



# student **switch** ff

London School of Economics

## 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

- 113,583 kWh saved in October, November and February 2014-15 – 8.4% reduction (compared to a post-intervention baseline from 2010-12)
- £9087 financial equivalent saved (assuming 10p/kWh) during measured months
- 61 tonnes of CO2 saved during measured months
- 304 students signed up to our email list – receiving regular communications with energy saving and recycling tips and opportunities to enter competitions (10% of 3036 students living in residences)
- 45 students trained as Student Switch Off Ambassadors
- 10 energy saving and recycling themed photo competitions – with students winning prizes including Ben & Jerry's and NUS Extra Cards
- 364 students took part in the Climate Change Quiz
- 453 students are members of the 'LSE Student Switch Off' Facebook fanpage
- 13 energy saving and recycling themed photos were taken during halls visits

## Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 8.4% compared to a new post intervention baseline of 2010-12 energy usage. The new baseline was introduced as some halls have made infrastructural changes which have reduced energy usage over the past few years, which gave them an unfair advantage against other halls. By bringing the baseline forward and comparing to recent years this advantage was reduced. However, as we are comparing against post- intervention years, the savings may not fully reflect the impact of the campaign, which is likely to be higher.

Compared to the new baseline, calculated using 2010-12 post intervention data, participating halls have saved a total of 113,583 kWh, which is equivalent to approximately £9087 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 61 tonnes of CO2.

These savings are calculated from 89 days of occupancy in October, November and February. Total savings over 2013/14 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 **227166 kWh**, approximately **£18,174** in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over **122 tonnes of CO2**.

Full details of our analysis are on the excel file – LSE 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 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 campaign – 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 residences 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 LUSH soap sets, NUS Extra cards and Ben & Jerry's vouchers.

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 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. 290 students have taken part in the online quizzes and a further 74 took part face-to-face.

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. 29 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.

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.

End of year event – Northumberland Hall won the competition and received a Ben and Jerry's party as a reward. This year the ice cream was provided free of charge as part of Ben and Jerry's 'Save Our Swirled' campaign. The ice cream party was a huge success, students and staff were very proud of their victory! It was very encouraging that the majority of students were aware of the campaign and its aims.

## **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.

As always, the halls managers were very supportive of the campaign, offering suggestions for improvement and being very accommodating of the engagement activities.

Halls Visits – our visits to halls were successful in engaging a large number of residents. Residents responded very well to the photo competitions and quizzes ran during the visits.

Climate Change Quiz – There was high levels of participation in the online quizzes. Participation could be further increased by ensuring an email to all residents is circulated.

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. One or two halls had few or no posters advertising Student Switch Off and the campaign would have benefited in places by having more posters up. Ideally posters should be placed in each kitchen before the start of the year.

All student emails- These are a great way to get a message out to students who have yet to hear about our campaign. There was a reluctance to send out more than one of these.

### Examples of Energy Saving Photos

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

