



student **switch** ff

London School of Economics

Campaign Report 2013-14

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2013-14 academic year. It contains key engagement statistics, data on energy savings and suggestions for improvements. We welcome your feedback.

Key Statistics

- 59,286 kWh saved in October, November, February and May 2013-14 – 4.1% reduction (compared to a post-baseline from 2010-12)
- £4,743 financial equivalent saved (assuming 8p/kWh)
- 29 tonnes of CO2 saved
- 445 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (15% of 3036 students living in residences)
- 45 students trained as Student Switch Off Ambassadors
- 9 photos were submitted in our competitions - winning prizes including Ben & Jerry's and NUS Extra Cards
- 205 students took part in the Climate Change Quiz
- 385 students joined the 'LSE Student Switch Off' Facebook fanpage
- 15 energy saving themed were photos taken during halls

Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 4.1% 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 59,286 kWh, which is equivalent to approximately £4,743 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 29 tonnes of CO2.

These savings are calculated from 90 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 118572 kWh, approximately £9486 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 58 tonnes of CO2.

Full details of our analysis are on the excel file 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 8 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 – 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 residence 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 NUS Extra cards, and Ben & Jerry's vouchers. There were 9 submissions over the academic year.

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. 45 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.

Ambassador Challenge - We set the Student Switch Off Ambassadors (see above) a challenge, where depending on the number of actions they took, such as helping on halls visits or sharing our Facebook posts, they would receive a reference from NUS that they could use on their CV and be put into a draw to win a trip on Paris on the Eurostar. 1 student received the reference and was put into the draw.

Climate Change Quiz – We ran two rounds of our Climate Change Quiz in November and February. Students were invited by email and Facebook to take part in the quiz, answering six questions on climate change, energy saving and recycling. In November halls of residence 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. In February we offered an individual prize of a Eurostar tickets for two to Paris, in a prize draw between all our

entrants nationwide. In both quizzes there was a local draw where one entrant from LSE received a prize. 205 students have taken part in the quiz in total.

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. 15 photos were entered into these competitions and they received over 100 likes between them.

End of year reward – Carr Saunders won the competition and were rewarded with £250 to be spent by their common room committee.

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.

Ambassador training session- We had record attendance at the session this year, with 45 students attending across 2 sessions.

Halls visits- These are very well received at LSE, with students interacting positively with the campaign through this method. However, some halls are often fairly quiet when we visit, it may be beneficial to talk to halls managers regarding the busier times and arrange our visits to coincide.

Halls managers- The halls managers at LSE are very supportive and enthusiastic. Next year we will look at capitalising on this and getting them even more involved.

Examples of Energy Saving Photos

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

