

Project acronym: SAVES 2
Project title: Students Achieving Valuable Energy Savings 2
Contract number: 754203
Project duration: 42 months

Deliverable reference number and title:

D2.4 Annual student engagement report 2018-19: United Kingdom

July 2019

Authors:

Name	Organisation	Country
Joanna Romanowicz	National Union of Students of the United Kingdom	UK
Jade Monroe	National Union of Students of the United Kingdom	UK
Rachel Soper	National Union of Students of the United Kingdom	UK
Zoe Arnold	National Union of Students of the United Kingdom	UK

Disclaimer: The sole responsibility for the content of this report lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission are responsible for any use that may be made of the information contained therein.



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

Contents

1.	Introduction to SAVES 2	3
2.	The Student Switch Off campaign in the United Kingdom	3
2.1	Universities taking part.....	3
2.2	Engagement activities	4
2.2.1	Launch of the campaign	4
2.2.2	Ambassador training sessions and ambassador engagement.....	4
2.2.3	Dormitory visits/on campus face-to-face activities	5
2.2.4	Social media competitions	6
2.2.5	Climate change quizzes.....	7
2.2.6	End of year event.....	8
2.2.7	Other miscellaneous activities	8
2.2.8	Summary of SSO engagement statistics.....	9
2.3	Communication with students	9
2.4	Engagement materials	10
2.5	The energy dashboard	11
2.6	Embedding SSO into wider university initiatives	11
2.7	Successes and challenges.....	12
2.8	Photos from the SSO campaign	13
2.9	Social media and email examples	16
3.	The Student Switch Off+ campaign in the UK	18
3.1	Universities receiving information	18
3.2	Engagement activities	19
3.2.1	Emails and social media	21
3.2.2	Training sessions and face-to-face activities	21
3.2.3	Photo competitions and engagement activities	22
3.3	Engagement materials.....	22
3.4	Successes and challenges	22
3.5	Photos from the SSO+ campaign	23
3.6	Social media and email examples from the SSO+ campaign.....	24
4	Conclusions	29

1. Introduction to SAVES 2

The SAVES 2 project (www.saves-project.eu) brings together the Student Switch Off (SSO) and Student Switch Off + (SSO+) campaigns in universities across seven European countries; Bulgaria, Cyprus, Greece, Ireland, Lithuania, Romania and the United Kingdom. This report provides a detailed overview of the student engagement activities performed as part of the Student Switch Off and Student Switch Off+ campaigns 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 university 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. We aim to reach 38,000 students living in dormitories across Europe every academic year between 2017-2020.

The SSO+ campaign aims to raise awareness amongst students living in the private rented sector helping them reduce their energy costs. It focuses on making students aware of energy performance certificates (EPC), smart meters, rights as an energy consumer, thermal comfort and energy efficiency, thus helping reduce their exposure to energy poverty. Across Europe, we aim to reach 43,000 students living in the private rented sector in the 2018-19 academic year.

Each country has a dedicated staff member (referred to as dormitory coordinator) to deliver SSO and SSO+ activities.

Chapter 2 describes the activities undertaken as part of the SSO campaign and Chapter 3 describes activities undertaken as part of SSO+. Chapter 4 draws out conclusions.

2. The Student Switch Off campaign in the United Kingdom

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. The campaign was first run in 2006-07 at the University of East Anglia.

Dedicated members of staff at NUS UK project manage and deliver 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 2018-19, 27 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 taking part. There has been a slight difference in comparison to 2017-18; London School of Economics and Political Science (LSE) decided not to participate and was replaced by University of Liverpool. This meant that the overall number of students living in dormitories taking part in SSO, increased between the two academic years, as University of Liverpool has a greater number of students living in dormitories compared to LSE.

Name of University	Number of dormitories at the university	Number of dormitories taking part in SAVES 2	Number of students living in dormitories that are taking part in SAVES 2
University of Cambridge	31	16	9,307
Kings College London	11	11	5,300

University of Liverpool	10	10	4,711
University of York	9	9	5,667

Table 1. UK universities taking part in SAVES 2 (Student Switch Off) in 2018-19.

2.2 Engagement activities

Throughout the 2018-19 academic year, a number of activities took place in the dormitories in the UK to raise awareness about energy saving. These included social media/photo competitions, climate quizzes, dormitory visits, ambassador training sessions, beginning of year events (fresher's fayres/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 in the UK, as we want to get students into positive energy habits from the moment that they move into their university dormitories.

Working together with the relevant staff/students' union members, the dormitory coordinator attended fresher's fayres at each of the four universities, where they had a fun and engaging stall, and signed up students to pledge support for the SSO campaign by adding them to their mailing lists. Fresher's fayres took place at the following dates:

University of Liverpool: 20th and 21st September 2018

King's College London: 15th and 16th September 2018

University of York: 29th September 2018

University of Cambridge: 2nd and 3rd October 2018

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. At some universities, coasters with energy-saving tips were also given out at the Freshers Fayres.

Facebook pages (please refer to section 2.3) were updated with information on the launch of the campaign, as was the project website (www.studentswitchoff.org).

All universities apart from KCL were able to send an all student email at the start of the year, on behalf of NUS UK, with information about the Student Switch Off campaign (in Cambridge, the email was sent to students by green officers of the respective colleges ((Green Officers are students elected to represent their college on environmental initiatives/issues)).

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, trained students on the best way of effective communication, contextualised the campaign within the climate change rhetoric, and gave examples on the ways that students could get involved. The sessions for the 2018-19 academic year, compared to 2017-18, were longer (1.5 hours) as a result. The session(s) was/were delivered by the dormitory coordinator at the beginning of the academic year (please refer to Table 2 for exact dates).

All participating students were given an 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).

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

In addition to the above, four ambassadors at the University of York held an environmental-themed quiz in the college bar to raise awareness on Student Switch Off, which included questions about energy saving in the dormitories and the relative energy use of different devices. They raised money for charity through the quiz, and all Ambassadors voted on which charity the money should be given to.

Name of University	Number of training sessions ran	Number of students attending
University of Cambridge	2	42
University of York	1	28
University of Liverpool	1	5
Kings College London	2	20
TOTAL	6	95

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

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. Each visit lasted approximately 3-4 hours. Please refer to Table 3 for further details.

Similar to last year, the set up at the University of Cambridge was a bit different compared to the other three UK universities, 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, as face-to-face engagement was done by Green Officers at each of the colleges taking part.

Name of University	Number of onsite engagement visits	Description of Activities
University of Cambridge	2	At the University of Cambridge, NUS UK had limited access to the colleges and so worked with college Green Officers to promote the campaign on site. Green Officers spoke to fellow college students to inform them about the campaign and promoting the online climate change quiz. The dorm coordinator attended two days of fresher's fayres at the beginning of the academic year.
University of York	7	NUS UK visited the colleges at the University of York five times over the academic year (in addition to a day of Fresher's fayres, and one day for the end of year event), all of which involved visiting the kitchens and talking to residents. During the visits NUS UK encouraged ambassadors to lead on NUS UK's social media and to take photos for their Instagram story, such as photos of a resident doing an energy-saving action, or photos of ambassadors. NUS UK also gave out energy-saving tips and encouraged residents to sign-up to the mailing list. Over these visits NUS UK spoke to 141 residents. On two of these visits NUS also raised awareness on recycling and conducted recycling audits of the kitchens to check residents were recycling correctly.
University of Liverpool	7	NUS UK spoke to fifty-one residents over five days of halls visits at the University of Liverpool. NUS UK visited the halls kitchens in the evenings, when students were more likely to be around, along with ambassadors to raise awareness, asking residents to take a photo doing an energy-saving action and to sign up to the mailing list. On two of these

		visits NUS also raised awareness on recycling and conducted recycling audits of the kitchens to check residents were recycling correctly. NUS UK also attended two days of fresher's at the start of the year, bringing the number of face-to-face activities to seven.
Kings College London	17	NUS engaged with 540 residents during dormitory visits. Seventy-five students made an energy saving pledge or took part in an Instagram photo competition. On three visits NUS UK audited kitchens for energy use, leaving feedback for students. One of the visits included a stall in residence reception area with food giveaways and chances to win t-shirts and reusable cups. This was conducted with the university sustainability team and residence team and NUS UK linked the campaign with the United Nations Sustainable Development Goals (SDGs).

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 were 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, there was a total reach of 29,815 and engagement of 3,754 across all the competition posts in 2018-19.

Prizes for competitions included Ben & Jerry's ice-cream vouchers and TOTUM (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 (Facebook/Instagram/Snapchat etc)
University of Cambridge	Photo competitions and themes: <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 2 How do you recycle? • X 1 EcoBrew (boil what you need) • X 1 any energy saving action X 2 Week long competition that included: <ul style="list-style-type: none"> • Tag your friends • Water saving photo • Energy saving questions • Competition leaderboard position question • Layers challenge photo 	Total = 110 competition entries (56 photos, 54 other social media competitions)	Facebook
University of York	Photo competitions and themes: <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 2 How do you recycle? 	Total = 194 competition entries (129 photos,	Facebook

	<ul style="list-style-type: none"> • X 1 EcoBrew (boil what you need) • X 1 any energy saving action <p>X 2 Week long competition that included:</p> <ul style="list-style-type: none"> • Tag your friends • Water saving photo • Energy saving questions • Competition leaderboard position question • Layers challenge photo 	68 other social media competitions)	
University of Liverpool	<p>Photo competitions and themes:</p> <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 2 How do you recycle? • X 1 EcoBrew (boil what you need) • X 1 any energy saving action <p>X 2 Week long competition that included:</p> <ul style="list-style-type: none"> • Tag your friends • Water saving photo • Energy saving questions • Competition leaderboard position question • Layers challenge photo 	<p>Total = 89 competition entries</p> <p>(23 photos, 66 other social media competitions)</p>	Facebook and Instagram
King's College London	<p>Photo competitions and themes:</p> <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 2 How do you recycle? • X 1 EcoBrew (boil what you need) • X 1 any energy saving action <p>X 2 Week long competition that included:</p> <ul style="list-style-type: none"> • Tag your friends • Water saving photo • Energy saving questions • Competition leaderboard position question • Layers challenge photo 	<p>Total = 94 competition entries</p> <p>(60 photos, 34 other social media competitions)</p>	Facebook

Table 4. Photo competitions at UK SAVES 2 universities

2.2.5 Climate change quizzes

Two climate quizzes were run at each university during 2018-19 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. The questions changed each semester.

To help incentivise students to take part, dormitories across the country competed against each other to see which one could get the highest proportion of students to take part – the four winning dormitories received 50 tubs of Ben & Jerry’s ice-cream each. In addition to this, at each university, a student was randomly selected to win a Ben & Jerry’s voucher for themselves.

The quizzes were embedded on the university specific Student Switch Off pages.

University of York: <http://studentswitchoff.org/unis/university-of-york/quiz/>

University of Cambridge: <http://studentswitchoff.org/unis/cambridge/quiz/>

King’s College London: <http://studentswitchoff.org/unis/kcl/quiz/>

University of Liverpool: <http://studentswitchoff.org/unis/university-of-liverpool/quiz/>

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 in the quiz
University of Cambridge	2,650	28%
University of York	1,337	25%
University of Liverpool	798	17%
King’s College London	329	7%
TOTAL	5,168	

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

2.2.6 End of year event

The end of year Student Switch Off events are a really nice 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 University of York, Alcuin college won the competition by having the best overall performance for energy saving (an overall saving of 18% and 30,379 kWh), recycling and engagement with the campaign (this is how the campaign is organised at the university). They were rewarded with free Ben & Jerry’s ice cream cones in the college reception on 3rd June 2019 and received £600 for their college committee (funded through the university) to spend on sustainability initiatives. They told NUS UK that they will spend this money on making their Freshers Packs (a free pack given to all new students at the start of the next academic year) more sustainable through recycled materials, reducing plastic, Fairtrade items etc. The second and third place colleges (Derwent and James colleges) also won £300 and £100 respectively for the college committee, again funded by the university.

At King’s College London (Wolfson House), Ben & Jerry’s ice cream was given out to students in the winning dormitory at the end of May 2019.

At University of Cambridge, the winning college (Newnham College) was given £250 (funded by the university) towards their summer garden party (to take place in summer 2019). 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, when a big push is done); this is because there is a lot of rivalry between the colleges, so increasing the metric, further stimulates great student engagement.

At University of Liverpool, the winning dormitory was Philharmonic Court, which had the best combined performance for energy saving (5% and 8,448 kWh saving) and recycling. They were rewarded with a summer garden party on 1st June 2019, where they had Ben & Jerry’s ice cream, Pimms and giant garden games.

2.2.7 Other miscellaneous activities

No additional activities were ran at the four universities.

2.2.8 Summary of SSO engagement statistics

Table 6 below gives an overview of the SSO engagement achievements in the UK.

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 social media followers (please specify which one)	% energy saved
University of Cambridge	9,307	2,150	21%	42	2,650	110	3,489 (Facebook)	8%
University of York	5,667	825	16%	28	1,337	194	959 (Facebook)	13%
University of Liverpool	4,711	458	10%	5	798	89	853 (Facebook)	3%
King's College London	5,300	367	7%	20	329	94	248 (Facebook)	4%
TOTAL	24,985	3,800	15%	95	5,168	487	5,549	7%

Table 6. Overall student engagement statistics in the UK

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/liverpoolswitch/>,
 - o <https://www.facebook.com/CambridgeSSO/>,
 - o <https://www.facebook.com/KCLSSO/>
- Instagram account: @studentswitchoff
- Twitter account: @nus_switchoff

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/Green Officer on behalf of the SSO dormitory coordinator (apart from King's College London, as previously mentioned).

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 and to share updates from dormitory visits (via Instagram Stories). 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 7-17 visits throughout the year – during each visit multiple dormitories (if not all), were visited. 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 are 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 17) to the various universities, followed by attending the celebratory end of year event.

2018-19 also saw an increase in the use of graphics to communicate with students (Figure 1), and there was also a change in the way that the campaign was contextualized – more information was given on climate change and climate emergency.



Figure 1. Example of graphics used in social media posts.

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



Photo 1. T-shirts, bags and coasts given out during face-to-face events



Figure 2. Student Switch Off poster for King's College London

2.5 The energy dashboard

The [online energy dashboard](#), created and maintained by Ecovisum, is a helpful 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 2018-19 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. By the end of the academic year all universities were set up on the dashboard. When data was reliable, the dashboard was communicated to students via social media and TV screens placed in residences. In two of the cases (University of Liverpool and King's College London) the data from university meters was automatically uploaded to the dashboard, in two other cases (University of York and University of Cambridge), data was uploaded manually by the dormitory coordinator.

Below are the dashboard competitions for 2018-19:

University of Cambridge: <https://switchoff.nus.org.uk/cambridge/competition/199>

University of Liverpool: <https://switchoff.nus.org.uk/university-of-liverpool>

University of York: <https://switchoff.nus.org.uk/york>

King's College London: <https://switchoff.nus.org.uk/kcl/competition/183>

2.6 Embedding SSO into wider university initiatives

Where possible, the dormitory coordinator encouraged staff at the four universities to look at ways to embed the Student Switch Off campaign into other areas of their work. Below are a couple of examples of initiatives that took place.

At King's College London, Student Switch Off is embedded into the NUS Green Impact programme (a bottom up sustainability programme that encourages staff to take action within their own departments). Actions are provided to residence staff to encourage and support them to promote the Student Switch Off campaign to students and staff.

At the University of York, Student Switch Off is a key element within the university's One Planet Week; a week of engagement activities that aims to raise awareness on the fact that we currently live beyond our planet's means. Student Switch Off is a way to get students living in dormitories engaged in the week, as it provides simple actions to help students reduce their environmental impact while living on campus

2.7 Successes and challenges

There were a number of successes for the Student Switch Off campaign in the four SAVES 2 UK universities during the 2018-19 academic year. Below are some of the highlights:

- St Catherine's College at the University of Cambridge received a delivery of 50 tubs of Ben & Jerry's in both the first and second term for being in the top four national dormitories for participation in the climate change quiz. Up to 60% of residents took the climate change quiz.
- The new ambassador training format (please refer to section 2.2.2) was positively received by students. Taking feedback from students from 2018-19, the ambassador session was extended to 90 minutes (from 60) and included more information on climate change and the climate crisis. The session was very well received, however did see a drop-in number, some of it probably due to the increased length of the session.
- Changing the format of competitions to week-long ones on two occasions, led to a big increase in competition entries (total of 487; in 2017-18 there were 192 entries). The competitions included tagging friends, answering an energy related question/riddle, submitting a photograph and suggesting a best water saving tip.
- Based on feedback from students, more graphics were used on social media and in emails, to increase the appeal of the campaign

One of the biggest challenges in the UK, similar to 2017-18 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). It was all sorted by the end of the academic year; however the challenge still remains that two out of four universities (University of York and University of Cambridge), still have manual data uploads to the dashboard.

Another challenge was London School of Economics and Political Science dropping out from the campaign, at the end of the 2017-18 academic year. University of Liverpool was approached and agree to be part of SAVES 2 for the 2018-19 academic year.

2.8 Photos from the SSO campaign



Photo 1: KCL residence visit



Photo 2: KCL energy saving pledgers



Photo 3: KCL Instagram photo competition entry during halls visit



Photo 4: University of York Ambassadors, following their training



Photo 5 and 6: An examples of Instagram stories taken whilst visiting the dormitories at University of York



Photo 7: A Facebook photo competition entry from University of Cambridge showing putting additional layers on, rather than turning up the heat



Photo 8: A Facebook photo competition entry from University of Cambridge showing boiling only the amount of water needed





Photo 9: University of Cambridge ambassadors, following their training

2.9 Social media and email examples

Your Student Switch Off top 3!

Thanks for saving energy & recycling this year

1	Philharmonic
2	Tudor Close
3	Dover Court



University of Liverpool Student Switch Off

Like This Page · May 17 ·

We are happy to announce that the overall winners of Student Switch Off 2018-19 are... 🏆 PHILHARMONIC 🏆 Well done to Philharmonic – you will get a garden party with free Ben & Jerry's ice cream to celebrate (keep an eye out for more details coming soon)!

Well done to all halls though. Together we saved enough energy to make more than 222 return flights from Liverpool to Amsterdam and kept loads of Carbon out the atmosphere 🌱 We hope you'll keep saving energy & recycling next year, wherever you live.

Check out the top 3 halls below, or see the full leaderboard at www.studentswitchoff.org/unis/university-of-liverpool/leaderboard

3

2 Comments

Like

Comment

Share

Most Relevant

Charlotte Male Molly Bulton Stear I'm proud of our baby 🥳

Like · Reply · 8w

Charlotte Male Molly Bulton Stear I'm proud of our baby 🥳

Like · Reply · 8w

Write a comment...

Figure 3. Facebook post announcing winners at the University of Liverpool

University of York Student Switch Off

March 19 ·

DAY 2 of our competition series!

💡 How much money could be saved each year if every household in the UK took just one minute off their shower time? Comment below with your guess!

The closest 3 answers will win a Chilly's Bottle donated by [Yorwaste Limited](#) so you can reduce your use of disposable water bottles (and save money on bottled water!)

If there are more than 3 correct answers we will pick the winners at random. Competition closes at midnight and winners will be contacted tomorrow. Entrants must be living on-campus at York. Hint: we got our statistics from the Energy Saving Trust

How much money could be saved each year if every household in the UK took 1 minute off their shower time?





1

12 Comments

Figure 4. Facebook post, second day of week-long competition at the University of York

switch off

save energy

win prizes!

nus

student switch off

It's the last competition of the year 🏆

Hi Emily

Final chance to show us how you save energy AND win Ben & Jerry's ice cream.

This year you've switched off lights, saved water, turned the heating down, layered up and saved energy in the kitchen! This saves energy and reduces your carbon emissions.

As your time in colleges this year comes to an end, we want to make sure you take your new energy saving actions with you.

Show us your favourite energy saving tip by sharing a photo.

- 1) Go to the [Facebook page](#)
- 2) Post a photo on the competition post
- 2) The first 3 photos win a Ben & Jerry's ice cream voucher for any flavour (including non-dairy)

Competition Time!

What is your favourite energy saving action?
...post a photo to win prizes!

nus student switch off

Student Switch Off Last Year

Saved enough energy to power a light bulb for almost **17,000 years!**

Your actions make a difference and reduce your impact on climate change

Thanks for all your contributions throughout the year, and if you haven't had a go yet now's your chance! It's people like you that make all the difference, thank you for helping us save energy and making positive changes for the planet and society.

Chloe - Student Switch Off

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 754262

For information on privacy please see our [privacy statement](#)

Figure 5. Email sent to students at the University of Cambridge, inviting them to take part in a competition

3. The Student Switch Off+ campaign in the UK

3.1 Universities receiving information

SSO+ launched for the first time in the UK during the 2017-18 academic year, therefore 2018-19 was the second year of the campaign. The 2018-19 campaign reached students from at least 32 universities (listed in Table 7) and primarily engaged those who had previously participated in Student Switch Off in their dormitories and had moved into private rented accommodation.

The campaign used a range of communications channels including email newsletters, social media and face to face meetings. These are described in more detail in further sections of this report. The engagement was done directly by NUS UK, not by the universities themselves.

NUS UK used feedback from research surveys and focus groups to develop their communications to ensure that they were engaging to students and focused on topics which needed additional awareness. For example, there was a reduced focus on energy efficient personal behaviours (e.g. switching off lights etc) and instead a greater emphasis was placed on topics such as smart meters, energy performance certificates (EPCs), and energy bills. NUS UK also reduced the text in their email newsletters to have more bullet points and sign posting to other resources, increased the graphic content of their social media posts, and diversified their social media competitions with fewer photo competitions and more peer to peer sharing of tips and advice.

Name of University	Number of students reached
University of Bath, University of Brunel, University of Greenwich, University of Nottingham, Middlesex University, Keele University, Bournemouth University, University of Essex, Kings College London, Cranfield University, De Montfort University, University of Northampton, University of Staffordshire, University of Sheffield, University of Worcester, University of York, Foundation for International Education, University of Liverpool, Southampton Solent University, University of Winchester, London School of Economics, University of Cambridge, Kingston University, University of Oxford, Royal Agricultural University, University of Surrey, CLS/Fresh Living, University of Cardiff, University of Newcastle, University of Strathclyde, University of Exeter, University of Warwick, Manchester Metropolitan University	19,508 reached via email

Table 7. Universities in UK receiving SSO+ information in 2018-19

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 university dormitories, that are normally localised and easily accessible, privately rented accommodation is spread across town, and is not easily accessible.

The main activities that took place as part of SSO+ in the UK was the sending of regular emails to students living in the private rented sector, regular posts and competitions on social media (Facebook and Twitter), and face-to-face and online training. Table 8 lists all the activities that took place as part of SSO+ during the 2018-19 academic year; these are further explained in sections 3.2.2 and 3.2.3.

We define reach as students receiving emails and views of social media posts, we define engagement as interaction with our social media posts, for example comments, clicks, shares and likes.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	7 emails sent across the academic year	<p>Sept – Example Energy Bill</p> <p>Nov – Overview of all topics and launch of energy saving photo competition on Facebook</p> <p>Dec – Thermal comfort and launch of week long social media competitions</p> <p>Jan - House Hunting advice and launch of online training (private rented accommodation)</p> <p>Jan - House Hunting advice and launch of online training (students living in dormitories)</p> <p>Feb – Energy Advice and launch of online quiz</p> <p>March - House Hunting advice and launch of social media competition</p>	<p>19,500 students emailed (living in private rented accommodation)</p> <p>10,148 students email who currently live in dormitories with house hunting advice</p>	6 of the advice emails also launched social media competitions, online training and online quiz, see below
Social Media Posts	20 posts over the academic year	<p>Sep – Example Energy Bill*</p> <p>Oct - Energy saving, Smart meters, Equipment efficiency Switching suppliers and tariffs</p> <p>Nov - Energy saving, Thermal comfort, Smart meters, Equipment efficiency, Switching suppliers and tariffs</p>	<p>Total Social Media Reach: 16,818</p> <p>Total Social Media Engagement: 1,096</p> <p>Average Social Media Reach per post: 1,202</p>	*4 of the 20 social media posts (1x Sep, 1x Jan, 2x Apr), that focused on house hunting advice, were posted across 27 individual university Student Switch Off pages to engage students looking for accommodation

		<p>Dec - Equipment efficiency, Thermal Comfort, Energy Costs, EPCs, energy efficiency,</p> <p>Jan – House hunting advice*, thermal comfort, EPCs</p> <p>Feb – Energy saving advice</p> <p>March – House hunting advice, EPCs, equipment efficiency</p> <p>April – House hunting advice*</p>	Average Social Media Engagement per post: 78	
Training	2 face to face trainings 1 online training	The training sessions covered in depth information on energy saving, thermal comfort, smart meters, equipment efficiency, suppliers and tariffs, EPC, house-hunting advice	<p>Face to Face University of Nottingham = 5 attendees Manchester Metropolitan University = 4 attendees</p> <p>Online 18 participants (various universities) in the online discussion, the Facebook Live session reached 2,000 people and engaged 200+ via clicks, shares and comments</p>	All sessions were promoted to both students currently living in private rented accommodation as well as students looking for private rented accommodation
Social Media Competitions (Facebook)	7 competitions	<p>Nov – Energy saving</p> <p>Dec week competition Day 1 – Tag a friend Day 2 – Heating question Day 3 – What’s your EPC Day 4 – Thermal Comfort Day 5 – Efficiency hashtag#</p> <p>March – House-hunting tips</p>	<p>15 photo entries</p> <p>13 entries 8 entries 9 entries 4 photo entries 10 entries</p> <p>15 entries</p>	74 entries across the 7 competitions
Online Quiz	1	Online climate change quiz with 6 questions focusing on: Q1 Energy Costs Q2 Energy efficiency Q3 EPCs Q4 Climate Justice Q5 Signs of Damp Q6 Switching tariffs	650 entries	

Table 8 Engagement activities for SSO+

3.2.1 Emails and social media

Regular emails (six in total) were sent to the SSO+ mailing list and put on posted on the SSO+ [Facebook page](#). The advice and emails covered a range of topics including energy saving, thermal comfort, smart meters, equipment efficiency, suppliers and tariffs, EPC and house hunting advice, as shown in Table 8. In addition to engaging students already living in private rented accommodation (via the mailing list and main Facebook page, linked above) an additional 10,148 students who lived in dormitories during 2018-19 were emailed with advice in January 2019, and information on house hunting advice was posted on 27 Student Switch Off university Facebook pages. In total, the students living in dormitories received one email and four social media posts on this topic.

3.2.2 Training sessions and face-to-face activities

Two 1- hour face-to-face training sessions were ran for students living at the University of Nottingham in February 2019 (five attendees) and Manchester Metropolitan University in January 2019 (four attendees). The training covered in depth information on energy saving, thermal comfort, smart meters, equipment efficiency, suppliers and tariffs, EPC and house hunting advice.

To reach a higher number of students from additional universities NUS UK also ran an online drop in session that was hosted on Facebook Live (22nd January 2019). During the session students had the opportunity to drop in and ask questions. NUS UK were available online to give instant advice and answers to questions during an afternoon period and continued to answer questions and provide feedback in the preceding days. Eighteen students participated in the live drop in discussion and overall the recorded session reached 2,000 people and engaged 200+ via clicks, shares and comments (please refer to Figure 6).

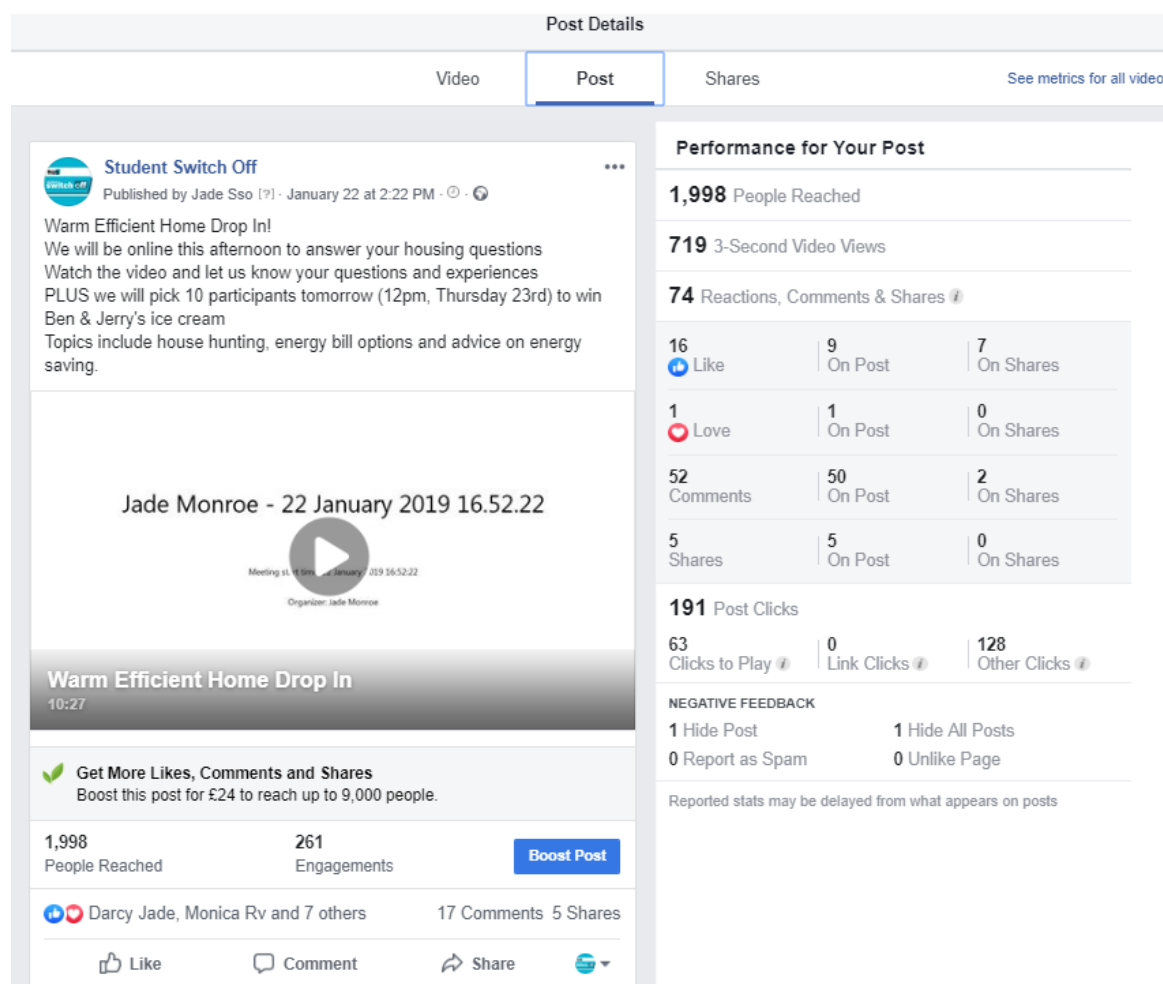


Figure 6. Screenshot of SSO+ training session on Facebook live

3.2.3 Photo competitions and engagement activities

Over the academic year NUS UK ran seven social media competitions on Facebook. The first was in November 2018 and asked students to post a photo showing how they save energy in private rented accommodation. Ten tubs of Ben & Jerry's ice cream were offered as prizes and the competition received 15 entries showing students adjusting thermostats/radiators, smart meters, turning off lights and chargers, filling the kettle with the correct amount and putting a lid on pans.

The next five competitions were concentrated during a week-long sprint in December 2018. The competitions involved students tagging friends who want advice for staying warm over the winter, asked a question on the estimated costs of leaving heating on unnecessarily, got students to share their energy performance certificate rating and provided an online link where they could search for their rented home's report, post a photo putting on layers, and to create an energy saving themed hashtag. Across the week-long sprint NUS UK received 44 competition entries and offered Ben & Jerry's ice cream and Totum student discount cards as prizes.

The final competition was in March 2019 asked students to share their advice with each other on what to look for when house hunting, 15 students participated, and Ben & Jerry's was offered as a prize.

A new addition this year to NUS UK's engagement activities was the creation of an SSO+ online quiz which ran during February 2019. The quiz was very well received with 650 entries across a range of universities. The quiz enabled NUS UK to provide information on a range of topics relevant to students renting private accommodation in a fun and engaging way. The quiz answers were used as a mechanism to provide links that students could click on to be directed to further information on the topics covered, for example they could click a link to the EPC register and search for their property.

3.3 Engagement materials

NUS UK did not create or use any physical marketing materials this year as all communications were completed online. All online materials were designed and created by NUS UK, some of these were created new for this year for example the new template emails and social media posts. Others were taken from templates created in previous years, for example the example energy bill was used to post on social media and email to raise awareness of actual energy costs when moving out of dormitories.

NUS UK had sponsorship from Ben & Jerry's ice cream who support the Student Switch Off campaign and provide ice cream vouchers. In addition, NUS Totum student discount cards are also provided as prizes.

3.4 Successes and challenges

This being the second year that NUS UK ran the SSO+ campaign, it was important to further develop communications and social media competitions (the 2017-18 academic year was a pilot year). The online competitions focused away from solely photo competitions and into a broader range of topics/competition styles; this was very successful and well received (as discussed in section 3.2.3). The addition of the SSO+ quiz worked really well with high levels of engagement and is something NUS UK will recommend all that all countries participating in SAVES 2 countries do in 2019-20.

The biggest challenge this year was gaining interest in the face to face training sessions. As these sessions were predominantly informational and did not have a strong volunteering opportunity attached, the interest in the sessions was slightly lower than hoped for. However, the positive reception and engagement NUS UK had from the Facebook Live drop in session helped to overcome this and is an area that is likely to be further developed for the 2019-20 academic year.

NUS UK will place a greater focus on developing online resources in 2019-20, so that they can more effectively signpost students to useful and relevant information. For example it was noted that a number of questions during the Facebook Live training session focused on needing guidance on engaging landlords with issues of damp, at present NUS UK do not have any advice, guidance or sign posting in this area and so this will be developed going forward.

3.5 Photos from the SSO+ campaign



Photo 10 and 11. Facebook photo competition entries of smart meters

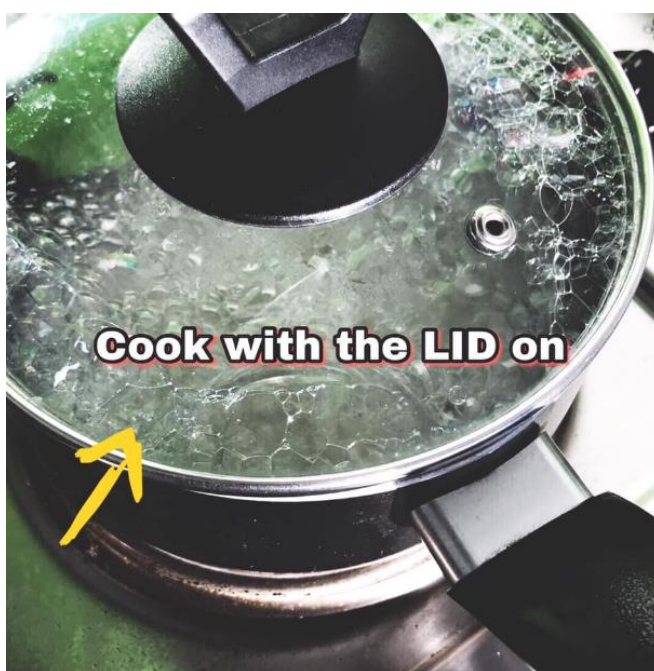


Photo 12 and 13. Facebook photo competition entries putting on additional layers and putting a lid on pans

3.6 Social media and email examples from the SSO+ campaign

Competition

What are you doing to get an efficient home when house hunting?
...win Ben & Jerry's

nus
student switch off +

Julia Wilkinson Ask the current tenants when you go for a house viewing. Also check for double glazing, roof insulation etc.
Like · Reply · Message · 15w

Ruby Xiao Check if the landlord sets timer for the heater and boiler, and if the timing is appropriate - it's a good sign of environmental consciousness
Like · Reply · Message · 15w · Edited

Hannah Edwards Ask the current tennants, they give more reliable opinions than landlords
Like · Reply · Message · 15w

Felicity Lock Always shop around for energy suppliers when you move into a new property!
Like · Reply · Message · 15w

Emmie Towns Check if there's lots of roof insulation
Like · Reply · Message · 15w

Lucy Kelly Check heating system and controls - thermostats are good.. If controls look complicated, get them explained! Lydia Wood Alexandra Parker
Like · Reply · Message · 15w

Write a comment...

Figure 7. Facebook competition post asking students to share their own top tips with their peers

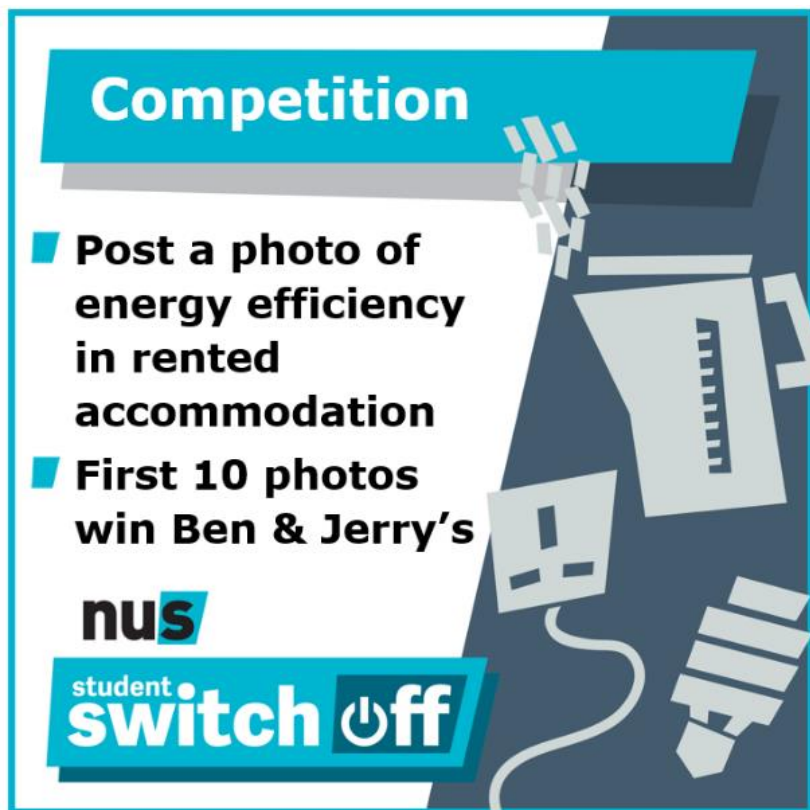


Figure 8. Facebook photo competition post

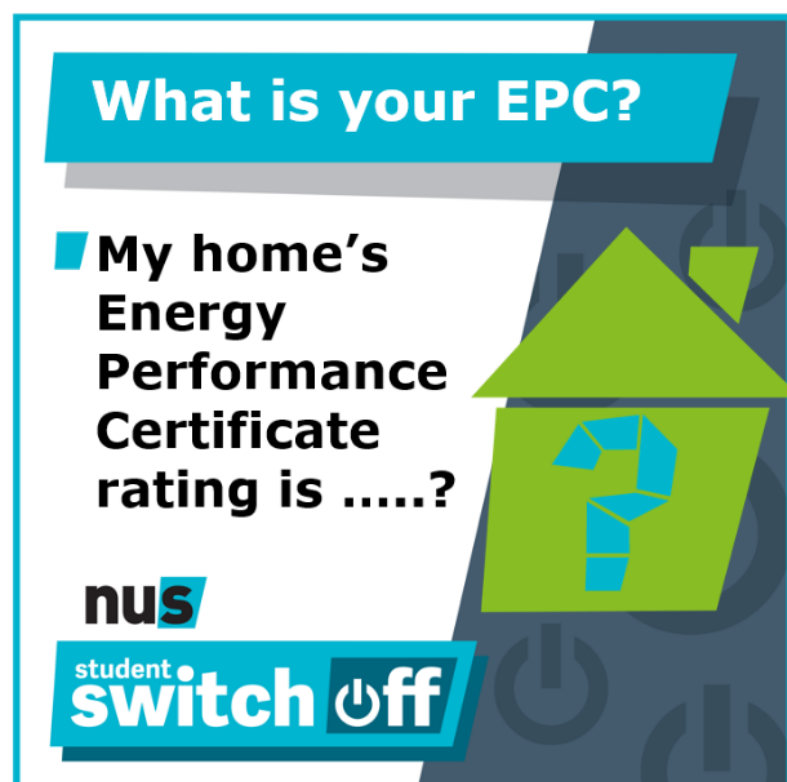


Figure 9. Facebook competition post asking students to share their homes EPC

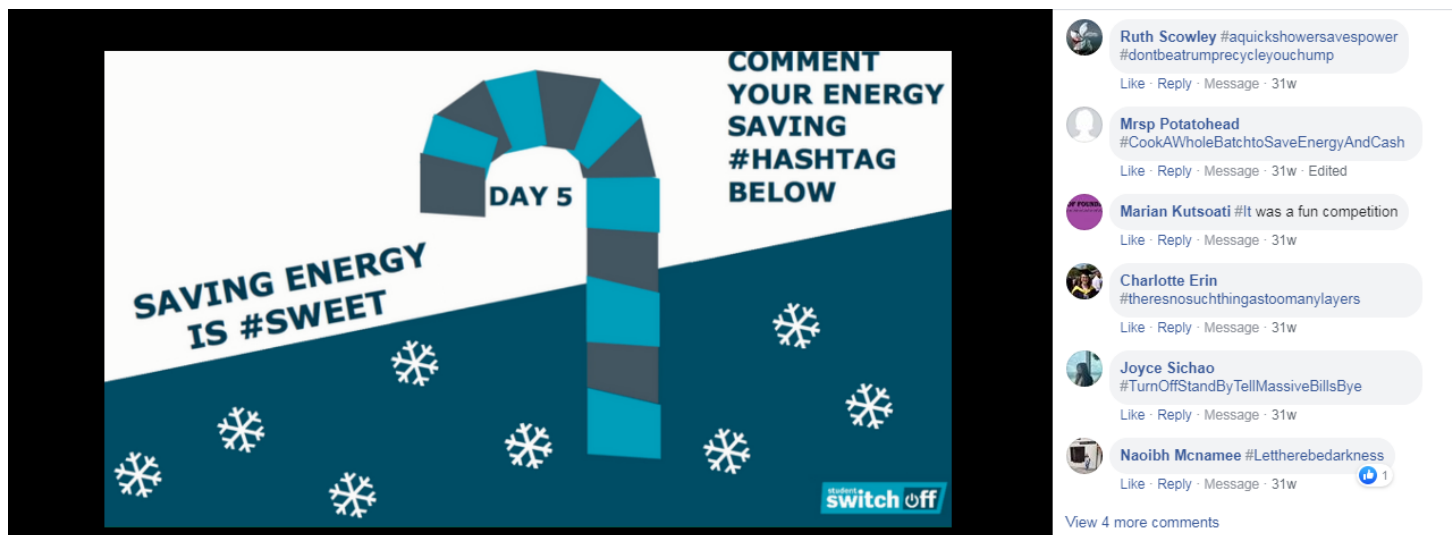


Figure 10. Facebook competition post asking students to create an energy saving hashtag

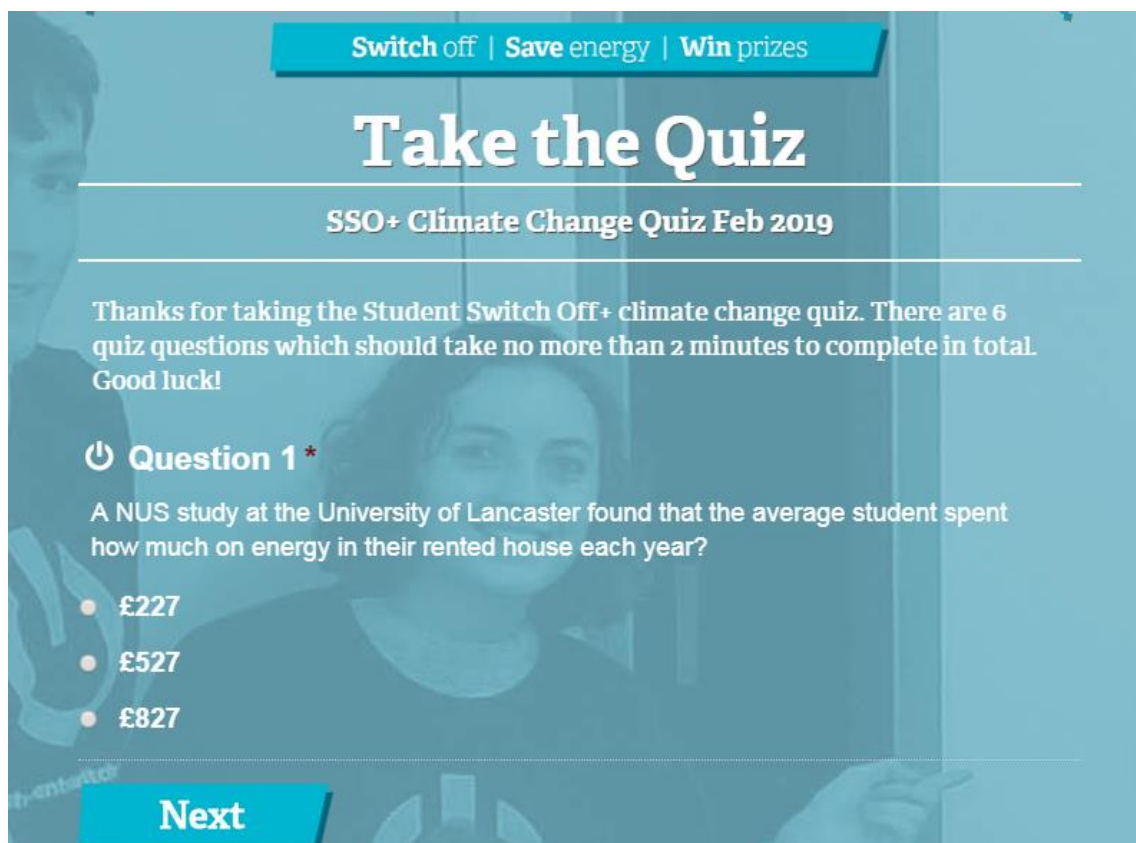


Figure 11. Question from the SSO+ quiz



House hunting? Advice for choosing an efficient home (& win prizes too!)

Hi Charlotte

When renting a property there are many things to consider. Our research shows that up to 50% of students at times struggled with paying energy bills and staying warm. We have our top 3 tips on what to look out for to have a warm and efficient home:

- **Know your homes energy performance:** Search the online register [here](#). Rating A is the best and G the worst. If the property is lower than E the landlord has a legal obligation to upgrade the property.
- **Check for signs of damp:** A damp property is harder to heat and bad for your health. A musty smell, signs of mould and condensation are warning signs.
- **Investigate the Heating:** gas central heating tends to be cheaper and warmer than electric heaters. Double glazing and insulation will also help you have a warmer home.

What is your best advice for ensuring you choose an efficient home? Win on Facebook **NOW**:

- 1) Go to the [Student Switch Off](#) Facebook page
- 2) Comment what you are doing to make sure you choose a warm and efficient home
- 3) We will select 5 participants to win Ben and Jerry's ice cream



* **Other top tips:** We also recommend checking out the **efficiency of appliances** (lighting, fridges, freezers, showers etc.), looking at **bill options** including all inclusive vs pay direct, comparing **energy supplier/tariff**, and adopting **energy saving actions**.

Additional advice is available [here](#).

Jade
Student Switch Off



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

Figure 12. Email sent to students with advice on house hunting and launch of competition



❄ Stay warm and win this winter ❄

Happy Winter ❄❄

Whilst the thought of snow, hot chocolate and holidays can be exciting, winter is also the time of year when heating your home can be difficult and expensive!

To provide some top tips and festive cheer, **every day** this week we will be giving away Ben & Jerry's ice cream in our winter themed [Facebook](#) competitions



Enter Now

The typical UK household spends **more than half** of its energy on heating and hot water. See below for our **top tips** to keep your **house warm and bills low**:

- **Get to know your boiler:** you can typically adjust heating levels through the boiler settings, thermostat, radiator valves or a combination of all! If it's not immediately obvious, do a quick google search.
- **Close the curtains:** when it gets dark and tuck them in behind the radiators to keep heat in the room.
- **Plug the gaps:** ask your landlord to plug any gaps in windows, put in draught excluders and install better insulation. Some of these changes you may be able to do yourself, but it's good to encourage your landlord to improve the property where relevant.
- **Less moisture:** it requires more energy to heat moist air than dry air so open windows after a shower/cooking/if you dry clothes indoors. This might sound counter-intuitive but just make sure to close the window again as soon as possible. It will also reduce the chance of damp, mould and condensation.
- **Empty house:** make sure the house isn't being heated unnecessarily when no one's there – e.g. when you head home for winter break turn the heating right down or off (switch radiators to frost setting if possible so pipes don't freeze)!

Many thanks
Jade

P.S. For more information on how to save energy and money in your rented accommodation, check out [our website](#).

P.P.S. For information on privacy please see our [privacy statement](#).

Enter Now



The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019719

Figure 13. Email sent to students with advice on thermal comfort



Figure 14. Screenshots from the online training session

4 Conclusions

Overall the implementation of SAVES 2 for the 2018-19 academic year in the UK, has been very successful. Both campaigns (SSO and SSO+) have run very successfully without significant issues.

For SSO+ NUS UK achieved a good level of engagement with students living in private rented accommodation and have put significant focus on developing the email communications and social media competitions, based on feedback received from students taking part in the pilot year (2017-18).

The new approaches used have been very successful, such as the online training session (section 3.2.2) and gaining 650 entries in the SSO+ quiz (section 3.2.3). In total NUS UK reached 19,500 students living in private accommodation with email communications and an estimated 1,202 via social media communications, surpassing the 2018-19 target of engaging 20,000 students. In addition, NUS UK engaged a further 10,148 students currently living in dormitories but looking for private rented accommodation with email communications, online drop in sessions and social media posts.