

## LSE Student Switch Off Campaign Summary 2012/13

This document provides a summary of the actions and achievements of the Student Switch Off campaign at LSE over the academic year 2012/13.

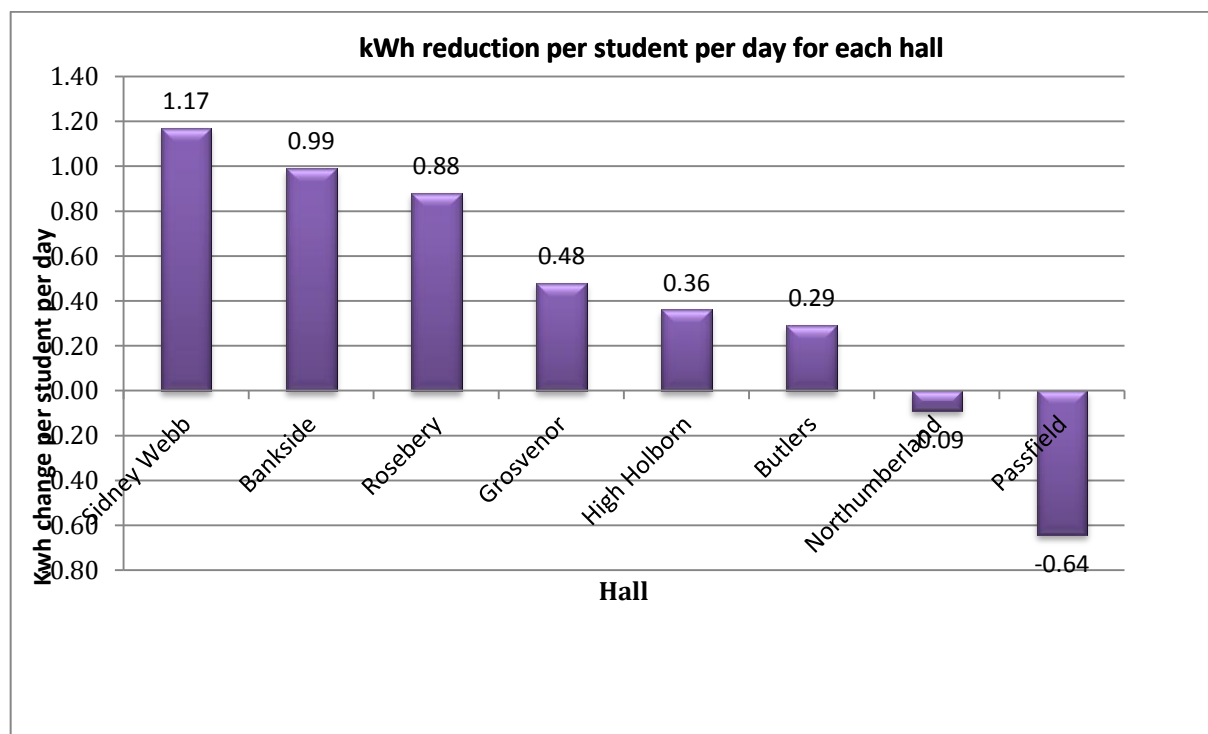
### Key Statistics

- **143,567** kWh saved in October, November, February and May 2012-13 – 6% reduction
- **£11,485** financial equivalent saved (assuming 8p/kWh)
- **78** tonnes of CO<sub>2</sub> saved
- **235** students signed up as Eco-Power Rangers (8% of LSE students living in residences)
- **19** photos submitted in picture competitions
- **19** attendees at the Student Switch Off Ambassador training session
- **546** 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 143,567kWhs, approximately £11.485 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 78 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 pledge to use energy carefully and encourage their friends to do the same. At the Freshers' Fair, and via e-mail, 235 students signed up to support the campaign. The breakdown by hall is as follows:

Hall	Eco Power rangers	Number in hall	% of those in halls
<b>Bankside</b>	56	617	9.1
<b>Butlers wharf</b>	10	281	3.6
<b>Carr Saunders</b>	19	156	12.2
<b>Grosvenor</b>	3	220	1.4
<b>H. Holborn</b>	23	448	5.1
<b>Lilian Knowles</b>	12	365	3.3
<b>Northumberland</b>	11	370	3.0
<b>Passfield</b>	23	226	10.2
<b>Rosebury</b>	21	316	6.6
<b>Sidney Webb</b>	19	450	4.2
<b>Did not specify</b>	34	0	0

*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. LUSH gifts, NUS Extra cards, 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 19 submissions in total over the academic year.

*Student Switch Off Ambassador Training* – We held 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 of residence. 19 students attended in total. Ambassadors also assisted with the recycling audits.

*Climate quiz* – We hosted a climate quiz across halls in November and February. The quiz aimed to raise awareness about climate change and how students could save energy. 546 students have taken part in the quiz in total.

*Facebook fanpage* – 252 new members have joined the fanpage since Freshers' Week, and it has remained active since the start of the year ([www.facebook.com/LSEStudentSwitchOff](http://www.facebook.com/LSEStudentSwitchOff))

*Hall Visits* - On halls visits Student Switch Off staff have run 'likes' competitions on the Facebook page. The visit involved speaking to students in halls and asking them to have a photo taken with an example of an energy-saving action. The photos were uploaded to Facebook and

the student with the greatest number of 'likes' in 2 days won Ben & Jerry's ice cream. There were 103 likes across all photos.

*End of year event* – Sidney Webb won the competition and are due to receive £250 towards their halls common room.

## **Specific areas of discussion and improvement for next year**

Student hall committees – these could be key students in driving peer to peer promotion of the campaign and engaging them as soon as possible in the year, perhaps by offering a training session for them specifically, would help create a friendly rivalry between the halls.

Build a stronger relationship with the Students' Union – this could help us secure more rewards for students for our competition e.g. club night tickets and create another avenue to communicate to students about the campaign. One idea would be to invite a representative from student media to come along on a halls visit or attend the Go Green Week Event.

End of year prize – At the present time the reward for the winning hall benefits future residents rather than the residents in that particular year. If students who made the effort to save energy that year were rewarded directly it would help drive engagement with the campaign over the year.

## Energy-saving pictures

A selection of the pictures of LSE students are provided below The full set is available at [www.flickr.com/photos/studentswitchoff/sets/72157623616643891/](http://www.flickr.com/photos/studentswitchoff/sets/72157623616643891/)

