



student **Switch** **ff**

Cardiff Metropolitan University Campaign Report 2013-14

This report provides a summary of the actions and achievements of the Student Switch Off campaign in the 2013-14 academic year. It contains key engagement statistics and data on energy and water savings. We welcome your feedback.

Key Statistics

- 31,382 kWh saved in October, November and February 2013-14 – 10% reduction (compared to a baseline from 2011-12 and 2012-13)
- £2,511 financial equivalent saved (assuming 8p/kWh)
- 15 tonnes of CO2 saved
- 108 students signed up to our email list – receiving regular communications with energy saving and recycling tips and opportunities to enter competitions (12% of 929 students living in residences)
- 3 students trained as Student Switch Off Ambassadors
- 14 photos were submitted in our competitions - winning prizes including Ben & Jerry's and NUS Extra Cards
- 49 students took part in the Climate Change Quiz
- 40 students joined the 'Cardiff Met Student Switch Off' Facebook fanpage
- 65 kitchens at Plas Gwyn and Cyncoed were audited for the use of their recycling facilities, were given feedback and Fairtrade chocolate if they were using them to a high standard.

Energy Data Analysis

Our analysis of electricity consumption in the halls of residence shows that there has been a reduction of 10% compared to a baseline period before residents were being engaged in Student Switch Off campaign. This has saved a total of 31,282 kWh, which is equivalent to approximately £2,511 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 15 tonnes of CO2.

These savings are calculated from 89 days of occupancy in October, November and February. Total savings over 2013/14 are likely to be higher as the above figures don't account for savings made outside this period. We estimate that halls will be typically be occupied for 6 months (24 weeks/180 days) over the academic year in which case total savings for the year would be 62,564 kWh, approximately £5,022 in electricity expenditure (assuming a typical expenditure of 8p/kWh) and over 30 tonnes of CO2.

Full details of our analysis are on the excel file – Cardiff Met Energy Analysis 2013-14 – 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 8 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.

Water 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 Student Switch Off campaign. This has saved a total of 761 M3 of water in October, November and February.

Engaging Students and Encouraging Energy Saving, Recycling and Using Water Wisely

Throughout the academic year we have engaged with residents, to motivate and empower them to take action to save energy, recycle and use water wisely. 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 – 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, where in return for uploading a photo of themselves taking an energy saving or recycling action, they have received a range of prizes including NUS Extra cards, Pizza and Ben & Jerry's vouchers. There were 14 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 t-shirt and refreshments. 3 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.

Climate Change Quiz – We ran two rounds of our Climate Change Quiz in November and February. Students were invited by email and Facebook to take part in the quiz, answering six questions on climate change, energy saving and recycling. In November halls of residence had the opportunity to win 100 tubs of Ben & Jerry's if they were one of the top four halls nationwide with the highest percentages of residents taking the quiz. In February we offered an individual prize of a Eurostar tickets for two to Paris, in a prize draw between all our entrants nationwide. In both quizzes there was a local draw where one entrant from [university name] received a prize. 49 students have taken part in the quiz in total.

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.

Recycling Audit – we audited 65 kitchens Plas Gwyn and Cyncoed Each kitchen received a 'recycle-o-meter' card with some feedback on their use of the recycling facilities, with high performing flats receiving Fairtrade chocolate. Please see the excel file 'Cardiff Met Recycling Audit' provided alongside this report for full details.

End of year event – Carmarthen Hall won the competition based on saving the most electricity per person per day compared to the baseline. They were rewarded with a pizza and ice cream event.

Examples of Energy Saving and Recycling Photos

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

