



# student **switch off**

Worcester University

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.

# NUS Student Switch Off

## Worcester University Campaign Report 17/18

### Key Statistics

- 52,091 kWh saved in 2017-18
- £5,209 financial equivalent saved
- 20 tonnes of CO<sub>2</sub> saved
- 195 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (22% of 902 students living in residences)
- 4 students trained as Student Switch Off Ambassadors.
- 53 photos were submitted in our Facebook photo competitions throughout the year, with students winning prizes including Ben & Jerry's and NUS Extra Cards.
- The 13 photos were taken during halls visits and events on campus achieving 162 'likes' on the Worcester University Student Switch Off Facebook page. Photos can be viewed [here](#) and [here](#).
- 222 students took part in the online Climate Change Quizzes taking place in November 2017 and February 2018
- 351 students have now joined the 'Worcester University Student Switch Off' Facebook fanpage - an increase of 48 students this academic year alone.

### Energy Data Analysis

To determine the impact of running the Student Switch Off (SSO) campaign on electricity use across the on campus blocks included in the competition, a comparison is made between consumption in the current year compared to a baseline of consumption from previous years. This baseline is ideally created from pre-intervention years, before SSO was running, in order to draw the most accurate conclusions from behavioural energy savings. However, due to missing data from pre-intervention years and adjustments being made to halls causing the data to no longer be comparable, this was adjusted, utilising a post intervention baseline of 2016-17.

Across all the halls included in the competition and the main months of analysis the overall calculated saving was 8% in electricity use saving 52,091 kWh, an estimated carbon saving of 20 tonnes of CO<sub>2</sub>, and an estimated financial saving of £5,209. Due to metering issues at three halls locations, Avon, Berrow and Bishop Bosel, these energy savings could be a slight overestimate. Removing these halls from the calculations, however, still resulted in a saving of 37,375 kWh, a great energy saving.

Full details of energy savings can be found [here](#).

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.

# Student Switch Off ...the year in numbers

**902** students reached in halls of residence at the **University of Worcester**



**195** Students pledged their support for the campaign – **22%** of all those in halls



**52,091** kWh of electricity saved by students saving energy, equivalent to:

- **20** tonnes of CO<sub>2</sub> kept out of the atmosphere



- **£ 5,209** saved in electricity expenditure

- Equivalent to boiling the kettle for **1.6 MILLION** cups of tea!



**Loads** of students trained up as Student Switch Off Ambassadors – taking a proactive role in promoting the campaign in their hall/college

**65** energy-saving photos submitted in our competitions and taken on halls visits



**222** students took our online climate change quiz

## 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 within their residences. Below are the details of these engagement activities.

At the start of the academic year, all residents were sent an introductory email from Student Switch Off, inviting them to join our email list and Facebook page, as well as take part in our photo competitions throughout the year. Posters were also placed in halls kitchens, and accommodation managers as well as the SU were given images and newsletter content to promote the campaign to residents. We also had discussions with the Residence Mentor coordinator to determine key dates to send out all resident emails and schedule additional social media support. We also attended the residential mentor training at the start of the year to ensure the team were on board with the campaign. We also continued to build a relationship with the new SU communications manager, which has been incredibly helpful through the year.

To launch Student Switch Off this year we attended the Fresher's Fayre at the beginning of term, speaking to new residents about Student Switch Off and encouraging them to sign up to our mailing list, as well as giving out some SSO branded Fairtrade bags and recycled coasters. We also chatted to students about the volunteering opportunities we had on offer, including the Ambassador position.

Shortly after launching SSO to the new students we began to promote our first Ambassador training session, giving students the opportunity to gain some great experience within a campaigning role and helping them to gain knowledge about saving energy in halls. During the training, the 4 students were introduced to SSO and crucially the ways in which energy can easily be saved in residences through simple behavioural changes. The students learned key campaigning skills and important techniques for encouraging others in their hall to get involved in the campaign. Each ambassador was given some Ben & Jerry's branded freebies, as well as their own SSO branded Fairtrade cotton t-shirt to wear during any SSO halls visits and other activities.

During the training all ambassadors were also set up with the Student Switch Off Ambassador Challenge. This encourages them to engage in as many SSO activities as possible in order to achieve as many "stamps" as they can. Achieving 4 stamps in total will earn them a personalised reference from us and earning 7 stamps or more will enable them to be entered into a National competition to win some free Eurostar tickets. Examples of activities include: attending the Ambassador training, share the Facebook photo competitions, post 5 energy saving photos online, help on a halls visit, get 10 friends to sign up to the mailing list or have a go at the Climate Change Quiz and run their very own SSO event! This year we have had a fantastic group of ambassadors and the fact that they are all residence mentors has enabled us to engage with students really well during the halls visits.

The ambassadors this year have been an incredibly engaged group, with some even taking on roles across our other NUS programmes such as Green Impact. The ambassadors also took part in their own photo competition to launch their activities for the year, with the collective amount of photos received being 43, a great number. Throughout the year they continued to engage really well, attending halls visits and reaching out to friends to get involved in our photo competitions and Climate Change quizzes.

One of the main forms of engagement has been the visits as mentioned above, in which myself and the ambassadors speak directly to the students living on campus. This gives us the opportunity to promote SSO and boost awareness of the campaign directly. During the visits we were able to engage with hundreds of students, speaking to them about the campaign and encouraging them to sign up to our mailing list and/or get involved with an

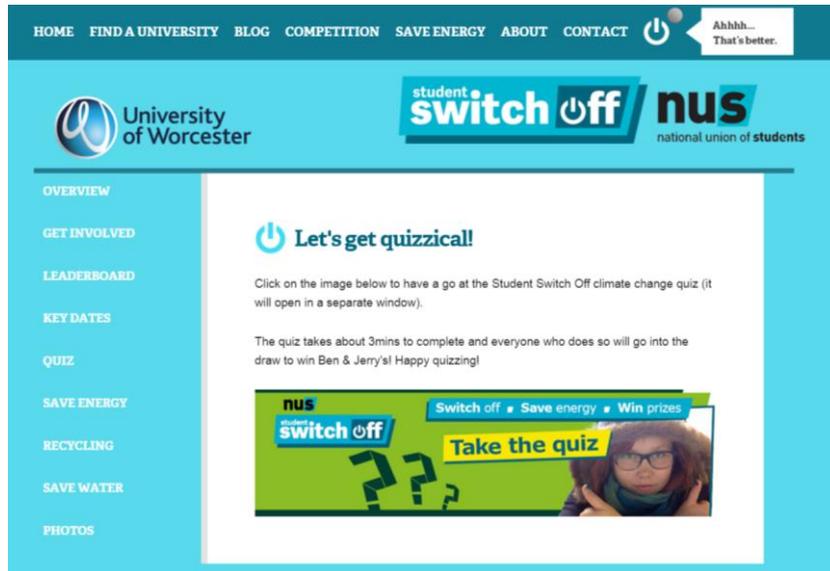
activity such as the halls visit photo competition. Our first visit took place in October, the second visit in November and the third and final visit took place in March during Green Week in which we held an energy saving stall. In the photo competitions we ran, students had a photo taken of themselves, and their flatmates, doing an energy saving action of their choice, for example putting a lid on a pan or wrapping up warm (examples at end of report). The photos were put on the Facebook page and all of the photos taken from the halls visit competed against each other to get as many Facebook likes as they could, with the resulting winner rewarded with a litre of Ben & Jerry's ice cream. During one visit we took 12 photos which achieved a fantastic 127 'likes' on the Worcester University Student Switch Off Facebook page and posts launching this photo competition achieved an overall reach of more than 1,000 people which is a great achievement.

In addition to carrying out halls visits, we have also run several Facebook photo competitions this year, launching a different energy saving theme every 2-3 weeks during term time. The photo competitions invite students to post their own energy saving photo on our Facebook page in order to instantly win some great prizes. They can also email their entries directly to us, or send through a Facebook message if they prefer. Students are alerted to the competition via Facebook posts as well as bespoke communications sent out via the Worcester SSO mailing list. Ambassadors are also emailed and encouraged to participate with their friends. Some of the photo competitions this year have included: only boil what you need in the kettle, heating down & wrap up warm, switch off lights and appliances, save water and put a lid on your pan when cooking. Students who participate are rewarded with a prize of their choosing, normally a selection of NUS extra cards and half litre tubs of Ben & Jerry's ice cream. Normally the first five photos are rewarded, but we also offer extra prizes to the most innovate photo or video posted. Throughout the year there have been 65 photos entered into the competition which is a great level of engagement.

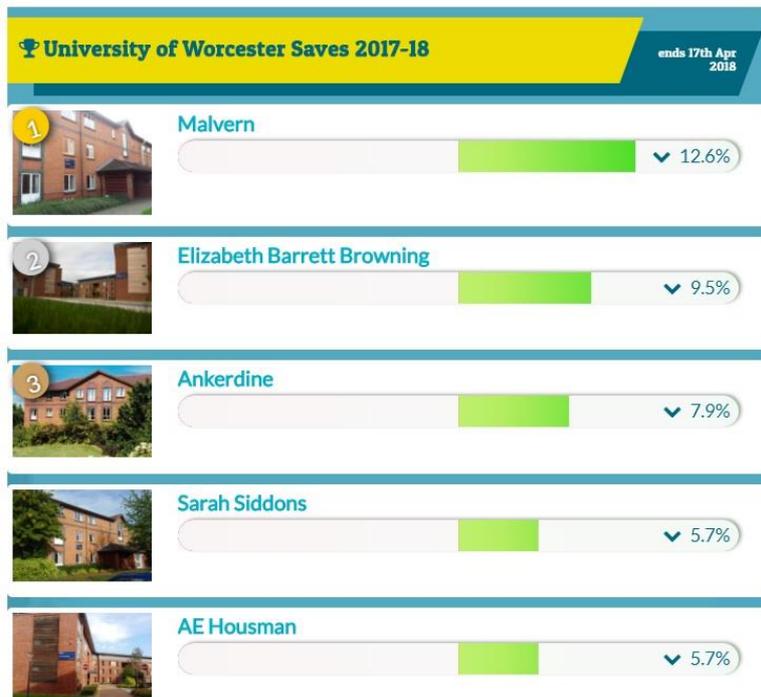


*Photo competition entry*

The Climate Change Quiz was also ran again this year with a new selection of up to date questions. This was run in November 2017 and more recently in February 2018. Students were invited by email and Facebook to take part in the quiz, answering six questions on climate change, energy saving and recycling. In both quizzes the halls had the opportunity to win 100 tubs of Ben & Jerry's if they were one of the top four halls/colleges nationwide with the highest percentages of residents taking the quiz, as well as offering two half litre tubs of Ben & Jerry's to two lucky winners who took part. Across both quizzes 222 students took part in the quiz.



By May 2017 we knew who our overall winners for the year were – Malvern! Malvern had the highest overall energy savings, with an overall energy saving of 12% from this hall alone. The reward for this residence was a big Ben & Jerry's give away which the students really enjoyed.



The final 2017-18 leaderboard

## 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 – This year the participation rate was good in the CCQ, this was definitely due to having the all resident email go out via the SU marketing team. If we are able to discuss overall campaign promotions with them we can highlight when this support is required in advance.

SU Marketing – we have had great support again this year which has made a clear difference to the engagement statistics of the campaign. It would be great to secure this again for the year ahead, but discuss this much earlier on, so that the marketing team know what we need and when. It would be ideal if they could attend the review and planning meeting before the new term starts, as this would be a great chance to explain the programme in more detail and how their support would best be placed in the year ahead. It is clear from the photo competitions and the engagement during the halls visits that students are really engaged with the campaign and very much interested in getting involved, but we do need to work on diversifying our communication channels to ensure we are reaching everyone when we are not physically on campus. The planning meeting would be a great chance to speak directly to staff who can help us achieve this in 2018-19.

Residential Mentors – last year we had a great relationship with the Residential mentors, particularly during halls visits where they were able to help us gain access into all the halls and helped us to speak to all students due to the relationships they had already built within their allocated halls. This year, although we attended their training, contacting them about SSO was difficult and I usually did not receive a reply from the majority of the team. It would be great to speak to the person who manages them, so that we can make sure SSO is a priority for the team next year.

Halls Visits – The halls visits this year went really well and were a great source of engagement for the campaign. The photo competitions always go down well with students and proved popular again this year. It would be ideal if we could get access to kitchens next year, so that we can drop leaflets into kitchens rather than leaving them in hall ways if students are not in.

Ambassadors – this year we had a great group of 4 students who attended the training, with 12 signed up to attend we perhaps need to work on our timing of the training to ensure as many students as possible are able to come along. Again it would be nice to see numbers increase in this area, as those students who come along do tend to get a lot out of the opportunity, but publicising the event has been difficult in the past. If we were able to diversify our communications around this, perhaps targeting specific academic groups or societies, it could help to get more interest in the role. It would also be beneficial to get the University marketing team on board, to help us raise engagement over social media.

Social Media – Students in general are really engaged with the photo competitions during halls visits, but sometimes this struggles to translate into the normal Facebook competitions (the fortnightly themed competitions). This has increased somewhat this year, with the help of the SU supporting us, so it would be useful to maintain this additional support to further increase numbers next academic year. This could be boosted by having access to any closed groups for specific halls blocks so we could post bespoke messages on there and boost engagement with specific halls groups when required. The residential mentors were tasked with supporting us on this, however were unable to do so.

The SSO Leaderboard – It would be really useful to have the SSO leaderboard put onto any relevant TV screens around campus where possible, for example in the entrance to the hall or even in some catering outlets to ensure as many students as possible are aware of where their halls currently are in the competition and to hopefully boost the competitive spirit between halls. We have struggled this year to get accurate readings throughout the year, so this year it would be useful for you to look over the statistics over summer to ensure everything is feeding in correctly. It would also be good to have the raw data sent to us on a regular basis, so that we are able to calculate the leaderboard manually if there are clear anomalies.

### Student Switch Off – A nationwide campaign

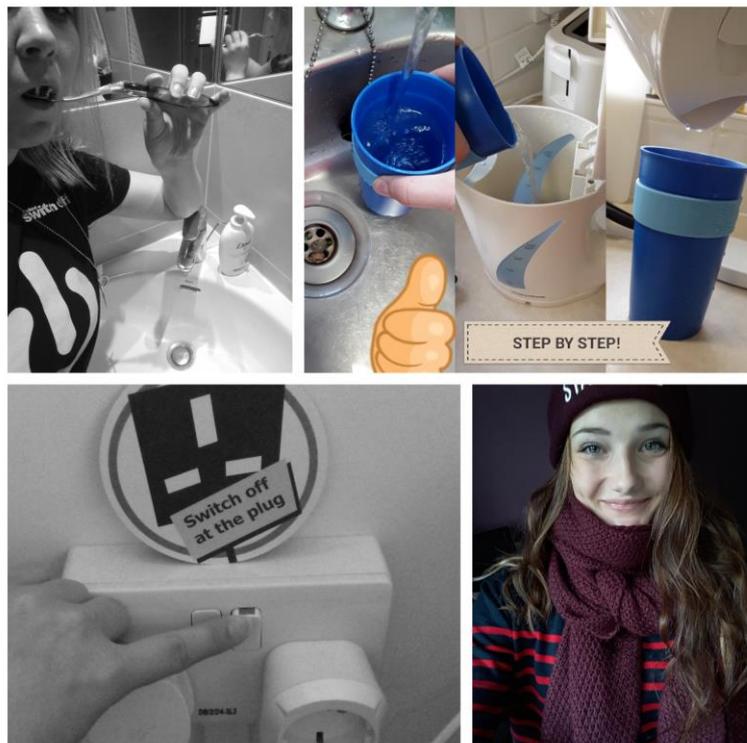
It's worth mentioning the statistics of what we have achieved together across 34 UK universities this academic year and how the statistics from your University fit into a picture of students becoming more sustainable in their behaviours:

- 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

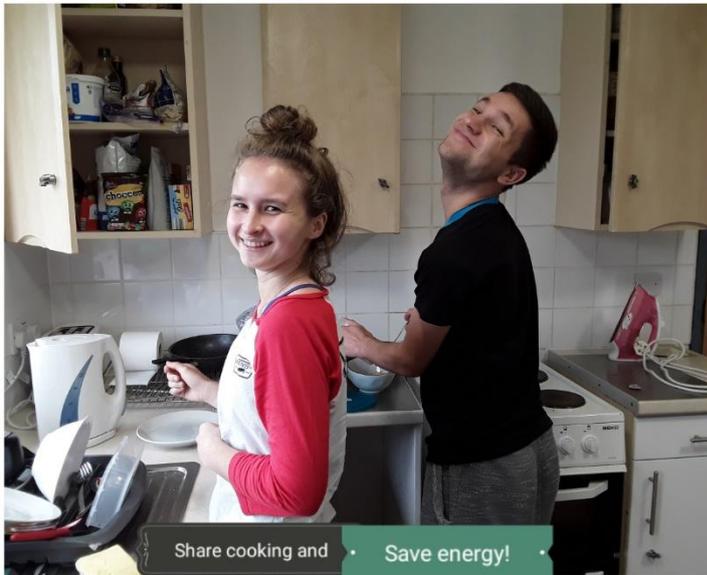
We'd like to thank you for taking part in Student Switch Off this year and hope you will continue to run the campaign in 2018/19. Detail on the cost of the 2018/19 campaign is available on our rate card which is available to download [here](#). The electronic sign-up form is available [here](#) and should make the process of signing-up to our projects nice and straightforward. The deadline for signing up to our projects is **30<sup>th</sup> June 2018**.

### Examples of Energy Saving Photos

See below for some examples of the energy saving themed photos entered into our photo competitions or taken during halls visits throughout this year.







Thank you



For another fantastic  
Student Switch Off campaign!

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