

University of Worcester Green Campus Revolution

Campaign Report 2024-25



UNIVERSITY *of*
WORCESTER



Our campaign engaged your students on sustainability during the 2024-25 academic year

Our multi award-winning campaign successfully engaged your students on sustainability, building a community of engaged and informed student sustainability champions, and creating **meaningful behaviour change** for sustainability.

The campaign enhanced students' understanding of sustainability and carbon literacy, mobilising them to lead on sustainability initiatives. Throughout the year we ran engagement activities communicating **practical advice** to achieve quantifiable energy, waste and water reductions.

This report summarises our main activities and their impacts. The first section highlights the overall impact, and the following pages give more detail about the activities that we ran, concluding with the national picture.



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Overall campaign impact at University of Worcester



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In 2024-25 the campaign had a positive impact on your overall student engagement

248 students in halls engaged in the campaign (27.5% of total residents).

78 students entered our climate quizzes.

70 participated in our online competitions and masterclasses.

95 engaged in our campus visits.

5 students completed the volunteer training with 2 students achieving bronze awards.



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As part of the campaign we ran a friendly competition between your residences

The competition was based on our key engagement statistics, as a percentage of residents from each residence.

We used engagement data to calculate which hall was most engaged and taking the most action.

Windrush Hall won the competition this year!

University of Worcester

- 
1. Windrush
 2. Bishop Bosel
 3. William Morris
 4. Sarah Siddons
 5. Pershore
 6. Elizabeth Barratt Browning
 7. Ledbury
 8. Chancellor
 9. AE Housman
 10. Malvern
 11. Ankerdine
 12. Evesham
 13. Abberley
 14. Avon
 15. Berrow
 16. Teme
 17. Wulfstan
 18. Vesta Tilley



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Campaign activities at University of Worcester



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As part of our campaign we trained and empowered 5 student volunteers

We ran four online sessions, with 5 students from Worcester attending.

The interactive training:

- Introduced sustainability, the climate crisis and social justice.
- Explored ways students can save energy, water and recycle.
- Explained the campaign implementation, activities and impact.
- Suggested actions volunteers can take and encouraged them to share their own.

Two students at Worcester achieved Bronze awards by engaging with the training, reviewing their halls sustainability and participating in our energy masterclass.

It supported students to continue learning, take action, and lead on sustainability.



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Our trained volunteers took climate action

As part of their roles, volunteers promoted the campaign to their flatmates and online.

They audited the sustainability of their residences and improved energy efficiency. They participated in masterclasses and workshops thereby increasing their sustainability knowledge and skills.

We supported volunteers to take action by sending monthly emails, inviting them to a Whatsapp group for volunteers, and inviting them to join us on campus for in person visits.

Volunteers were awarded digital badges for their involvement in the campaign.



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Volunteers benefited from the campaign

As a result of the campaign:

100%

Know more about how everyday actions contribute to the climate crisis

88%

Understand how to drive more change on the climate crisis where they live

100%

Developed skills that will be useful in the future

Data from 2023-24 volunteer survey

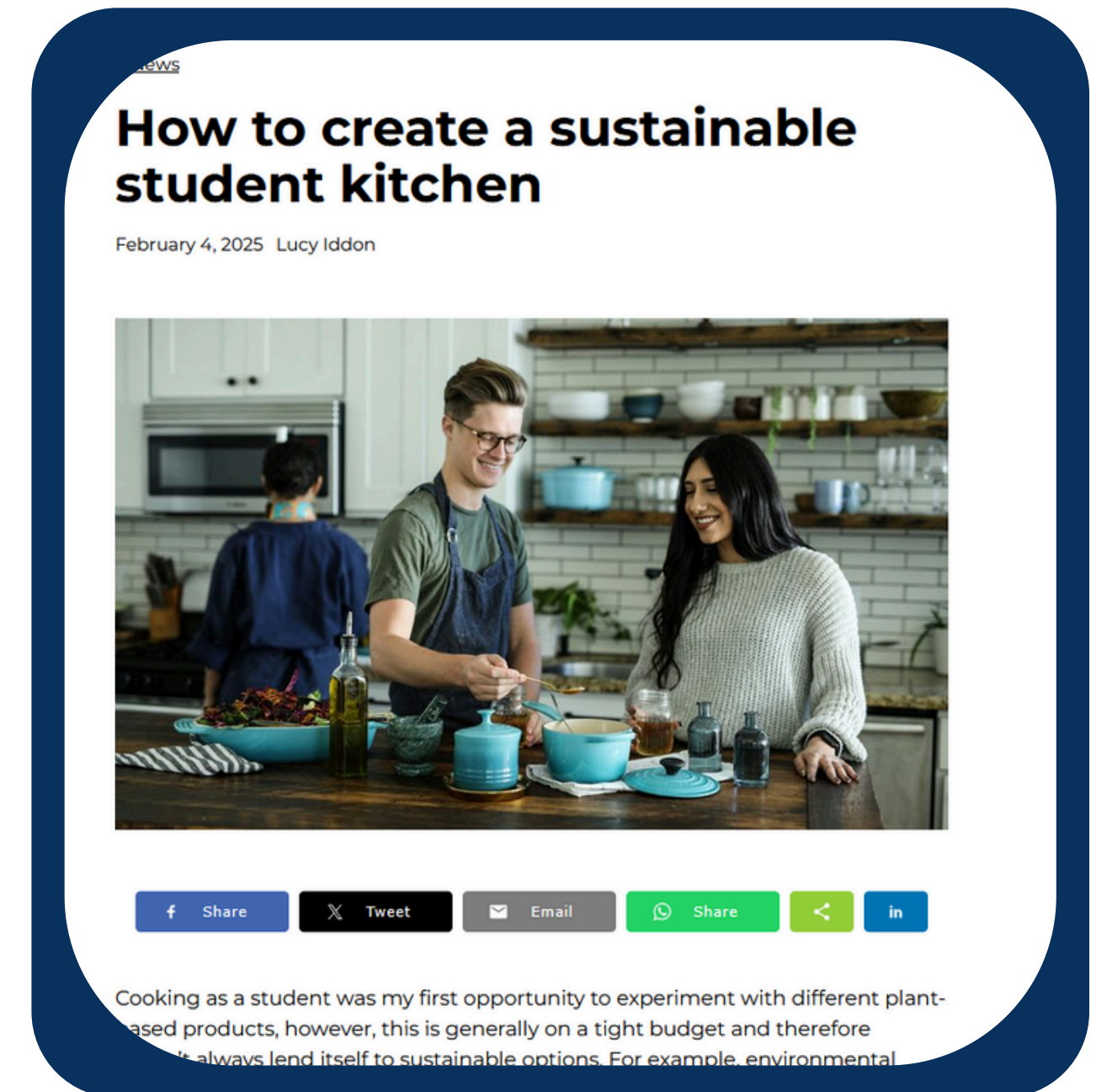


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Volunteers had the opportunity to apply for microgrants to take further action

We offered all volunteers the chance to apply for £30 to promote sustainability in their residence through putting on events, creating videos and writing blog posts.

These activities furthered the aims of the campaign to engage more students, and provide the chance for volunteers to develop their skills and knowledge on sustainability issues.



“I have found it to be a fulfilling opportunity to contribute to sustainable practices and make a positive impact on the environment. It has allowed me to actively engage with like-minded individuals, learn about sustainable living, and promote eco-friendly habits within the community.”

Student volunteer

We visited campus on to engage students with the campaign

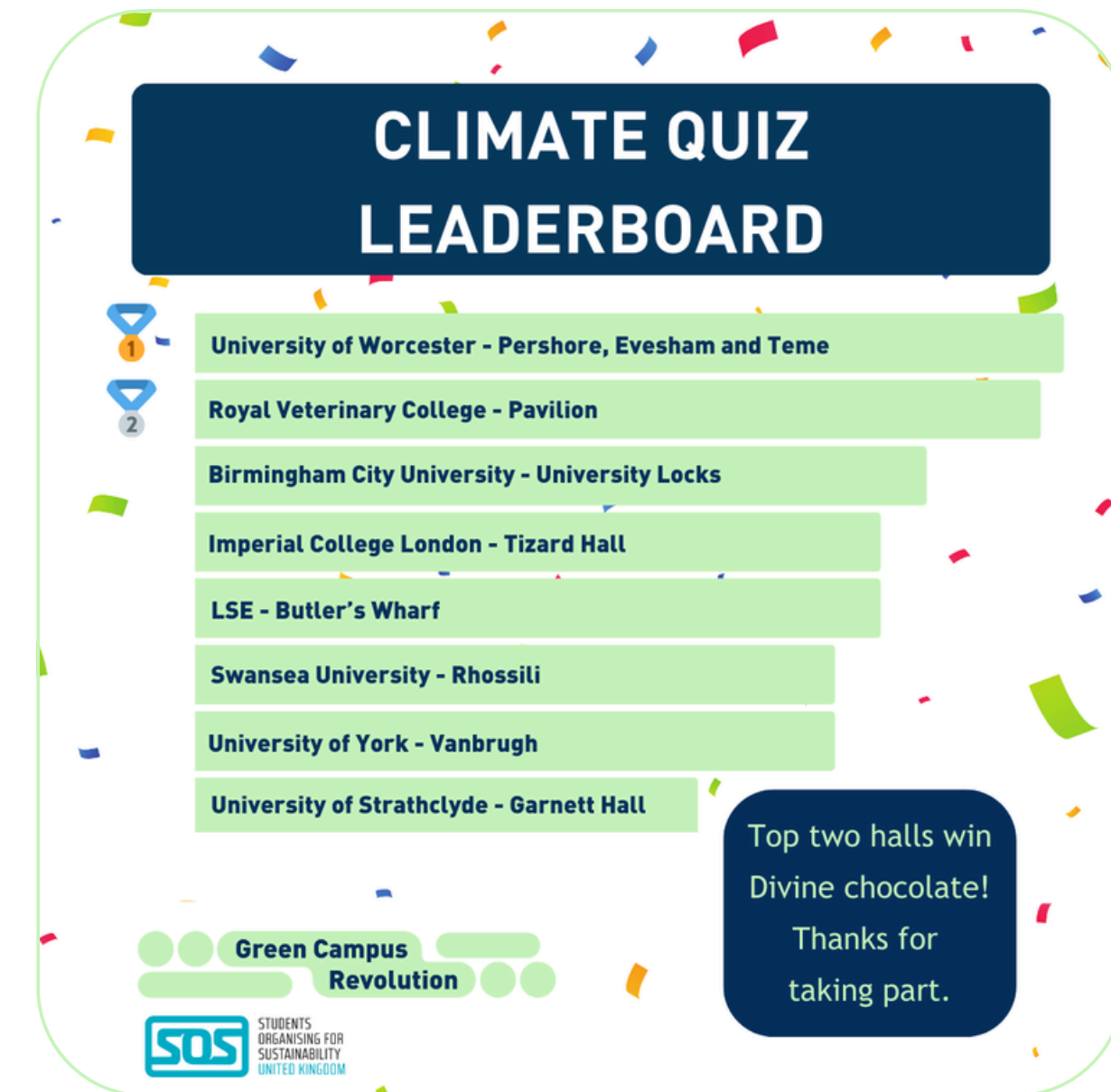
During the visits:

- We had engaging conversations with students about the campaign and wider issues in sustainability at welcome events in September and Go Green Week in February.
- We encouraged students to take part in our quizzes and competitions.
- We handed out energy-saving lightbulbs for students moving onto the private sector.
- In the first term we also visited each hall and spoke to students in person, and left materials to promote the climate quiz.



We ran two national climate quizzes with 78 students participating

- Students answered 7 questions on topics such as energy saving, carbon and recycling.
- Each quiz rewarded Divine chocolate to the national top 2 halls of residence and two students were picked to win chocolate for themselves.
- Worcester Halls Pershore, Evesham and Teme won the spring competition! Congratulations!



Our activities engaged your students and supported their learning

70 participated in our online competitions and masterclasses.

We provided winning students with e-vouchers to provide a range of ethical choices as prizes.



We supported students living off campus with advice on sustainable living

During our campus visits, we provided information tailored to students living in the private rented sector, covering smart meters, house hunting guidance, and how to tackle common issues with student housing. We also emailed students at key times throughout the year with additional prompts and links to resources.

Students were also invited to become home energy auditors, which included a 2.5 hour training session with expertise from National Energy Action charity, as well as a paid opportunity to audit their peers.



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Our recommendations for improving & engaging more students next year

- Run an in-person training session for volunteers.
- Provide training and/or induction calls for halls staff and residential assistants.
- Try new ways of disseminating content to students, for example through WhatsApp.
- Identify a single key contact who can effectively promote the activities.
- Maximise volunteer engagement through specific activity suggestions. For example, telling students we'd love to see a blog on sustainable travel.
- Continue to use engaging emails to reach students. This led to good engagement with energy week and pledges.
- Keep doing what you did for the climate quiz! It was fantastic to see so many knowledgeable students at Worcester.



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National campaign impacts



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Nationally in 2024-25 our campaign contributed greatly to energy savings and student engagement

539,176 kWh

of electricity saved.

Equivalent to:

112 tonnes of CO2

4,103 years leaving a light on

16,464

students reached in
residences.

3,114

entries in our
engagement activities.



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Student engagement had positive outcomes

Our monitoring shows that as a result of the campaign:

90%

are taking more action to save energy*.

73%

encouraged other people to take action for the environment and climate crisis**.

68%

are proud that their residence is taking climate action.



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*9% believe they are already doing all they can

**19% said they were already doing this

Data from 2023-24 national student survey

“It was fun, informative and made me a bit more responsible.”

Student participant

Thank you for your continued support

We look forward to working with you in 2025/26.

New for next year: additional support workshops for student volunteers to co-create interventions for their peers, and more support for students in the private rented sector, including paid student opportunities via our student energy action for life campaign.

[Find out more and sign-up.](#)



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