

University of Worcester Student Switch Off

Campaign Report 2023-24



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UNIVERSITY of
WORCESTER



Our campaign engaged your students on sustainability during the 2023-24 academic year

Our multi award-winning campaign engaged your students on environmental and social sustainability, introducing **life-long sustainable living habits reducing energy usage** in your halls of residence.

The campaign built students' foundation of sustainability knowledge and carbon literacy, focusing on enhancing their skills and experience, mobilising them to lead on sustainability initiatives.

Throughout the year we ran engagement activities communicating **practical advice** to achieve quantifiable energy, waste and water reductions. This report summarises our main activities and impact. The first section gives top level impact, and the following pages give more detail about the activities that we ran, finishing with the national picture.




As part of the campaign we ran a friendly competition between your residences

The competition was based on our key engagement statistics, as a percentage of residents from each residence.

We combined engagement data with energy data from term-time to calculate which hall was most engaged and taking the most action.

Vesta Tilley won the competition this year!

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1. **Vesta Tilley**
 2. Elizabeth Barratt Browning
 3. Ankerdine
 4. Sarah Siddons
 5. Chancellor
 6. Bishop Bosel
 7. Ledbury
 8. Berrow
 9. Windrush
 10. Avon
 11. Wulfstan
 12. Abberley
 13. AE Housman
 14. Evesham and Pershore
 15. Malvern

Our campaign had a tangible impact on the electricity, carbon, and financial savings made

16% energy
saved

27,607
kWh saved

£5,521* saved

6 Tonnes of
CO₂ saved

The above savings are calculated based on a 2015/16 baseline and calculated from 90 days of occupancy (in October, November and February).

With an estimated occupancy of 6 months (181 days), total savings would be 55,522kWh, £11,100* and 13 tonnes of CO₂.



*assuming an expenditure of 20p/kWh

Overall campaign impact at the University of Worcester



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In 2023-24 the campaign had a positive impact on your overall student engagement

112 students engaged in the campaign
(12% of total residents).

67 students participated in our online quizzes, competitions, masterclasses and webinars.

45 engaged in our campus visits.



Campaign activities at the University of Worcester



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Volunteers benefited from the campaign

As a result of the campaign:

87%

Know more about how everyday actions contribute to the climate crisis

75%

Understand how to drive more change on the climate crisis where they live

100%

Developed skills that will be useful in the future



Data from 2021 volunteer survey

Volunteers had the opportunity to apply for microgrants to take further action

We offered all volunteers the chance to apply for £20 to promote sustainability in their residence through putting on events, creating videos and writing blog posts.

These activities furthered the aims of the campaign to engage more students, and provide the chance for volunteers to develop their skills and knowledge on sustainability issues.



“Volunteering for Student Switch Off has been a great learning experience and a good way to connect with students who share similar values, this made me feel more hopeful for the future.”

Student volunteer



We visited campus to engage students with the campaign

During the visits:

- We ran activities including face painting that was excellent for student engagement
- We encouraged students to take part in our quizzes and competitions
- We handed out bookmarks, coasters, thermometers
- We encouraged students to think about how they could be more sustainable on and off campus through conversations and activities






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We ran 2 national climate quizzes with 52 students participating

- Students answered 7 questions on topics such as energy saving, carbon and recycling.
- Each quiz rewarded Divine chocolate to the national top 2 halls of residence and two students were picked to win chocolate for themselves.

Climate Quiz Leaderboard

	#1 College Grove - Royal Veterinary College
	#2 Vine Court (F) - University of Liverpool
	#3 Malvern - University of Worcester
	#4 Preseli - Swansea University
	#5 Bridge House - Fresh
	#6 James - University of York
	#7 University Locks - Birmingham City University



Our activities engaged your students and supported their learning

67 participated in our online competitions, activities, masterclasses and webinars.

We provided winning students with vouchers for online ethical stores as prizes.



National campaign impacts



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Nationally in 2023-24 our campaign contributed greatly to energy savings and student engagement

983,017 kWh

of electricity saved.

Equivalent to:

227 tonnes of CO₂

7,481 years leaving a light on

59,770

students reached in
residences.

7,705

entries in our
engagement activities.



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Student engagement had positive outcomes

Our monitoring shows that as a result of the campaign:

67%

took more action to be sustainable in residences*.

86%

will continue implementing sustainability actions.

68%

are proud their residence is taking climate action.



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*26% believe they are already doing all they can to be sustainable.
Data from 2021 national student survey

“The campaign is a good idea to help students (future generations) to be sustainable.”

Student participant



Recommendations for 2024-25

- It's wonderful to work with universities on such a longterm basis like Worcester. We know how much of an impact the programme can make. Our collaborations with your RLS team proved to have an impact on student outreach. It would be amazing to further embed SOS-UK into one of their roles.
- To increase engagement next year we could explore the possibility of expanding Student Switch Off engagement activities to all students! We would love to work with you to ensure that the programme has the biggest reach possible.
- This year our campus stall visits worked well to engage students. It was suggested that next year we could look at visiting the residences with an RA or accommodation staff to maximise impacts



Thank you for your continued support

We look forward to working with you in 2024/25.

You can find your [leaderboard](#) on our website [here](#)!



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