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1. Introduction

The SAVES 2 project (www.saves-project.eu) brings together the Student Switch Off (SSO) and Student Switch Off + (SSO+) campaigns (www.studentswitchoff.org) in fourteen different universities across seven European countries; Bulgaria, Cyprus, Greece, Ireland, Lithuania, Romania and the United Kingdom (UK). This report provides a detailed overview of the student engagement activities performed as part of the Student Switch Off and Student Switch Off+ campaign in the United Kingdom.

The SSO campaign is an inter-dormitory energy-saving competition, that focuses on a predefined set of activities, encouraging students to save energy in their dormitories. The dormitory that saves the most energy on each campus, is announced winner and rewarded for their efforts. Energy savings are determined by comparing pre-intervention electricity consumption, with post intervention electricity consumption, in each dormitory. The campaign runs in parallel with the academic year – it starts around September/October time and finishes in May/June.

The SSO+ campaign aims to raise awareness amongst students in the private rented sector helping them reduce their energy costs. It focuses on making students aware of energy performance certificates (EPC), smart meters and energy efficiency, thus helping reduce their exposure the energy poverty.

Each country has a dedicated dormitory coordinator to deliver the SSO engagement activities and country manager to oversee the SSO+ activities.

Chapter 2 describes the activities undertaken as part of SSO and Chapter 3 describes activities undertaken as part of SSO+.

2. The Student Switch Off campaign in the UK

2.1 Universities taking part

In the UK, the Student Switch Off campaign is run nationally by the National Union of Students of the United Kingdom (NUS UK) on a not for profit basis. Universities (typically the accommodation/residencies department, or the estates department) sign up with NUS UK to take part in the campaign.

Dedicated members of staff at NUS UK (dormitory coordinators), manage the campaign at a set number of university campuses. As part of SAVES 2, four universities are involved in running the Student Switch Off campaign, however in total, in 2017-18, 34 universities across the UK were signed up to be part of the campaign.

Table 1 below indicates the UK universities taking part in SAVES 2, how many dormitories they have, and how many students are living in those dormitories.

Name of University	Number of dormitories	Number of dormitories taking part in SAVES 2	Number of students living in dormitories taking part in SAVES 2
London School of Economics (LSE)	8	4	1,286
Kings College London (KCL)	12	12	4,999
University of Cambridge	31	17	10,081
University of York	9	9	5,282
Total	60	42	21,648

Table 1. UK universities taking part in SAVES 2



2.2 Engagement activities

Throughout the 2017-18 academic year, a number of activities took place in the dormitories in the UK to raise awareness about energy saving. These included photo competitions, climate quizzes, dormitory visits, ambassador training sessions, beginning of year events (fresher's fairs/arrival events), and end of year events. The section below describes these in more detail and what engagement levels were reached.

2.2.1 Launch of the campaign

Having a visible presence at the start of the academic year is important to the success of the SSO campaign, as we want to get students into positive energy habits from the moment that they move into their university dormitories.

The dormitory coordinator attended fresher's fayres at each of the four universities, where they had a fun and engaging stall, and signed students up to pledge support for the SSO campaign by adding them to our mailing lists. Each student that signed up received a SSO cotton bag, leaflet, and further information about the campaign. All students that signed up were promptly emailed with further information.

Depending on the size of the university, the dormitory coordinator attended between two to seven events at each university. At LSE the dormitory coordinator attended two events, seven at KCL, two at University of Cambridge and three at University of York.

2.2.2 Ambassador training sessions and ambassador engagement

Student Switch Off ambassadors play a key role in making the SSO campaign a success. Their role is to engage their peers in the dormitories, by raising awareness on SSO and encouraging them to save energy. The ambassador training sessions in the UK covered what the SSO campaign is about and trained students on the best way of effective communication. The session(s) was/were delivered by the dormitory coordinator at the beginning of the academic year (October 2017). At the University of Cambridge and KCL further sessions were ran at the start of the calendar year 2018.

To ensure a high participation, multiple sessions were run on one day (usually between 2-3). Each session was an hour long. All participating students were given a SSO t-shirt and an Ambassador Challenge card¹, so they could keep a record of their actions throughout the year (these included: attending the training session, posting five energy saving photos, signing up ten friends to the campaign, getting flatmates involved in a photo competition, sharing Facebook photo competitions, getting ten friends to take the climate quiz, joining the dormitory coordinator on a dormitory visit, holding their own SSO event).

The number of sessions that were run, and student attendance, at each university are summarised in Table 2.

Name of University	Number of training sessions ran	Number of student ambassadors
London School of Economics (LSE)	2	10
Kings College London (KCL)	7	39
University of Cambridge	8	86
University of York	1	35
Total	18	170

Table 2. Number of students attending ambassador training sessions at UK SAVES 2 universities

As part of the Ambassador Challenge card, ambassadors were encouraged to run their own green events throughout the year. There was a mixed success at the four universities. For example, at LSE, as far as we

¹ https://nussustainability.files.wordpress.com/2016/03/uk-ss0_ambassadorcard_rev.pdf

know, no events were run directly by ambassadors (even though a few showed interest to run a movie night), whereas at the University of Cambridge multiple events were run that included movie nights, meat free weeks (at the catering outlet), and switch off tea party. At KCL, one of the 2017-18 ambassador training sessions was run by a keen SSO ambassador, and a sustainable paint night and photo booth were organised! At University of York, one ambassador set up a stall at their weekly dormitory event (called ConstanTreat) on two occasions to raise awareness and encourage students to pledge support for the campaign.

2.2.3 Dormitory visits/on campus face-to-face activities

The dormitory coordinator visited each university throughout the year, to engage with students face-to-face. The number of visits varied at each university depending on its size, set-up, and access to the dormitories.

The visits either involved door-to-door knocking, or setting up information stalls in strategic areas of the dormitories (e.g. reception area). As part of these, students were encouraged to sign up to the SSO campaign, and were invited to take part in a photo competition/quiz/prize draw. The set up at the University of Cambridge was a bit different due to the collegiate set up of the university; face-to-face visits were only done at the start of the year, as part of the Fresher's fayres, and face-to-face engagement was done by green officers (students elected to represent their college on environmental initiatives/issues) at each of the colleges taking part.

Name of University	Number of onsite engagement visits	Description of Activities	Number of students signed up to SSO
London School of Economics (LSE)	9	<ul style="list-style-type: none"> Two Fresher's Fayre events at the start of the academic year Held an information stall six times (at the four different dormitories) End of year celebration 	451
Kings College London (KCL)	13	<ul style="list-style-type: none"> Five Welcome events at the start of the academic year Ran dormitory visits seven times, covering eleven of the dormitories End of year celebration 	1,292
University of Cambridge	2	<ul style="list-style-type: none"> Two Fresher's Fayre events at the start of the academic year 	2,692
University of York	5	<ul style="list-style-type: none"> One Fresher's Fayre event at the start of the academic year One door-to-door event to three dormitories Two visits running an information stall at four dormitories End of year celebration 	646

Table 3. Face-to-face engagement activities on UK university campuses (excluding ambassador training)

2.2.4 Social media competitions

Throughout the year a set number of social media competitions was carried out at each of the universities to raise awareness about energy saving actions. The competitions were launched both by email and on social media – Facebook in most cases. In a couple of instances, Instagram was also used. If students did not have a social media account they could submit their entries via email.

The aim of the competitions was to raise awareness and normalise energy-saving behaviours in a visual way. Competition posts had significant reach on social media, appearing in many people's social feeds. For example, at University of York the reach of the competition posts on social media was 7,857 people.

Prizes for competitions included Ben & Jerry's ice-cream vouchers and NUS Extra (student discount card) vouchers. Table 4 describes the competitions carried out, the platforms used to host them, and how many entries there were.

Name of University	Competition type and theme	Number of entries	Platform used
London School of Economics	Photo competitions and themes: <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 1 Put a lid on it • X 2 Layers challenge • X 1 EcoBrew (boil what you need) • X 1 any energy saving action • X 1 any energy saving action (open only to ambassadors) Tagging competitions <ul style="list-style-type: none"> • Tag your friends Week long competition that included: <ul style="list-style-type: none"> • Tag your friends • Water saving tip • Energy saving question • Favourite spring time emoji 	3	Facebook, Instagram
Kings College London	Photo competitions and themes: <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 1 Put a lid on it • X 2 Layers challenge • X 1 EcoBrew (boil what you need) • X 1 any energy saving or recycling action • X 1 any energy saving or recycling action (open only to ambassadors) Tagging competitions <ul style="list-style-type: none"> • Tag your friends 	36	Facebook, Instagram
University of Cambridge	Photo competitions and themes: <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 1 Put a lid on it • X 2 Layers challenge • X 1 EcoBrew (boil what you need) • X 1 any energy saving action 	86	Facebook, Instagram

	<ul style="list-style-type: none"> • X 1 any energy saving action (open only to ambassadors) Tagging competitions <ul style="list-style-type: none"> • Tag your friends 		
University of York	Photo competitions and themes: <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 1 Put a lid on it • X 2 Layers challenge • X 1 EcoBrew (boil what you need) • X 1 any energy saving action • X 1 any energy saving action (open only to ambassadors) Tagging competitions <ul style="list-style-type: none"> • Tag your friends Week long competition that included: <ul style="list-style-type: none"> • Tag your friends • Water saving tip • Energy saving question • Favourite spring time emoji 	67	Facebook/Instagram
	Total entries	192	

Table 4. Photo competitions at the four UK SAVES 2 universities

2.2.5 Climate change quizzes

Two climate quizzes were run at each university during 2017-18 to raise awareness about climate change and energy saving. The quizzes were launched by an email to all students living in dormitories, in addition to being launched through Facebook. We were aiming for 10% uptake at each university; this was surpassed at each of the four universities.

Table 5 shows student participation in climate quizzes at the four UK SAVES 2 universities.

Name of University	Number of students that took part	Proportion of students that took part
London School of Economics	359	28%
Kings College London	1,006	20%
University of Cambridge	5,623	56%
University of York	748	14%

Table 5. Student participation in climate quizzes at the four UK SAVES 2 universities

2.2.6 End of year event

The end of year Student Switch Off events are a fantastic opportunity to celebrate student involvement in the campaign. Universities are encouraged to sponsor events for their own students, with additional prizes from NUS UK (Ben & Jerry's ice-cream secured through sponsorship). Below are events that took place at the four UK universities.



At London School of Economics, the students from the winning hall (*Carr Saunders*) were given Ben & Jerry's ice cream as part of their annual BBQ at the beginning of June 2018. *Because of a delay in getting the energy data (most of which was eventually received) and the academic year coming to an end, upon agreement with the university the winner was announced based on engagement statistics – i.e. how many students signed up to the mailing list, number taking part in photo competitions and quizzes, and the number becoming ambassadors for the project.*

At King's College London (*Champion Hill*), Ben & Jerry's ice cream was given out to students in the winning dormitory at the end of May 2018. *The hall saved 9% of energy compared to a preintervention baseline.*

At University of Cambridge, the winning college (*Newnham College*) was given £250 (by the university) towards their summer garden party (to take place in June 2018). *At the University of Cambridge, the winner, is announced based on engagement statistics (how many students signed up to the mailing list, number taking part in photo competitions and quizzes, and the number becoming ambassadors for the project, number of events that they run) in addition to energy data (in particular looking at an energy saving week, where we do a big push – as part of this Newnham College saved 13.4%); this is because there is a lot of rivalry between the colleges, so increasing the metric, further stimulates great student engagement.*

At University York, the students from the winning dormitory (Alcuin College) were given Ben & Jerry's ice cream cones, and £600 (by the university) to their JCRC (Junior Common Room Committee) towards events and activities for residents. *The college saved 12% of energy compared to a preintervention baseline.*

2.2.7 Other miscellaneous activities

At the University of York, additional activities were undertaken to raise awareness on recycling. Student Switch Off Ambassadors conducted a recycling audit of all communal kitchen bins on campus to see how well residents were recycling, and rewarding the kitchens with high performance with Fairtrade chocolate. Similar activities took place at King's College London.

We have tried to widen the message of the Student Switch Off campaign through social media, through posting various interesting articles not just on energy saving, but also on recycling, reducing waste (e.g. plastics), energy efficiency, climate change, and interesting sustainability related initiatives.

2.2.8 Summary of SSO engagement statistics

Table 6 gives an overview of the SSO engagement achievements in the UK SAVES 2 universities.

Name of University	No. students living in dormitories	No. students signed up to the campaign	% students signed up to the campaign	Number attending the Ambassador training	Online climate quiz entries	Photo/online competition entries	Number of Facebook followers
London School of Economics (LSE)	1,286	451	35%	10	359	3	538
Kings College London (KCL)	4,999	1,292	26%	39	1,006	36	229
University of Cambridge	10,081	2,692	27%	86	5,623	86	3,512
University of York	5,282	646	12%	35	748	67	892

TOTAL	21,648	5,081	23%	170	7,736	192	5,171
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Table 6. Overall student engagement statistics

2.3 Communication with students

Different channels were used to communicate the Student Switch Off campaign to students in the four UK SAVES 2 universities. There was a mixture of face-to-face and virtual communications.

Students were made aware of relevant websites and social media:

- The main Student Switch Off page: www.studentswitchoff.org
- University specific Facebook pages:
 - o <https://www.facebook.com/Yorkstudentswitchoff/>,
 - o <https://www.facebook.com/LSESSO/>,
 - o <https://www.facebook.com/CambridgeSSO/>,
 - o <https://www.facebook.com/KCLSSO/>
- Instagram account: @studentswitchoff
- Twitter account: @ecopowerranger

Students who signed up to their university SSO mailing list were emailed on a fortnightly (average) basis. In addition to this, at strategic times of the year (launch of the campaign, climate quiz launches, end of year announcement), every student living in dormitories was emailed by the university on behalf of the SSO dormitory coordinator.

Facebook was the most used social media (launch of competitions, relevant news articles – about 3-4 posts each week), however Instagram was also used on a semi-regular basis to launch competitions. The Twitter account was used to share interesting and relevant news articles on an ad-hoc basis.

Face-to-face visits took place throughout the year – each university (apart from University of Cambridge, as described in the previous section) received between 7-9 visits throughout the year. In general, face-to-face activities were seen as an effective tool to engage with students on the campaign, in an era where most communications were done online. The dormitory coordinator made sure to be present at each campus at the launch of the academic year, and then carried out multiple on-site visits (up to six) to the various universities, followed by attending the celebratory end of year event.

There was a lot of discussion throughout the year, whether Facebook is the best medium to engage with students. It was noted that it is by far the most used social media, however students are not as active on it as they used to be. As a result, Instagram was used to launch competitions (with mixed success). Facebook will most likely continue to be used to launch articles/information in the next academic year, however Instagram may be used more frequently, in addition to exploring Snapchat/Twitter.

2.4 Engagement materials

A variety of branded marketing materials were created at the start of the academic year to be used throughout the campaign to engage students and further the campaign's visibility:

- Leaflets – these were given at Fresher's Fayres, and at stalls
- T-shirts (made from Fairtrade cotton) – these were given to SSO ambassadors
- Cotton bags (made from Fairtrade cotton) – these were given to students at Fresher's Fayres
- Posters – these were personalised to each participating university and sent to be put up in dormitories
- Ambassador Challenge cards – given to SSO ambassadors
- Coasters – sent to universities to put into all dormitory rooms, also given out as part of Fresher's Fayres and stalls

New engagement materials are being explored for the 2018-19 SSO campaign.

Organisations were contacted to sponsor in-kind prizes for competitions. Ben & Jerry's offered in-kind prizes (ice-cream vouchers) for photo competitions, and tubs of ice-cream for the end of year celebratory events. NUS Extra discount cards were also on offer to students who won competitions.



2.5 The energy dashboard

The [online energy dashboard](#), created and maintained by Ecovisum, is a fantastic tool to engage students, letting them know how much energy they are saving throughout the year in their dormitories. The four UK universities, needed to be set up on the dashboard at the start of the 2017-18 academic year, however there were some challenges with receiving the energy data from universities, in most cases linked to third party energy providers who held the data.

To date, the halls in King's College London and University of Cambridge were set up on the dashboard. At London School of Economics and University of York, the dashboard was not functional for the academic year 2017-18. King's College students were able to view the energy savings of their accommodation over the year through the dashboard which was displayed on residence TV screens, shared via Facebook and included in SSO newsletters.

2.6 Embedding SSO into wider university initiatives

At the University of York, Student Switch Off was embedded within the university's One Planet Week. This is a week of activities aimed at raising environmental issues with staff and students. The dormitory staff used existing Student Switch Off communication channels as a way to communicate wider environmental issues with students, such as waste reduction, sustainable food and sustainable transport use. The Student Switch Off competition was integrated into the 'Hall Cup' campaign at LSE, where dormitories competed against each other throughout the year, in a variety of different challenges, including sustainability (therefore SSO).

2.7 Successes and innovations

There were a number of successes for the Student Switch Off campaign in the four SAVES 2 UK universities. Below are some of the highlights:

- Student sign up rate: As part of the campaign we aim to have 15% sign up rate, however for the 2017-18, 23% of students signed up to SSO. The main reason for this is has been regular presence on campuses, and an apparent increase of interest of students in environmental issues.
- Climate quizzes: We aim to have 10% of students take part in the quiz each academic year, whereas in 2017-18 over 36% of students took part. One of the reasons for this is the way the invite to the quiz was phrased, and asking ambassadors to encourage their peers to take it.

To increase student participation in online competitions, week long competitions were developed and launched at a couple of the universities. The competitions included tagging friends, answering an energy related question/riddle, submitting a photograph and suggesting a best water saving tip.

2.8 Challenges and lessons learnt

One of the biggest challenges in the UK was ensuring that universities were set up on the energy dashboard so that students could get regular feedback on how their dormitories were doing in the competitions. This was related to the fact that energy data was held by third party, so it took a while to establish the links between the appropriate staff, and Ecovisum (the organisation who developed the dashboard). This has now mostly been sorted for the four UK SAVES 2 universities.

Other challenges included, various levels on engagement in individual Facebook/Instagram photo competitions. To help address this, a variety of different competitions were ran (e.g. week long ones that included various actions, such as riddles, tagging of friends etc). This had mixed results, however in general improved student engagement.

Some students fed back that they would like to have more in depth information on energy saving throughout the year, so NUS UK will be exploring how to deliver on this in 2018-19. Additionally, it was decided that student ambassador sessions will be extended (to about 90 minutes, from 60 minutes), to give students more space and time to explore the Student Switch Off project in more detail, asking them for input, so that they can engage with it more throughout the year – ambassadors are a massive asset to the campaign, so it is important to dedicate further time to this.



2.9 Photos from the Student Switch Off campaign



Photo 1. University of Cambridge SSO Ambassadors



Photo 2. London School of Economics SSO Ambassadors



Photo 3. A student from King's College London shares how they save energy for one of our competitions



Photo 4. University of York SSO Ambassadors



Photo 5. A SSO competition entry from a student at the University of York

3 The Student Switch Off+ campaign in the UK

3.1 Universities taking part

Students who lived in dormitories and signed up for Student Switch Off in 2016-17 were contacted at the start of the academic year 2017-18 with information about the Student Switch Off+ campaign. 14,567 students from 38 universities were added to the mailing list, with the option to unsubscribe. Students from the following universities were therefore involved in the SSO+ campaign:

Bournemouth University
 CLS/Fresh Living
 Cranfield University
 De Montfort University
 Foundation for International Education
 Keele University
 Kings College London
 Kingston University
 London School of Economics
 Middlesex University
 Royal Agricultural University
 Southampton Solent University
 University College London
 University of Aberystwyth
 University of Bangor
 University of Bath
 University of Brunel
 University of Cambridge
 University of Cardiff
 University of Essex
 University of Exeter
 University of Gloucestershire
 University of Greenwich
 University of Hull
 University of Liverpool

University of Newcastle
 University of Northampton
 University of Nottingham
 University of Oxford
 University of Sheffield
 University of Southampton
 University of Staffordshire
 University of Strathclyde
 University of Surrey
 University of Winchester
 University of Worcester
 University of York
 Warwick University

3.2 Engagement activities

Unlike SSO, the vast majority of SSO+ engagement is done online via email and social media; this is predominantly because unlike dormitories, that are normally localised and easily accessible, privately rented accommodation is spread all across town, and is not easily accessible. The main activities that took place as part of SSO+ was the sending of regular emails to students living in the private rented sector, regular posts on social media (Facebook and Twitter) and a face-to-face training seminar. Further information on impact of the campaign, can be found on the SAVES 2 website – three reports on the various activities, and their reach, were put together throughout the 2017-18 academic year, and have been uploaded online.

3.2.1 Emails and social media

Emails (9 in total) were sent to students signed up to the mailing list on a regular basis (9 in total), with information on a variety of topics:

- How to save energy in private accommodation through behaviour change
- Smart meters – how to get one
- Energy efficiency ratings and Energy Performance Certificates (EPCs) (when looking for accommodation)
- How to find signs of bad insulation (when looking for accommodation)
- Switching suppliers to save money

Students were also directed to a specifically set up webpage with information:

- <http://studentswitchoff.org/save-energy-rented-accommodation/>

Information on the campaign was regularly disseminated through the generic Student Switch Off Facebook page:

- (<https://www.facebook.com/studentswitchoff/>)

Finally, @ecopowerranger Twitter was used to disseminate useful energy saving articles and tips, on an adhoc basis.

3.2.2 Training session

A one-hour training session was put together by NUS UK, with input from the National Energy Action² and Smart Energy GB³, at the start of the academic year, that covered the topics mentioned in section 3.2.1. The training session was conducted at Kingston University in January 2018 and was well received by students that attended. The content of the session has been uploaded to the website (<http://studentswitchoff.org/save-energy-rented-accommodation/>) and students' unions across the UK, have also been encouraged to run this session by themselves. *In total 3 students attended this session, which we have mentioned as a challenge for this year. Moving forward to the next year we will explore the way we market the session to students, in*

² <https://www.nea.org.uk/>

³ <https://www.smartenergygb.org/en>



addition to considering online training. We considered having previous students come along to talk about their experience as part of the face-to-face session, however due to logistics, we felt that it was best to ask students to write in depth blogs for us instead (we received six in total), which we communicated to students through all our Student Switch Off Facebook pages and Twitter, and posted on our SAVES 2 website (<https://saves.unioncloud.org/groups/blog/articles>).

3.2.3 Photo competitions

Four energy saving photo competitions were run on Facebook between November 2017 – May 2018. Similar to SSO, the SSO+ competitions focused on energy saving actions that students could do in their private accommodation. In total there were 72 entries – students who were the first to post their photos were awarded Ben & Jerry's vouchers. The photo competitions were well received by students, and all prizes on offer were claimed.

The photo competitions were a 'bonus' activity as part of SSO+. We felt that it was important to have direct engagement from students as part of the campaign, and it also created a bridge with the SSO campaign, where students participated in similar activities whilst they lived in dormitories.

3.3 Engagement materials

A number of materials were created to support the SSO+ campaign throughout the 2017-18 academic year:

- An energy saving video was created and widely circulated:
<https://www.youtube.com/watch?v=3JAjMzXLox8>
- A dummy energy bill that helps students understand how to read a bill was circulated prior to the start of the academic year, to coincide with students moving into private accommodation
- Student blogs – students were asked to write blogs on their experiences of living within the private rented sector that were then shared with their peers – in total five were written
(<https://saves.unioncloud.org/groups/blog/articles>)

Ben & Jerry's sponsored the prizes for the four photo competitions. No 'giveaways' were created for the campaign, however it is something that is being considered for the 2018-19 academic year.

3.4 Successes and challenges

The SSO+ campaign was successful in the UK in 2017-18. Through it, we managed to reach 14,567 students directly via email, and a further 55,838 were reached through our Tweets and Facebook communications (these statistics are based on selected Facebook/Twitter posts throughout the year – the energy saving video, the dummy energy bill – therefore in reality they may be higher, however it is worth mentioning that our Twitter followers are a mixture of students, students' unions and universities).

The biggest challenge for next year will be ensuring high attendance for the face-to-face training session (there was poor attendance this year), and this will be done through choosing an appropriate time of the year to run the session, and perhaps running it online as a webinar. Given that SSO+ is mostly an online campaign, it has been challenging to know what exact impact the campaign has had in terms of true engagement, however the surveys that are being conducted as part of our monitoring and evaluation efforts will help with this.

3.5 Photos from the SSO+ campaign

Below is a selection of photos that were submitted as part of the SSO+ campaign photo competitions.





Photo 6. Student washing at 30C to save energy



Photo 7. Student turning down the radiator when the weather is warm

SAVES 2



Photo 8. Student turning down the thermostat

4 Conclusions

The Student Switch Off and the Student Switch Off+ campaigns ran successfully in the UK in 2017-18. One of the key reasons of their success, is the adaptation of the messaging of the campaign to audiences, ensuring the campaign is run by a talented, engaging and creative dormitory coordinator, and empowering students to engage their peers through the student ambassador aspect of the programme.

Engagement statistics were surpassed for both the campaigns. For the SSO campaign, we aimed to directly engage with 15% of students, however 23% students signed up, which was a success. Our week-long competitions helped drive direct engagement, which meant that there were over 200 entries over the year, and nearly 8,000 students took part in our climate quizzes. On average, over four percent of energy was saved through the SSO campaign at each of the four UK universities. It has not been possible to accurately measure the energy saving impact of the SSO+ campaign, however given our survey research, where 99% of students said that they continue to make energy saving decisions in their private accommodation, after moving out of dormitories, we estimate that they continue saving 8% of their energy (averaged saved in dormitories for the 2016-17 academic year).

The challenge for 2018-19 is ensuring that the dashboard is used to its maximum potential, working closely with universities to help them display it on big screens (if possible), to make it more visible to students.

It is important to innovate the campaign, and ensure that it is using the best possible channels to reach students. We will be taking lessons and innovations from other SAVES 2 countries who have run the SSO and SSO+ campaigns, and integrating them with the UK campaigns. We are looking forward to a successful 2018-19!