



University of Strathclyde

## Campaign Report 2017-18

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2017-18 academic year. It contains key engagement statistics, data on energy savings and suggestions for improvements. We welcome your feedback.

## Key Statistics

- 110,298 kWh saved in October, November and February 2017-18 – 16% reduction (compared to a baseline from 2013).
- £11,030 financial equivalent saved (assuming 10p/kWh)
- 34 tonnes of CO<sub>2</sub> saved
- 300 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (20% of students living in residences)
- 450 students took part in the online Climate Change Quizzes taking place in November 2017 and February 2018
- 20 photos were submitted in our social media competitions - winning prizes including Ben & Jerry's ice cream, other B&J goodies like NUS Extra Cards.
- 14 students trained as Student Switch Off Ambassadors
- 33 energy saving themed photos were submitted in total in our competitions - winning prizes including Ben & Jerry's and NUS Extra Cards and they reached 51 photo 'likes'
- 1,130 students have viewed the University of Strathclyde Student Switch Off webpage, viewing information on energy saving and recycling advice and campaign activities

## Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 16% compared to a baseline period before residents were being engaged in the Student Switch Off campaign. This has saved a total of 110,298 kWh, which is equivalent to approximately £11,030 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 34 tonnes of CO<sub>2</sub>.

These savings are calculated from 89 days of occupancy in October, November and February. Total savings over 2017/18 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 220,600 kWh, approximately £22,000 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 68 tonnes of CO<sub>2</sub>.

Full details of our analysis are on the excel file – University of Strathclyde Energy Analysis 2017-18 – 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 alongside the Sustainability team and spoke to students about the campaign, adding them to our email list and distributing our branded cotton bags and coasters. We used this opportunity to recruit Ambassadors as well.

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 a range of prizes including NUS Extra cards and Ben & Jerry's vouchers as well as a few further giveaways from B&J, such as reusable coffee mugs. There were 20 submissions over the academic year. These photos were liked and commented on 51 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, NUS Extra Card and Ben & Jerry's reusable cup. 14 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.

Ambassador Challenge - We set the Student Switch Off Ambassadors (see above) a challenge where, depending on the number of actions they took, such as helping on halls visits or sharing our Facebook posts, they would receive a reference from NUS that they could use on their CV and be put into a prize draw to win a trip on Paris on the Eurostar. 4 students received the reference and 2 students were put into the draw.

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 or 50 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. 450

students have taken part in the online quizzes and out of those, 28 took part face-to-face during halls' visit.

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. 13 photos were entered into these competitions.

End of year event – Based on data feeding through the leaderboard from Ecovisum, combined with some engagement statistics such as the number of active ambassadors and the number of students who took the Online Quiz, James Blyth won the competition and we had a very lovely time visiting the hall at the end of May and dropping icecream off in their freezers. We also took the opportunity to snap a handful of photos at the giveaway and it was a couple of ambassador's last chance to complete their challenge card, which in turn meant one of them was added to the big prize draw.

Social Media – in addition to our regular Facebook and Instagram competitions we have trialled a new social media approaches, such as tagging competitions and week long competitions. During the competitions we received 6 entries from students.

## **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.

Halls Visits – our visits to halls were successful in engaging a number of residents and this could be improved with greater access – for example being able to enter the flats and leave flyers in kitchens or knock on front doors. We understand if this is difficult, and in that case, another idea would be to arrange to be joined by Residents' Assistants on the visit to offer the campaign even more legitimacy and access.

Particular halls issues – while running the energy data analysis and adjusting for occupancy levels and degree days, we have run into an expected problem at James Young hall. The consumption of electricity seemed to have risen by more than 40% and, even though we investigated the problem with the help of

Accommodation Services staff, there seems to be no obvious change to the infrastructure of the building, nor to the way in which data is interpreted, so the conclusion was that this increase was entirely down to student behaviour. On our halls' visit there, we did not notice anything suspicious in particular, however for future campaigns, we will make it a priority to put James Young first on the list when we run our second halls visit, so that if we notice anything out of the ordinary compared to other halls, we can visit again on our third occasion.

Water-saving - If you would like us to incorporate water-saving into the overall competition we can do that as part of the standard package. This will include one water-saving themed photo competition and analysis of water data for halls if that is available.

### **Student Switch Off – A nationwide campaign**

It's worth mentioning the statistics of what we have achieved together across 34 UK universities this academic year and how the statistics from your University fit into a picture of students 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
- 120,000 students in halls of residence reached
- 27,000 students signed-up to support the campaign
- 875 students trained as ambassadors for the campaign
- 32,000 students participated in our online climate change quizzes
- 1,400 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 look forward to work with you on the campaign in 2018/19.



## Examples of Energy Saving Photos

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

