** students reached
- **1074** pledged their support
- **293 657** kWh saved
- **1316** quiz entries
- **98** ambassadors
- **105** competition entries

This year the campaign achieved nationally

Across Student Switch Off there has been a:

- **7% reduction** in electricity
- **£4 per resident** saving over a six month (180 day) occupancy period*



* Energy data from 18 universities, the above figures are likely to change as more data is available

What's happening next year....



Recycling is now included as part of our standard package!

We will include:

- recycling league tables and data analysis where available
- social media competitions



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*kitchen recycling audits are available as an add on to the standard package

We're innovating the campaign every year

Next year we plan to:

- Adapt the ambassador challenges to provide them with more guidance and tangible actions
- Continue to ensure our social media messaging is on-point
- Update the website
- TBC... running micro-grants for student ambassadors to run their own events



SSO contributes to the SDGs

Institutions, residences and students are contributing to the achievement of the UN's **Sustainable Development Goals (SDGs)**

SSO contributes by; increasing energy and resource efficiency; reducing the environmental impact of cities; supporting the adoption of sustainable practices; encouraging improved recycling rates; raising awareness on climate change mitigation; building partnerships for knowledge sharing



Thank You



Thank you for taking part in Student Switch Off

We hope you will continue to run the campaign in 2019/20. More information and the sign-up form can be found [here](#)