



University of Strathclyde

Campaign Report 2016-17

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2016-17 academic year. It contains key engagement statistics, data on energy savings and suggestions for improvements. We welcome your feedback.

Key Statistics

- 63,855 kWh saved in October, November and February 2016-17 – 9.2% reduction (compared to a pre-intervention baseline from 2012/13 and 2013/14).
- £6,385 financial equivalent saved (assuming 10p/kWh)
- 34 tonnes of CO₂ saved
- 120 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (8% of those living in residences)
- 400 students took part in the online Climate Change Quizzes taking place in November 2016 and February 2017
- 10 photos were submitted in our competitions - winning prizes including Ben & Jerry's and NUS Extra Cards.
- 800+ visits on the University of Strathclyde Student Switch Off webpages, viewing information on energy saving and recycling advice and campaign activities
- 10 energy saving themed photos taken during halls visits – these photos gained 415 'likes' and had a reach of over 6,000 people!

Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 9.2% compared to a baseline period before residents were being engaged in the Student Switch Off campaign. This has saved a total of 63,855 kWh, which is equivalent to approximately £6,385 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 34 tonnes of CO₂.

These savings are calculated from 89 days of occupancy in October, November and February. Total savings over 2016/17 are likely to be higher as the above figures do not account for savings made outside this period. We estimate that halls will typically be occupied for 6 months (24 weeks/181 days) over the academic year in which case total savings for the year would be 129,000kWh, approximately £12,900 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 69 tonnes of CO₂.

Full details of our analysis are on the excel file – '20170505 Strathclyde Final Energy data' – 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

During 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 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 on social media (Facebook and Instagram), in return for uploading a photo of themselves taking an energy saving action, they have received prizes including NUS extra discount cards and Ben & Jerry's vouchers. There were 10 submissions over the academic year and some of these photos are provided at the bottom of this report.


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. 400 students have taken part in the online quizzes which was excellent – and higher than the equivalent statistics in 2015/16.

Halls visits – the majority of the halls of residence have been visited at some stage over the academic year with a decent number of students spoken to about the campaign. On the most recent visit in March we ran a photo competition where students had a picture taken of themselves taking energy saving actions (e.g. putting a lid on a pan), the photos were put on the Facebook page and the students competed to get as many 'likes' as they could for their photo, in order to win a prize. Ten photos were entered into this competition and the photos received 415 likes between them and reached over 6,777 people – this was an outstanding reach for the competition. The screenshot of the stats from the photo competition is shown on the next page.

University of Strathclyde Student Switch Off added 10 new photos to the album Energy-Saving Ben & Jerry's Photo Competition.

Published by Jade Sso [?] · 31 March ·

The photo in this album with the most likes by Monday 3rd April @ 4pm will win 1litre of Ben & Jerry's ice cream!! So choose your favourite and hit like! Student Switch Off is the energy saving competition between the halls at Strathclyde - like our page, switch off, save energy and win prizes! How can you save energy? - put a lid on your pan (saves 90% of the energy required to cook) - switch stuff off! - only boil the water you need - wrap up warm and keep the heating down. Thanks to everyone who took part for being such great sports!



6,777 People Reached

450 Reactions, comments & shares

415 Like	0 On post	415 On shares
5 Love	0 On post	5 On shares
4 Haha	0 On post	4 On shares
3 Wow	0 On post	3 On shares
14 Comments	0 On Post	14 On Shares
10 Shares	2 On Post	8 On Shares

3,312 Post Clicks

2,491 Photo views	0 Link clicks	821 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Website visits – over the course of the academic year the Strathclyde pages of the Student Switch Off website have had over 800 visits which is good. The breakdown of visits each term is given below.

Oct-Dec 2016 website visits

Filter strathclyde : 8 different pages-url	Viewed	Average size	Entry	Exit	
/unis/strathclyde/quiz/	264	36.12 KB	216	16	
/unis/strathclyde/	86	36.86 KB	33	17	
/unis/strathclyde/get-involved/	34	40.91 KB		2	
/unis/strathclyde/leaderboard/	27	35.82 KB			
/unis/strathclyde/overview/	25	37.00 KB	5	5	
/unis/strathclyde/key-dates/	17	37.19 KB	2	4	
/unis/strathclyde/save-energy/	13	39.21 KB	1	3	
/unis/strathclyde/save-water/	8	37.52 KB			

Jan-May 2017 website visits

Filter strathclyde : 8 different pages-url	Viewed	Average size	Entry	Exit	
/unis/strathclyde/quiz/	178	36.03 KB	134	28	
/unis/strathclyde/leaderboard/	88	41.69 KB	39	6	
/unis/strathclyde/	46	40.74 KB	13	7	
/unis/strathclyde/overview/	21	38.22 KB		1	
/unis/strathclyde/key-dates/	20	37.14 KB	1	1	
/unis/strathclyde/get-involved/	18	38.54 KB	1	1	
/unis/strathclyde/save-energy/	17	40.17 KB		2	
/unis/strathclyde/save-water/	16	38.45 KB			

End of year event – Forbes won the competition and are being rewarded with Ben & Jerry's in May.

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.

Climate change quiz – the number of entrants this year was higher than last academic year, partly due to the changes we made in making the quiz fully mobile-accessible.

Halls visits – the halls visits earlier in the academic year weren't as effective as they should have been but the most recent visit in March shows what can, and should, have been achieved from the hall visits and the Ben & Jerry's incentive was particularly popular.

Ambassador training – our Project officer notified us that no students signed up for the ambassador training but we suspect that it was not promoted adequately or with enough notice (from our side) as we had 29 ambassadors the previous academic year.

Residential assistants/mentors – integrating the campaign better with the existing pastoral care provided by residential assistants/mentors would increase the awareness of the campaign among students. We would be happy to attend residential assistant training in the summer if requested to train the RAs in the Student Switch Off campaign.

Water-saving - If you wanted to incorporate water-saving into a future SSO competition we can do that as part of the standard package. This included a water-saving themed photo competition this year and in future years could also perform analysis of water data for halls if that is available.

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 across all universities. This year we have implemented a number of new approaches, including:

- ✓ 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 – the quiz is now fully mobile compatible, broadening its reach to students.

Student Switch Off – A nationwide campaign

It's worth mentioning the statistics of what we have achieved together across 38 UK universities this academic year and how the statistics from your University fit into a picture of students gradually becoming more sustainable in their behaviours:

- Average reductions in electricity usage of 6.0%
- 1,000 tonnes of CO2 kept out of the atmosphere
- £200,000+ saved in electricity expenditure for universities
- 129,000 students in halls of residence reached

- 27,000 students signed-up to support the campaign
- 920 students trained as ambassadors for the campaign
- 27,000 students participated in our online climate change quizzes
- 1,500 energy and recycling themed photos received from students in our regular competitions

We'd like to thank you for taking part in Student Switch Off this year and apologise that it has not been up to the standard reached in previous years. Were you to continue next academic year we are confident that we would return to the high standard of student engagement seen in previous years and would offer SSO at a 50% discount for 2017/18. Our new rate card with details on costs is available to download via [here](#) and the online sign-up form is [here](#) (ideally completed by 30th June 2017). We're happy to have any discussions about options that would work for you.

Examples of Energy Saving Photos

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

