

**nus**



**University of Worcester  
Campaign Report 2018-19**

# This year the campaign has achieved...



**362 students pledged their support**  
– 40% of 902 residents



**666 entries in our Climate Change Quizzes**



**180 students engaged across 3 campus visits**



**8 students trained as campaign ambassadors**



**29 social media competition entries**

This year your energy savings are...



**5,214 kWh saved**

**1,600 kg CO<sub>2</sub> saved**



**Equivalent to boiling the kettle for  
163,000 cups of tea**

# You have saved



181 days of occupancy (Oct-Mar) using a **post intervention** baseline from 2015/16:\*\*

1%

5,214  
kWh

£626\*

1,600  
kg of  
CO<sub>2</sub>

**Estimated savings,** 181 days using a **pre intervention** baseline from 2013/14:

17%

64,548  
kWh

£7,746\*

19,830  
kg of  
of CO<sub>2</sub>

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student  
switch off

\*assuming an expenditure of 12p/kWh

\*\* Data includes 708 of 902 residents, excluding Avon and Ledbury halls due to lack of data

# We maximise student engagement



A campaign email was sent to all residents



Posters were placed in kitchens and communal areas

At the Freshers Fair we spoke to 200 students and distributed branded cotton bags



# We train student ambassadors



8 students attended the ambassador training workshop in October

The training covers:

- Campaign implementation and impact
- Climate Crisis and Social Justice
- How to save energy in the residences
- Techniques for engaging others

This supports students to:

- Bring about change
- Engage other students and inspires them to take action



Ambassadors receive a free Fairtrade t-shirt, can receive a NUS reference, and be entered into a draw for Eurostar vouchers.

# We visit campus to speak to students



**We visited the residences on three occasions.**

## **During the visits:**

- 180 residents spoken to about the campaign and saving energy
- Students made an energy saving pledge or took a photo saving energy
- NUS staff and Ambassadors answered questions about saving energy, and provided tips on how the residents could improve
- 4 litres of Ben & Jerry's given away as prizes on these visits



# We run Climate Change Quizzes

**666** students took part in the two rounds of our national Climate Change Quiz.

- Students answered 6 questions on energy saving, water use and climate justice
- 400 tubs of Ben & Jerry's ice cream was given to the national top 8 halls of residence
- One student was picked from the university to win Ben & Jerry's for themselves.





# We use social media to engage students

## This year we:



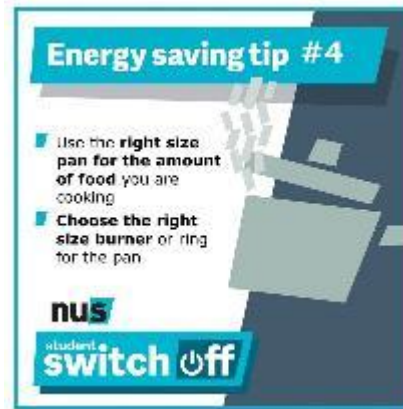
Added highlights and stories to our Instagram profile



Ensured greater variation in our social media content



Encouraged students to lead our social media when on campus



# Individual prizes were awarded

We ran **15** competitions on Facebook & Instagram which aimed to raise awareness with students on sustainability issues within their halls. These competitions...

- Received 29 entries
- Engaged 253 people
- Reached 1,582 people

Students received Ben & Jerry's vouchers and TOTUM cards as prizes.



What % of your energy use is wasted by leaving appliances on standby?

- switch off
- save energy
- win prizes!



Competition Time!

Post a photo of you recycling

...win Ben & Jerry's ice cream

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student switch off

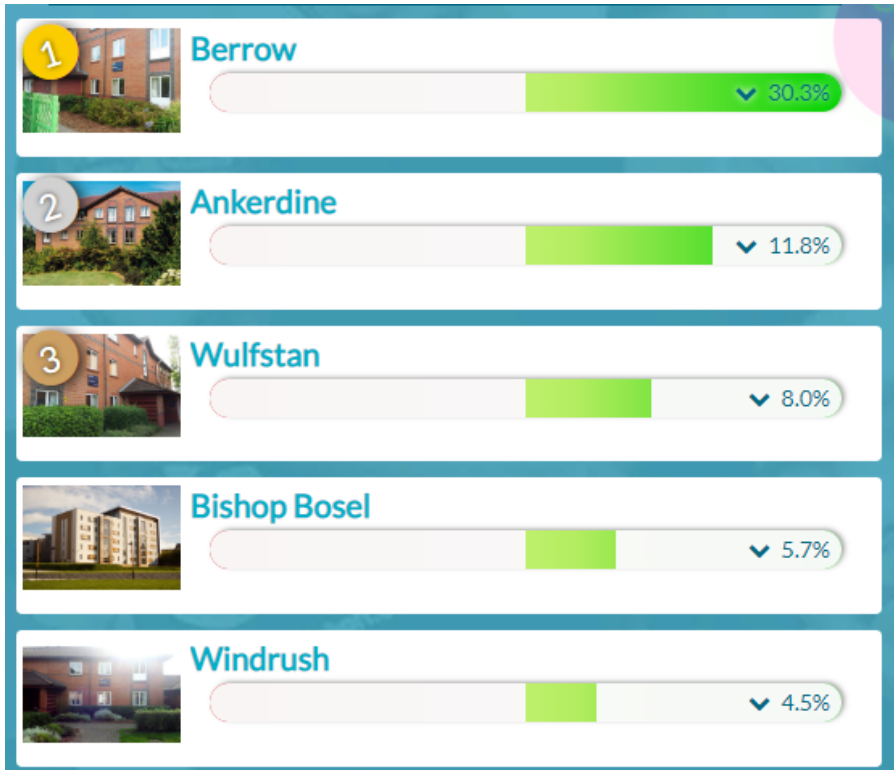


Tag a friend who reminds you to save energy

- switch off
- save energy
- win prizes!



# We awarded top energy savers



Berrow won the competition by having the best energy-saving performance. They were rewarded with a Ben & Jerry's ice cream drop to their flats.

This year Ben & Jerry's contributed some money towards the reward as part of their Social Mission.

Individual hall performance is available on the [dashboard here](#).



# This year we included water saving

- We now include water saving in our social media competitions and climate change quiz questions

- We can include water league tables where data is available – please discuss if you would like us to include this in future



# We now include private renters

SSO+ campaign delivers **advice, training** and **competitions** for students in private rented accommodation

**Your 2017/18 halls students** were automatically included in the SSO + campaign this year

SSO+ covers energy efficiency, smart meters, energy performance, and energy bills and providers

## Energy Performance Certificates (EPC)

Every rental property should have one – legal responsibility of the landlord



## Heating your home

- ✓ Understand setting and program temp/timings
- ✓ Adjust radiator valves and thermostats
- ✓ Exclude draughts e.g. tape, curtains and excluders
- ✗ AVOID personal heaters



## House-hunting checklist

- Energy Performance Certificate
- Signs mould and damp
- Energy-rating of appliances
- Heating
- Insulation, double glazing
- Gas safety certificate
- Smoke & carbon monoxide alarms
- Speak to current tenants



# Student Switch Off internationally



We now run SSO in six other European countries: **Bulgaria, Cyprus, Greece, Ireland, Lithuania** and **Romania**. SAVES2 (our SSO work in Europe) has been nominated for an EU Sustainable Energy Week Award, for its success in engaging youth in energy issues.

It has been fantastic to see the campaign adaptations and innovations, and we will be bringing learnings from across Europe to the campaign next year



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SAVES2



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 754203



# Over the last 10 years locally

**9,982**

students reached in halls



**2,222**

pledged their support (22% of residents)



**183,346\***

kWh of electricity saved, equivalent to:

- An average reduction of **7%**
- **56** tonnes of CO<sub>2</sub>

- **£22,001** saved in electricity expenditure

- Equivalent to being the kettle for **5.7 million** cups of tea



**90** students trained as campaign ambassadors

**270** entries in our social media competitions

**2,362** entries in our climate change quiz



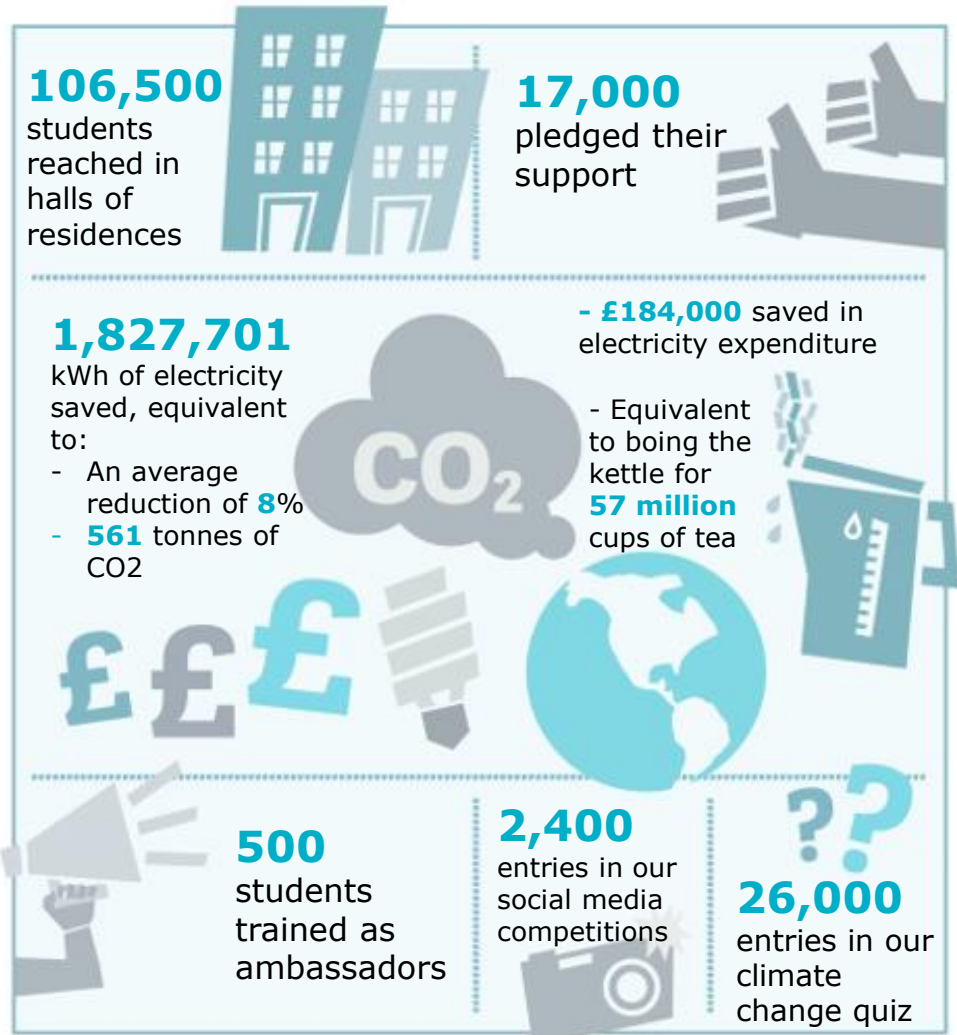
The University of Worcester has been running Student Switch Off for 10 years now, and the infographic on the left shows the cumulative statistics we have available.

\*Electricity savings are only calculated for the last 7 years of available data. Engagement statistics are for the last 10 years of the campaign.

# This year the campaign achieved nationally

Across all participating universities with available data in 2018-19 there has been a:

- **8% reduction** in electricity
- **£5.42 per resident** saving over a six month (180 day) occupancy period\*



\* Energy data from all available universities at time of writing, the above figures are likely to change as more data becomes available



# Total national impact

Since starting in 2006, the campaign has cumulatively achieved the following. Thanks for being part of our collective impact!



**28,472,655 kWh saved**

**16,253 tonnes of CO<sub>2</sub> saved**



**226,762 students pledged to save energy**

**7,963 students trained as campaign ambassadors**



# We're innovating the campaign every year

Next year we plan to:

- **Recycling & water-saving awareness**-raising will be included as standard, with analysis of water savings and recycling offered (where data is available)
- Adapt the ambassador challenges to provide them with more guidance and tangible actions to take climate action
- Continue to ensure our social media messaging is current and impactful
- Update the website to have a greater focus on the climate crisis and empowering students to take action
- **TBC** running micro-grants for student ambassadors to run their own events



STUDENTS  
ORGANISING FOR  
SUSTAINABILITY  
UNITED KINGDOM



# SSO contributes to the SDGs

Institutions, residences and students are contributing to the achievement of the UN's **Sustainable Development Goals (SDGs)**.

SSO contributes by; increasing energy and resource efficiency; reducing the environmental impact of cities; supporting the adoption of sustainable practices; encouraging improved recycling rates; raising awareness on climate change mitigation; building partnerships for knowledge sharing.



# Thank You



**Thank you for taking part in Student Switch Off.**

We hope you will continue to run the campaign in 2019/20. More information and the sign-up form can be found [here](#).

We welcome your feedback.