

## LSE Student Switch Off Campaign Summary 2011/12

This document provides a summary of the actions and achievements of the Student Switch Off campaign at LSE over the academic year 2011/12.

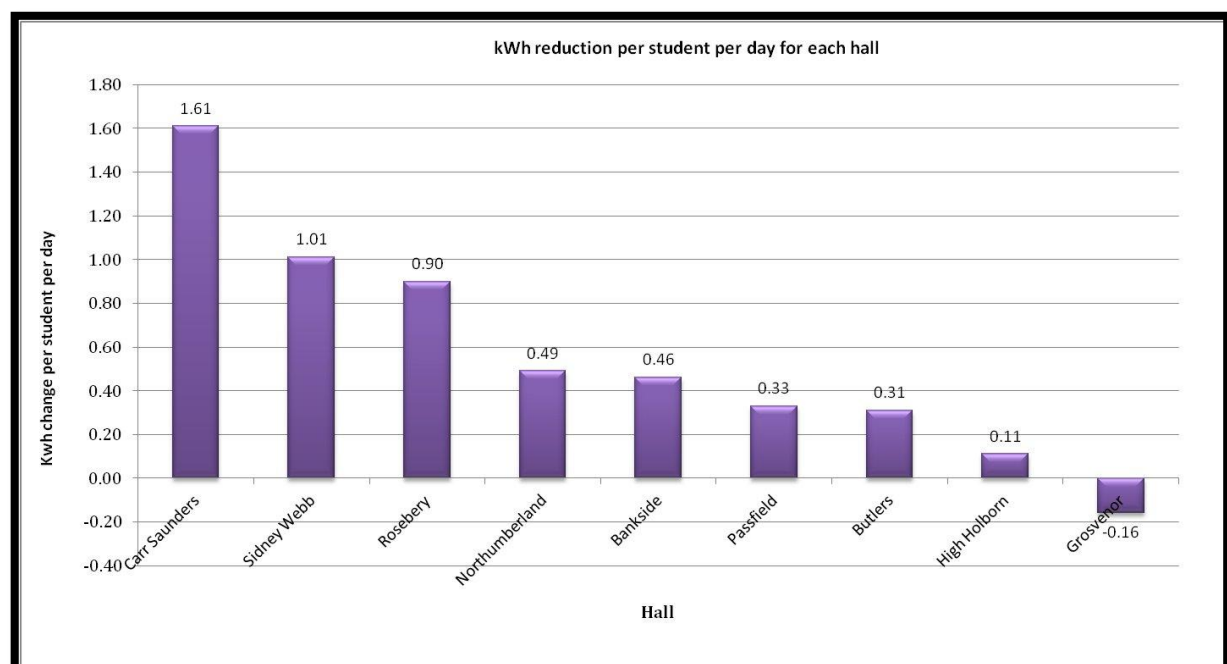
### Key Statistics

- **193,737** kWh saved in October, November, February and May 2011-12 – 6% reduction (using baseline from 2005-2008, pre-intervention)
- **£15,499** financial equivalent saved (assuming 8p/kWh)
- **104.62** tonnes of CO<sub>2</sub> saved
- **608** students signed up as Eco-Power Rangers (17.6% of 3449 students in halls)
- **25** photos entered in the picture competitions
- **10** attendees at the screening of Yes Men Fix the World
- **10** attendees at the campaign training session
- **189** students took part in the climate change quiz

### Energy Data Analysis

The energy analysis for this year shows an average of 6% reduction in electricity usage. This has saved a total of 193,737 kWhs, approximately £15,499 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 104.62 tonnes of CO<sub>2</sub>.

The energy leader board is as follows:



## Events/Actions over the year

*Freshers' Events* – At the start of the academic year Student Switch Off staff attended the Freshers' Fair to sign up students as Eco-Power Rangers. These are advocates for the campaign who pledged to use energy carefully and encourage their friends to do the same. At the Freshers' Fair and via e-mail 608 students signed up to support the campaign. The breakdown by hall is as follows:

Hall	No. of Eco-Power Rangers	Total no. students in hall	% of those in halls
Bankside	182	617	29.5
Butler's Wharf	18	281	6.4
Carr Saunders	53	156	33.9
Grosvenor	30	220	13.6
High Holborn	52	448	11.6
Lillian Knowles	21	365	5.8
Northumberland	48	370	13.0
Passfield	77	226	34.0
Rosebery	96	316	30.4
Sidney Webb	31	450	6.9
<b>Total</b>	<b>608</b>	<b>3449</b>	<b>17.6</b>

*Student Switch Off merchandise and prizes* – Before term started posters were put up around halls. Energy-saving tips coasters and Fairtrade cotton bags were given out during Freshers' week. Tickets to night out, Lush gifts, NUS Extra cards, water-powered alarm clocks, solar-powered mobile phone chargers and Ben & Jerry's vouchers were given away over the course of the year.

*Picture competitions* – Over the course of the academic year we have run picture competitions every 2-3 weeks to raise awareness about the energy-saving actions we are encouraging. There were 25 submissions in total over the academic year. We would like to engage Student Ambassadors in updating the page next year.

(<https://www.facebook.com/LSEStudentSwitchOff>)

*Social marketing/communication skills training* – We put on a training event to teach students about the behaviour change theory behind the campaign and to encourage them to take a proactive role in promoting the campaign within their hall. 10 students attended in total.

*Film screening* – In November we put on a screening of *Yes Men Fix the World* in collaboration with Sustainable Futures society, which attracted 10 attendees.

*Climate quiz* – We hosted a climate quiz across halls of residence in December and January. The quiz aimed to raise awareness about climate change and how students could save energy. 189 students have taken part in the quiz in total (89 face-to-face and 100 through the online quiz) and feedback was positive with most of them enjoying competing against each other to see who could get the most of the three questions correct.

*End of year celebration* – Carr Saunders held an end of year BBQ where the Student Switch Off shield was presented. £250 will go towards a prize for their common room.



## ReLove

*Year-Round Promotion* – Student Switch Off received funding from Defra to support recycling and reuse schemes in halls of residence. LSE expressed interest in taking part and, following a planning meeting with LSE staff members, it was decided that we could best support the ReLove scheme through providing year-round promotion for the project. We also introduced a competitive element to the campaign as chocolates were available for students who donated items to ReLove, and the hall that donates the most per resident will be given £250 to spend on their common room.

*Paid halls reps* – In October we incorporated some extra training into the social marketing session on the ReLove scheme. Most of the students that attended the session were keen to act as paid reps for their halls of residence. They conducted visits alongside Student Switch Off staff in the Spring and Summer terms to raise awareness about the ReLove scheme.

*Door Hangers and Posters* – These were designed for each hall of residence where the front of house thought they would be helpful. The door hangers showed the specific drop-off points for each hall and what could be donated. They also promoted the details of the prizes the students could win. The hangers were distributed to each room by the Student Switch Off reps and staff. Updates regarding ReLove were also sent out via the Facebook page and email list of all 600 Eco-Power Rangers.

Data on the weight of items collected from each hall will be available from Crisp at the end of July.



## Generic areas for improvement

The Student Switch Off has recently received a prestigious Ashden Award for our work ([http://www.youtube.com/watch?feature=player\\_embedded&v=RV3cGoqfK74](http://www.youtube.com/watch?feature=player_embedded&v=RV3cGoqfK74)). This included a £10K prize that we will likely be investing in improving the functionality of our Facebook fanpages to make them more engaging to students. We have also recently upgraded our website and purchased iPads so our face-to-face visits should solicit a greater amount of follow-through and student engagement next year.

Recently we also trialled a competition at the University of Brighton that achieved excellent engagement statistics and we aim to include this in the campaign next year where we're able to visit halls directly. The visit involved a SSO staff member speaking to students in halls and asking them to have a photo taken putting a lid on the pan. The photos were uploaded to Facebook and the student with the greatest number of 'likes' in 2 days won a litre of Ben & Jerry's. The statistics from the competition were as follows:

- 45 photos taken (many with multiple people in).
- 39 people actively participating by getting their friends to like their photos.
- 1,133 likes across all photos (and over 20 shares)
- 15,274 people reached by newsfeed.
- 523 people 'talking about' the competition

## Specific areas of discussion and improvement for next year

- Engaging students in running the campaign – recruiting Student Ambassadors
- Raising profile of the photo competitions and Facebook page
- Working with the SU to promote the campaign throughout the year – particularly voting in the national competition
- Tie in competitions with any issues reported from the halls e.g. windows left open and heating on

## Energy-saving pictures

A selection of the pictures of LSE students are provided below. The full set is available at <http://www.flickr.com/photos/studentswitchoff/sets/72157623616643891/show/>

