



student **switch off**

University of Strathclyde

Campaign Report 2014-15

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2014-15 academic year. It contains key engagement statistics, data on energy savings and suggestions for improvements. We welcome your feedback.

Key Statistics

- 19,298kWh saved in October, November and February 2014-15 – 3% reduction (compared to a baseline of 663,468)
- £1,930 financial equivalent saved (assuming 8p/kWh)
- 10 tonnes of CO2 saved
- 333 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (16.8% of 1,982 students living in residences)
- 30 students trained as Student Switch Off Ambassadors
- 20 photos were submitted in our competitions - winning prizes including Ben & Jerry's and NUS Extra Cards
- 540 students took part in the Climate Change Quiz
- 163 students joined the 'University of Strathclyde Student Switch Off' Facebook fanpage
- 23 energy saving themed photos were taken during halls visits – these photos gained approximately 511 'likes'.

Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 3% compared to a baseline period before residents were being engaged in Student Switch Off campaign. This has saved a total of 19,298kWh, which is equivalent to approximately £1,930 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 10 tonnes of CO2.

These savings are calculated from 89 days of occupancy in October, November and February. Total savings over 2014/15 are likely to be higher as the above figures don't account for savings made outside this period. We estimate that halls will be typically be occupied for 6 months (24 weeks/180 days) over the academic year in which case total savings for the year would be 50,197 kWh, approximately £5,019.76 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 27 tonnes of CO2.

Full details of our analysis are on the excel file – Strathclyde Energy Analysis 2014-15 – provided alongside this report.

Notes on Energy Analysis

The percentage change in electricity use should be seen in the context of a buildings base load 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 8 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 – 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 20 submissions over the academic year.

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 t-shirt and refreshments. 30 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 2 rounds of our Climate Change Quiz in November and February. Students were invited by email and Facebook to take part in the quiz, answering six questions on climate change, energy saving and recycling. Halls of residence had the opportunity to win 100 tubs of Ben & Jerry's if they were one of the top four halls nationwide with the highest percentages of residents taking the quiz. In both quizzes there was a local draw where one entrant from University of Strathclyde received a prize. 540 students have taken part in the quiz in total.

Halls Visits – We have visited the halls of residence on three 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. 23 photos were entered into these competitions and they received 511 'likes' between them.

End of year event – Murray Hall and Garnett Hall won the competition and decided to give their prize money to:

- Nepal Earthquake Appeal (£667)
- Nolan Charity (£333)

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.

Halls Visits – our visits to halls were successful in engaging a number of residents, we had good access to all the halls and were allowed to visit kitchens and knock on flat doors.

Data – we received good quality data which allowed us to base the winning hall on energy reductions, we have been able to feedback to both the university and residents what savings have been achieved as a result of the campaign.

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.

Posters – from student feedback at the universities we work with we know that our poster is an important way to inform residents of the campaign. Some halls had few or no posters advertising Student Switch Off and the campaign would have benefited in places by having more posters up.

Collecting Emails – next year we could consider how to gather more email addresses for our mailing list, we could ask Residential Assistants (or equivalent) to assist with this.

Examples of Energy Saving Photos

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

