

UNIVERSITY OF STRATHCLYDE STUDENT SWITCH OFF CAMPAIGN REPORT 2019-20

nus

student
switch off



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM

This year your savings are...



73890kWh saved - 20.5% reduction

23 tonnes of CO₂ saved



£7389 saved

This year your campaign has achieved...



180 students pledged their support
(12% of 1500 residents)



390 entries in our climate crisis quizzes



120 students engaged across **2** campus visits



12 students trained as campaign ambassadors

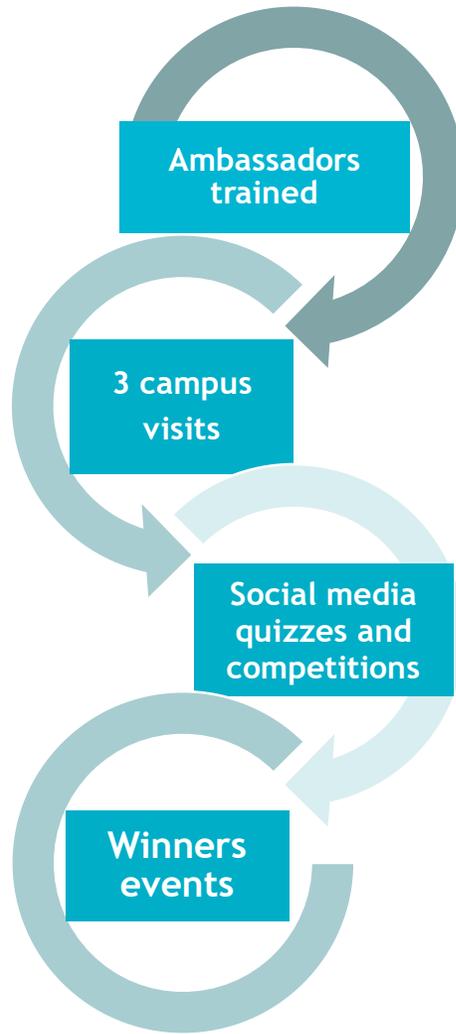
How we judge the competition



The competition was based on our key engagement statistics, as a percentage of residents from each hall and on energy usage differences compared to our baseline.



We maximise student engagement



Over the year we run a predefined set of activities, including:

- A campaign email was sent by your team on our behalf to all residents
- We provided posters to be placed in kitchens and communal areas
- At the Freshers Fair we spoke to 90 students and distributed branded cotton bags



We train student ambassadors

12 students attended the ambassador training workshop on the 25th of October

The training covers:

- Campaign implementation and impact
- Climate Emergency and Social Justice
- How to save energy, water and recycle in halls
- Techniques for engaging others

This supports students to:

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



Over the year, ambassadors..



Joined us on halls visits



Promoted the campaign on social media



Increased engagement through the Climate Crisis Quiz

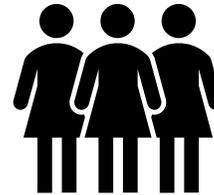


What ambassadors told us this year



89%

Took personal action
to be sustainable



94%

Encouraged
flatmates to be
sustainable



70%

Sought further
information
i.e. heating controls,
recycling, reporting
maintenance etc.

*Results from the Student Switch Off
2019/20 ambassador survey

“I have taken personal growth actions to reduce waste, heating consumption and overall lessen my individual carbon footprint whilst also facilitating that for other people and helping them to realize what can be done on a small scale to help create a big impact”

Student Switch Off Ambassador 2019-20

We visited your campus and spoke to students



We visited the halls of residence on 4 occasions, including 2 recycling audits.

During the visits:

- **120 residents spoken to about the campaign, saving energy and recycling properly**
- **12 students made an energy saving pledge/took part in a photo competition/Instagram takeover**
- **16 litres of Ben & Jerry's given away as prizes**
- **120 kitchens audited on their energy use**

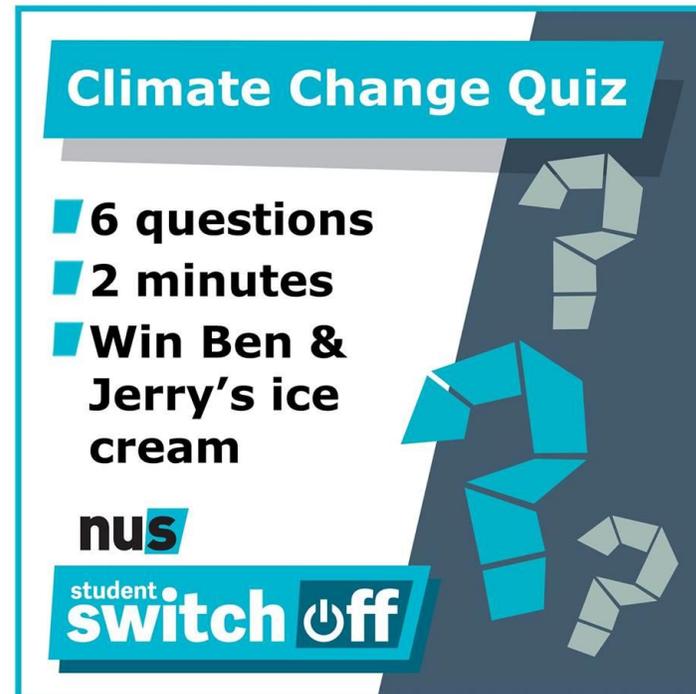
OUR VISITS



We run Climate quizzes

390 students took part in the two rounds of our national Climate Crisis Quiz

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

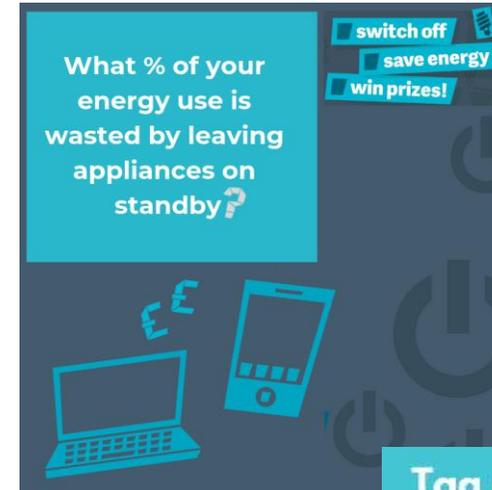


Individual prizes were awarded



We ran competitions on Facebook every 2-3 weeks. During the autumn term, we also ran a week long social media sprint.

Our competitions received entries from a variety of students from most halls and reached a total of 530 students.



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



We provided Climate Crisis Online modules to build on learning



Student Switch Off: Introduction to the Climate Emergency

In order to limit global warming to 1.5°C, global net human-caused emissions of carbon dioxide (CO₂) would need to fall by about 45 percent from 2010 levels by 2030, as mentioned above.

When would we need to be reaching 'net zero' CO₂ emissions, according to the IPCC report?

- a We need to be at net-zero emissions by 2035
- b We need to be at net-zero emissions by 2050
- c We need to be at net-zero emissions by 2080



We awarded the top energy savers



1	Chancellors
2	Forbes
3	Garnett
4	Birkbeck
5	James Young
6	James Blyth
7	Thomas Campbell Court
8	Murray

Chancellors won the competition with a saving of just under 23%!

In the context of campus closures, this year we are not able to celebrate in person.

Instead, with your input, we have decided to make a contribution on behalf of everybody who took part in Student Switch Off towards the charity Mind.



We ran recycling audits

- 2 recycling audits across half of the halls
Feedback left for every kitchen and
Fairtrade chocolates for those who scored
12+
- 3 students were trained to conduct the
audits and were paid at the Real Living Wage



Our key recommendations for improvement:



It was great to see that the Accommodation staff redesigned the recycling posters from last year, it would be good to bring this message online as well through a focused campaign



There should be a focus on making it more accessible for students to recycle food waste as some we spoke don't move past the barriers of taking it outside often enough



We noticed that food waste caddies are in every kitchen, but only 5% or less are actually being used; we recommend a targeted campaign going forward informing of the impact of food waste and showing the potential of composting it instead

University of Strathclyde Highlights of the Year



Climate Change Quiz

There was high levels of participation in the online quizzes. Emails to all residents in halls are very effective in getting the message out and the ambassadors promotions were effective and hardworking

Freshers event

We attended the Freshers Fayre and shared a stall with Sustainable Strathclyde. It was in a better position than previously and helped each other's engagement. It is recommended that the same happens in future years

Ambassador Training

We had a quality over quantity approach at the training session, the ambassadors each had an opportunity to contribute more meaningfully and share their experiences of the climate crisis

Suggestions for next year

Engagement with Residents Assistants

Attempts have been made in the past to link the campaign more to the work of the student staff employed in the residences campus, but priorities and timings got in the way. This would make a significant difference to impact

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 instead of knocking on front doors

Recycling

Strathclyde students are usually doing great with energy savings and are proving to be savvier about it. It would be good to keep focusing on recycling more in the future as this seems to be a weaker point

We included private renters

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

A = most efficient
G = least efficient

New regulations = rental houses should be E or above

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

Did you know we run Student Switch Off internationally?



We now run SSO in six other European countries: Bulgaria, Cyprus, Greece, Ireland, Lithuania and Romania.

It has been fantastic to see the campaign adaptations and innovations!



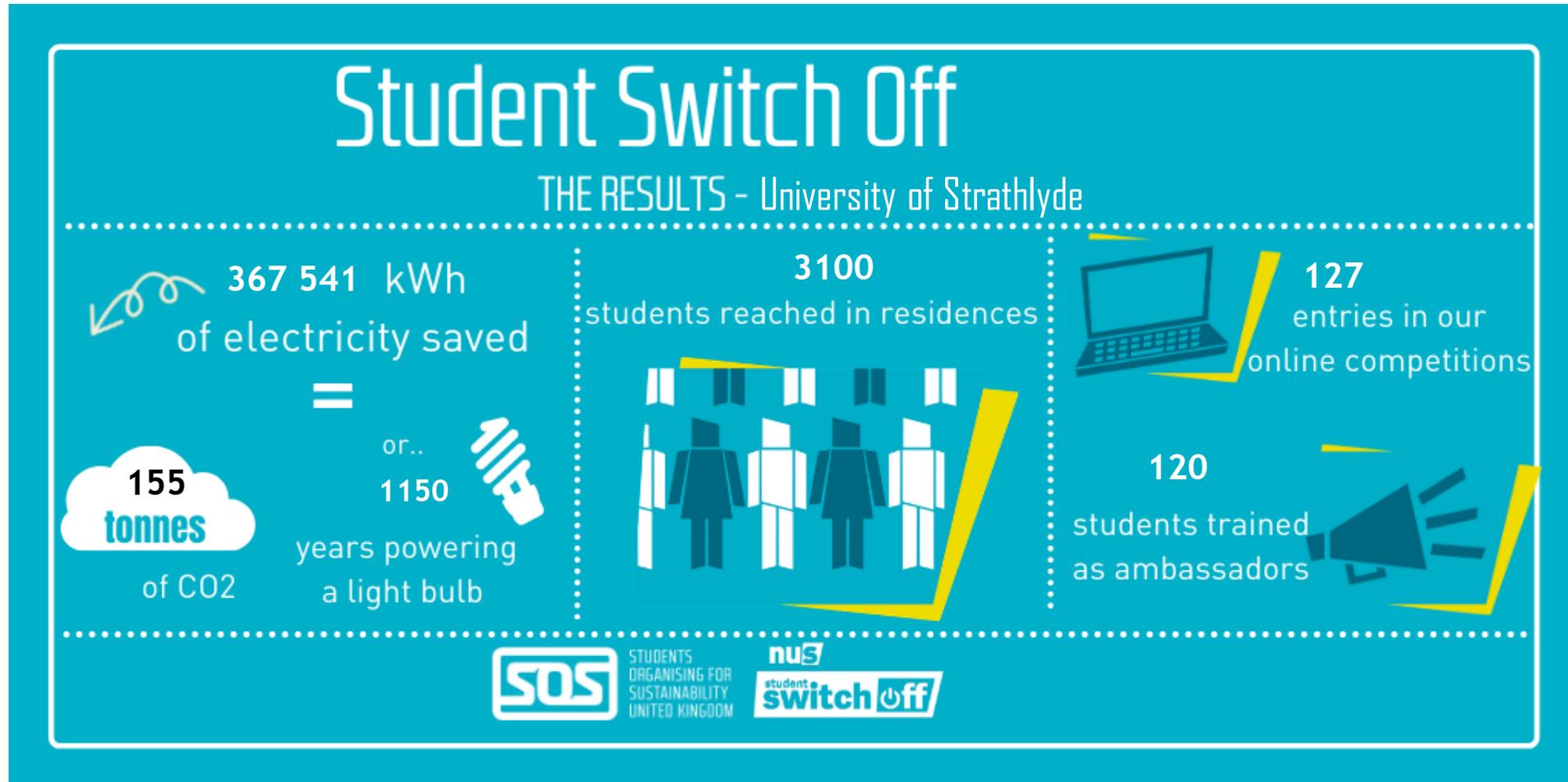
Well done on winning an Irish Rail ticket for putting on layers instead of turning on the heating 🙌 #StudentSwitchOff



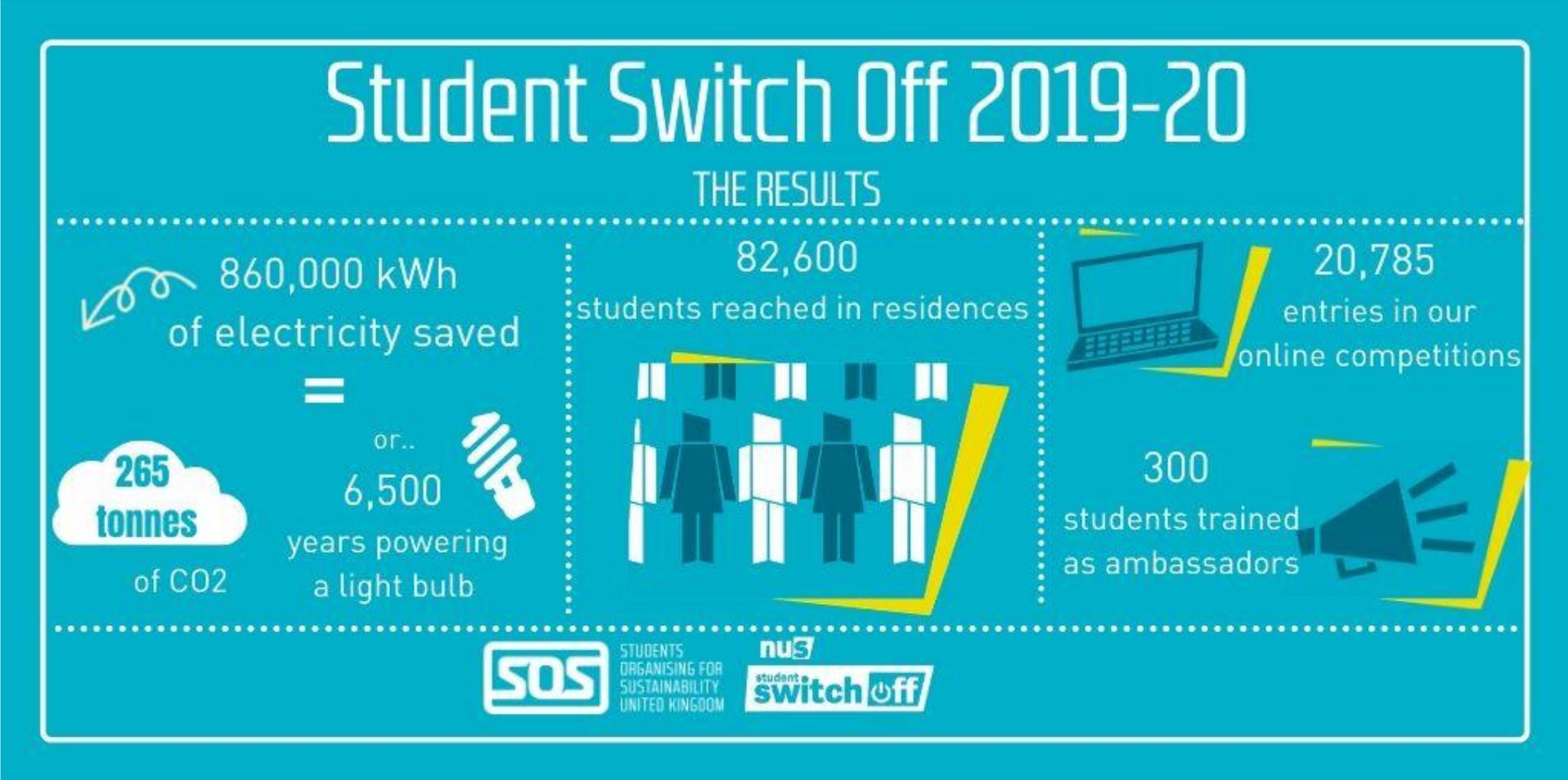
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 754203



The last 5 years at the University of Strathclyde



Nationally this year the campaign has achieved:



We're innovating the campaign every year



Next year we plan adapt the campaign so it can be run remotely or socially distanced by:

- **Joining virtual Freshers' Fayres and organising a Freshers' pledge competition, as well as a student baseline survey**
- **Host a virtual training with an ambassador project to audit their flat and feed back the results to us**
- **Put together online learning modules, a national webinar and a follow-up ambassador Zoom meetup**
- **Prepare a training session on a specific topic open to all residents which we can hopefully tailor to the campus needs of the present**



How 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 for your continued support!



We hope you will continue to run the campaign in 2020/21. More information and the sign-up form can be found [here](#).