



Bournemouth University

Campaign Report 2017-18

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2017-18 academic year. It contains key engagement statistics, data on energy savings and suggestions for improvements. We welcome your feedback.

Key Statistics

- 71,302 kWh saved in October, November and February 2017-18 – 8% reduction (compared to a baseline from 2013-15 or 2015-17).
- £7,130 financial equivalent saved (assuming 10p/kWh)
- 27 tonnes of CO₂ saved
- 355 students signed up to our email list – receiving regular communications with energy saving tips and opportunities to enter competitions (17,19% of 2065 students living in residences)
- 662 students took part in the online Climate Change Quizzes taking place in November 2017 and February 2018
- 62 entries to our social media competitions - winning prizes including Ben & Jerry's and NUS Extra Cards.
- 10 students trained as Student Switch Off Ambassadors
- 38 energy saving themed photos taken during halls visits – these photos were of students pledging to save energy.

Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 8% compared to a baseline period before residents were being engaged in the Student Switch Off campaign. This has saved a total of 71,302 kWh, which is equivalent to approximately £7,130 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 27 tonnes of CO₂.

These savings are calculated from 89 days of occupancy in October, November and February. Total savings over 2017/18 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/178 days) over the academic year in which case total savings for the year would be 142,604kWh, approximately £14,260 in electricity expenditure (assuming a typical expenditure of 10p/kWh) and over 55 tonnes of CO₂.

Full details of our analysis are on the excel file – Bournemouth University Energy Analysis 2017-18 – 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 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 on social media (Facebook and Instagram), in return for them engaging with the competitions which included 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 62 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 fair trade t-shirt, NUS Extra Card and Ben & Jerry's reusable cup. 10 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.



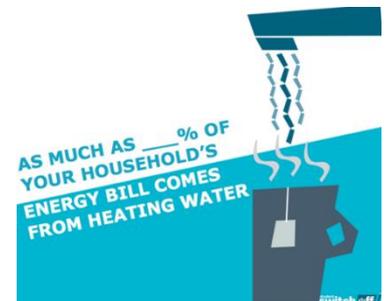
Ambassador Challenge - We set the Student Switch Off Ambassadors (see above) a challenge where, depending on the number of actions they took, such as helping on halls visits or sharing our Facebook posts, they would receive a reference from NUS that they could use on their CV and be put into a prize draw to win a trip on Paris on the Eurostar. 2 students received the reference for their continued involvement with the campaign.

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 or 50 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. 662 students have taken part in the online quizzes.

Halls Visits – We have visited the halls of residence on four 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 to sign a pledge to say that they were committed to saving energy in their halls of residences. 38 photos were entered into these competitions, reaching over 448 people, showing students that other people in their hall were taking part in the competition.

End of year event – Dorchester House won the competition and we gave away the Ben & Jerrys ice cream in the common room. The resident assistants helped to scoop out the ice cream and at the end of the event we gave whole tubs away to students. It was a great event with many students commenting that it had made their day as their last exam has been in the morning.

Social Media – in addition to our regular Facebook and Instagram competitions we have trialled new social media approaches, such as tagging competitions and week long competitions. During the competitions we received 62 entries from students and the posts engaged over 800 people.



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.

Climate Change Quiz – There was high levels of participation in the online quizzes. Social media promotion by the ResLife team to all residents in halls were very effective in getting the message out and the ambassadors also did a lot of work promoting the quiz.

Student engagement – this year we have seen an increase in student engagement with our halls visits and on social media. Our new approach of week

long competitions were a huge success and something which we will carry on with. We have also diversified our social media to Instagram to ensure we reach as many students as possible.

ResLife support – having the support from ResLife has helped the campaign to reach a large number of students. Sharing our competition, training and events has improved our engagement with students and we would like this relationship to continue.

Improvements Examples

Freshers event – we attended the Freshers Fayre and had a good number of students sign up to support the campaign. However, we didn't have a very good position, as we had a small table at the back of the building. It is recommended that we have a more prominent position to engage with passing students.

Halls Visits – our visits to halls were successful in engaging a number of residents and this could be improved with greater access – for example being able to enter the flats and leave flyers in kitchens, knock on front doors or be accompanied by a resident assistant.

Ambassadors – we trained 10 ambassadors and had 2 very keen students who volunteered on all our halls visits and received references from ourselves. However, over the summer we need to plan how to engage with these students more and how the new paid green RA positions will support the campaign.

Water-saving - If you would like us to incorporate water-saving into the overall competition 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.

Student Switch Off – A nationwide campaign

It's worth mentioning the statistics of what we have achieved together across 34 UK universities this academic year and how the statistics from your University fit into a picture of students 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
- 120,000 students in halls of residence reached
- 27,000 students signed-up to support the campaign
- 875 students trained as ambassadors for the campaign
- 32,000 students participated in our online climate change quizzes
- 1,400 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 2018/19. Detail on the cost of the 2018/19 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 **30th June 2018**.

Examples of Energy Saving Photos

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

