



Bournemouth University

Campaign Report 2016-17

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2016-17 academic year. It contains key engagement statistics, data on energy savings and suggestions for improvements. We welcome your feedback.

Key Statistics

- 22,712 kWh saved in October, November and February 2016-17 – 2.7% reduction (compared to a baseline from 2013/14 and 2014/15 for BU properties, 2015/16 for CLV properties and 2015 for Prodigy Living properties).
- £2,271 financial equivalent saved (assuming 10p/kWh)
- 12 tonnes of CO₂ saved
- 510 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (25% of 2065 students living in residences)
- 388 students took part in the online Climate Change Quizzes taking place in November 2016 and February 2017
- 33 photos were submitted in our competitions - winning prizes including Ben & Jerry's, NUS Extra Cards and SUBU club night tickets. These had a total of 169 photo 'likes'
- 34 students trained as Student Switch Off Ambassadors
- Bournemouth University Student Switch Off webpages were viewed over 2,892 times over the course of the campaign. Students have viewed information on energy saving and recycling advice and campaign activities. Our leaderboard had 1,168 views in term 2 and the Climate Change Quizzes were viewed 850 times over the year.

Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 2.7% compared to a baseline period before residents were being engaged in the Student Switch Off campaign. This has saved a total of 22,712 kWh, which is equivalent to approximately £2,271 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 12 tonnes of CO₂.

These savings are calculated from 89 days of occupancy in October, November and February. Total savings over 2016/17 are likely to be higher as the above figures do not account for savings made outside this period. We estimate that halls will typically be occupied for 6 months (24 weeks/181 days) over the academic year in which case total savings for the year would be 46,190 kWh, approximately £4,619 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 25 tonnes of CO₂.

Full details of our analysis are on the excel file – SSO BU data analysis OctNovFeb 201617 – 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 10 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 competition – 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 Fresher's 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 on social media (Facebook and Instagram), in return for uploading a photo of themselves taking an energy saving action, they have received a range of prizes including NUS Extra cards, Ben & Jerry's vouchers and SUBU club night tickets. There were 18 submissions to our Facebook and Instagram competitions over the academic year. These were liked and commented on 152 times.

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 fair trade t-shirt and Ben & Jerry's goodies. 34 students from across all halls 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. Throughout the year, Ambassadors worked to complete the Ambassador Challenge where they undertook actions including helping on halls visits and sharing our Climate Change Quiz with friends.

Climate Change Quiz – We ran two rounds of our Climate Change Quiz, in November and February. Students were invited via email and Facebook to take part in the quiz, answering six questions on climate change and energy saving. In both quizzes halls of residence had the opportunity to win 100 tubs of Ben & Jerry's ice cream if they were one of the top four halls nationwide with the highest percentage of residents taking the quiz. For each quiz we picked out someone from the university to win a tub of Ben & Jerry's for themselves. 388 students have taken part in the online quizzes.

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 photo competitions and encouraged students to sign energy saving pledges. 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 which reached over 1206 people.

End of year event – Student Village won the competition and the RAs organised an event in the common room with free Ben & Jerry's, pizza and a DJ. The event went very well. Attendance was very high and students were really pleased with their free food!



Webpage – we have launched a new, fresh and student-focused webpage. The webpage contains information on the campaign activities as well as guides for saving energy. The webpage has been visited well, see below the chart for website hits during term 1 and 2. Website hits totalled over 2,892 with the leaderboard and Climate Change Quiz pages doing particularly well. The leaderboard page received one of the highest number of hits from across all of our Student Switch Off institutions.

Term 1 website statistics

Pages-URL	
Filter bourne mouth: 11 different pages-url	Viewed
/unis/bournemouth/quiz/	529
/unis/bournemouth/	144
/unis/bournemouth/get-involved/	90
/featured_photo/luisa-bournemouth/	80
/featured_photo/anye-bournemouth/	74
/unis/bournemouth/leaderboard/	39
/unis/bournemouth/key-dates/	27
/unis/bournemouth/save-energy/	22
/unis/bournemouth/overview/	16
/unis/bournemouth/photos/	9
/unis/bournemouth/recycling/	7

Term 2 website statistics

Pages-URL	
Filter bourne mouth: 11 different pages-url	Viewed
/unis/bournemouth/leaderboard/	1,168
/unis/bournemouth/quiz/	325
/featured_photo/luisa-bournemouth/	102
/featured_photo/anye-bournemouth/	99
/unis/bournemouth/	75
/unis/bournemouth/get-involved/	37
/unis/bournemouth/photos/	33
/unis/bournemouth/overview/	26
/unis/bournemouth/save-energy/	24
/unis/bournemouth/key-dates/	24
/unis/bournemouth/recycling/	17
Others	289,526

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.

What worked well

Residents Assistants – the help of the RAs over the year has been integral to the success of the campaign and raising awareness of SSO. The RAs were active in helping out with halls visits which worked very well as they were able to engage with students in their blocks. The final event in Student Village was organised through the RAs. They promoted it really well meaning that attendance was high and the pizza, ice cream and DJ went down very well with residents!

Hall visits – face to face engagement worked very well and we managed to visit all kitchens more than once over the course of the campaign. Students seemed very receptive to the initiative. On each visit, we had the help of the SSO Ambassadors or the RAs, meaning that student involvement and help with the campaign was high. This allowed us to collect a lot of emails, totalling 25% of students in residences which is above national averages.

Ambassadors – we trained a high number of students as SSO Ambassadors at the beginning of term and communicated with them throughout the year. They were active in helping with halls visits and promoting the Climate Change Quiz. We had student representatives from all halls involved with the campaign.

Communications – we had a high number of visits to the SSO website, particularly the leaderboard page, which received 1,168 views in term two and the Climate Change Quiz page which totalled 850 views over the year. This is largely due to campaign emails and all student emails being sent out, the help of the RAs and the help of the Ambassadors.

Areas for improvement

Energy data – baseline data for some of the residences was a little patchy. This meant that we had to exclude Okeford House and Chesil from the October analysis as well as estimating the usage for Lyme Regis in October using degree day analysis. Overall we were still able to include all halls in the final analysis and leaderboard but our overall estimated savings from the campaign may have been affected by this.

Ambassadors – ensuring that we retain the support of SSO Ambassadors further into the second term would help to grow the campaign even more.

Water-saving - If you would like us to incorporate water-saving into the overall competition and leaderboard we can do that as part of the standard package. This will include one water-saving themed photo competition and analysis of water data for halls if that is available.

Overall Campaign Changes & Improvements

As Student Switch Off grows and changes we are always looking for ways to implement new ideas and improve the campaign across all universities. This year we have implemented a number of new approaches, including:

- ✓ New, fresh, student-focussed website with a webpage for each university providing a hub for local information on energy-saving, recycling in halls, the climate change quiz, social media and ways to get involved in the campaign.
- ✓ New online climate change quiz – the quiz is now fully mobile compatible, broadening its reach to students.
- ✓ Energy dashboard – for £1,350 plus VAT a near-real time energy dashboard can be set up for the SSO campaign at your institution. This has been developed in partnership with academics at De Montfort University and has led to additional electricity reductions of 3% at seven UK Unis – over and above the 5.5% reductions we typically achieve with Student Switch Off. You can check out the University of Bath dashboard as an example here: <https://switchoff.nus.org.uk/bath>.
- ✓ New social media competitions launched on Instagram as well as Facebook to keep up with the latest ways that students are engaging with campaigns.

Student Switch Off – A nationwide campaign

It's worth mentioning the statistics of what we have achieved together across 38 UK universities this academic year and how the statistics from your University fit into a picture of students gradually becoming more sustainable in their behaviours:

- Average reductions in electricity usage of 6.0%
- 1,000 tonnes of CO2 kept out of the atmosphere
- £200,000+ saved in electricity expenditure for universities
- 129,000 students in halls of residence reached
- 27,000 students signed-up to support the campaign
- 920 students trained as ambassadors for the campaign
- 27,000 students participated in our online climate change quizzes
- 1,500 energy and recycling themed photos received from students in our regular competitions

We'd like to thank you for taking part in Student Switch Off this year and hope you will continue to run the campaign in 2017/18. Detail on the cost of the 2017/18 campaign is available on our rate card which is available to download [here](#). The electronic sign-up form is available [here](#) and should make the process of signing-up to our projects nice and straightforward. The deadline for signing up to our projects is **Friday 30th June 2017**.

Examples of Energy Saving Photos

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

