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Authors:

| Name | Organisation | Country |
|-------------------|---|----------------|
| Joanna Romanowicz | National Union of Students of the United Kingdom (NUS UK) | United Kingdom |
| Jade Monroe | National Union of Students of the United Kingdom (NUS UK) | United Kingdom |
| Rachel Soper | National Union of Students of the United Kingdom (NUS UK) | United Kingdom |

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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 (UK).

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 per person on each campus is announced as the 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 and exposure to fuel poverty. It focuses on making students aware of energy performance certificates (EPCs), smart meters, energy tariffs and energy efficiency, so they can make informed choices while searching for and living in a rented property. Across Europe, we aim to reach 55,000 students living in the private rented sector in the 2019-20 academic year.

Each country has a dedicated staff member to deliver SSO and SSO+ activities.

Chapter 2 describes the activities undertaken in the UK as part of the SSO campaign and Chapter 3 describes activities undertaken as part of SSO+. Chapter 4 reflects on the successes and challenges of the SAVES 2 project as a whole (both SSO and SSO+) and Chapter 5 draws a conclusion.

2. The Student Switch Off campaign in the United Kingdom

2.1 Universities taking part

In the UK, the Student Switch Off (SSO) campaign is run nationally by the National Union of Students of the United Kingdom (NUS UK) on a not-for-profit basis. Universities sign-up to take part in the campaign directly with NUS UK, and the campaign is typically paid for, and coordinated locally, by the accommodation services or estates department at each university. The campaign has been running successfully for 14 years, having piloted at the University of East Anglia in 2006-07.

NUS UK employs a number of regional project managers (also known as dormitory coordinators) who deliver the SSO campaign, along with other sustainability campaigns, at universities across the UK. Twenty UK universities ran the SSO campaign in 2019-20, of which four were part of the SAVES 2 project.

Table 1 below summarises the UK universities that ran SSO as part of SAVES 2 in 2019-20, how many dormitories were included, and how many students are living in the participating dormitories. There have been some changes compared to 2018-19; Kings College London decided not to participate in the campaign and was replaced by the University of Nottingham which has fewer students living in dormitories. Furthermore, the University of Cambridge has fewer students living in participating dormitories compared to last year. Overall, the total number of students participating in the SSO campaign as part of SAVES 2 in the UK has reduced from 24,985 in 2018-19 to 19,044 in 2019-20, but this is still above the project target (17,293).

| 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 | 8 | 4,915 |
| University of Liverpool | 7 | 7 | 4,200 |
| University of Nottingham | 16 | 16 | 4,262 |
| University of York | 9 | 9 | 5,667 |
| TOTAL | 63 | 40 | 19,044 |

Table 1. UK universities taking part in SAVES 2 in 2019-20

2.2 Engagement activities

Throughout the 2019-20 academic year, a number of activities took place both online and face-to-face in the dormitories in the UK to raise awareness about energy saving. These included beginning-of-year launch events (freshers' fairs/arrivals events), social media competitions, online and face-to-face climate quizzes, dormitory visits and ambassador volunteer training sessions. The section below describes these in more detail and what engagement levels were reached at each participating university.

2.2.1 Launch of the campaign

Launching the SSO campaign at the start of the academic year in the UK is important when trying to engage students in positive energy habits from as early as possible in their university life. The dormitory coordinator attended welcome events at each of the four universities, in order to have a visible presence at the beginning of the year. At these events, they would set up an engaging stall at the freshers' fairs to talk to new students and give them information about SSO. Welcome events took place on the following dates for each university:

University of Cambridge: Tuesday 8th October 2019

University of Liverpool: Friday 20th September 2019

University of Nottingham: Monday 23rd and Tuesday 24th September 2019

University of York: Saturday 5th October 2019

Students were given information at these events and asked to sign up to support their dormitory in the SSO campaign, and each student who signed up received a branded SSO cotton bag and coasters on which energy-saving tips were printed. All students that signed up were sent a follow-up email to remind them of the details of the campaign and encourage them to like their respective SSO Facebook page and visit the Student Switch Off website for further information.

As well as attending a welcome event at each university, NUS UK communicated with all new residents via email to give information about SSO, and what they can do to save energy in their dormitory. An email was sent via dormitory staff at University of Liverpool, University of Nottingham and University of York, and via Green Officers at University of Cambridge.

SSO Facebook pages and university-specific web-pages (hosted on www.studentswitchoff.org) were updated with current information to launch the campaign. SSO posters were printed and placed in the dormitories to let students know about the campaign, and directing them to find out more via Facebook or the website (see more about communications in Section 2.3).

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. In the UK in 2019-20, volunteer ambassadors were recruited at the beginning of the academic year and invited to a training session that covered information on the SSO campaign, effective communication skills and practical ways to save energy within the dormitory. The training also contextualised SSO within the wider climate crisis rhetoric and linked to other sustainability campaigns and initiatives at a local and national scale. Each training session lasted for approximately 1.5 hours and was delivered by the dormitory coordinator on each campus. A total of 125 students were trained as ambassadors in 2019-20 (see Table 2 for dates and number of students attending each training session).

All student ambassadors were given a branded SSO Fairtrade t-shirt at the training session, so they could be recognised in their role when conducting SSO-related activities within their dormitory.

Some actions that ambassadors were encouraged to do included sharing information with flat-mates in-person and via social media, signing up flat-mates to the campaign mailing list, encouraging flat-mates to take the climate quiz and supporting the dormitory coordinator on dormitory visits. However, ambassadors were also encouraged to develop and implement their own ideas for raising awareness amongst the student population. SOS-UK also partnered with Endsleigh Insurance who offered microgrants of up to £50 for students to put on their own awareness-raising event, campaign or initiative in their dormitory. Previously, feedback had been that students wanted to do more to raise awareness on SSO but were limited by funding, so this was a chance to remove those barriers.

In previous years, a WhatsApp or Facebook group for the ambassadors at each university was set-up so they could communicate and share ideas with each other. In 2019-20, the decision was made to host one central ambassador Facebook group for all universities in the UK, with the hope the greater number of students in the group would lead to more discussion and different perspectives from different campuses. Through this group, the SSO team shared regular updates and discussion points which often had a high number of views and 'likes', but Ambassadors seemed reluctant to post their own discussion topics in the group. Online e-learning modules were also created and shared via the Facebook group to allow students to further develop their knowledge around energy and the wider climate crisis. Forty-two students from SAVES 2 dormitories joined the ambassador Facebook group, and 20 students took the e-module.

At the University of Cambridge, three ambassadors organised their own initiatives. Two students ran separate screenings of nature documentaries for students in their College and followed the viewing with a discussion on climate and ecology. One of these students applied for a microgrant to buy snacks for their documentary screening to increase student engagement. The third student wrote an article on zero-waste shopping which compared prices and shop availability of packaged and non-packaged food items. The article was promoted on social media and initiated discussion amongst students on how they could reduce waste further.

At the University of Nottingham, two follow-up sessions were held with the ambassadors to help them build further skills on communication, support them in developing their own ideas for raising awareness, and how they could apply for the microgrant. As a result, a small group of ambassadors worked together to put on a raffle where students answered questions on energy-saving, donated £1 to charity and got entered into a raffle to win a bundle of sustainable prizes.

At the University of York, one ambassador applied for a microgrant to print and distribute some personalised information leaflets about sustainability in their college, and these leaflets were distributed to each flat within the college.

| Name of University | Number of training sessions ran & dates | Number of students attending |
|--------------------------|---|------------------------------|
| University of Cambridge | 4: 6/11/19 & 7/02/20 | 17 |
| University of Liverpool | 1: 2/10/19 | 11 |
| University of Nottingham | 3: 16/10/19, 2/12/19 & 10/2/20 | 42 |
| University of York | 1: 13/11/19 | 55 |
| TOTAL | | 125 |

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

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

Throughout the year, the dormitory coordinator visited each university campus to engage with students in-person. The number of visits, and type of activities held on each visit, varied at each university, depending on its size, set-up and access to the dormitories.

The visits typically involved walkarounds of the dormitories or setting up an information stall in an area with high footfall (e.g. a reception area), with the aim of speaking to students, informing them about the campaign and encouraging them to sign up to the mailing list. Competitions and prize draws were sometimes held as part of visits, where students had the chance to win a prize by taking a photo or taking a quick quiz, for example. Each visit lasted approximately 3-4 hours. Please refer to Table 3 for full details.

As in the previous years of the project, face-to-face visits at the University of Cambridge were only held at the beginning of the year (at the freshers' fair), and further face-to-face engagement activities were conducted by the Green Officers at each of the colleges taking part, as this was seen as the best way to engage them.

| Name of University | Number of onsite engagement visits | Description of Activities |
|--------------------------|------------------------------------|---|
| University of Cambridge | 1 | 300 students were engaged at the University's Freshers' Fair. NUS UK had a stall at the Fair with campaign information and merchandise, and NUS UK staff spoke to students to let them know how they could be involved. Students could also sign up to the SSO newsletter to be kept updated. Green Officers helped the dorm coordinator throughout the year promote the campaign by updating students and staff in meetings, emailing students and sharing competitions on social media. |
| University of Liverpool | 6 | NUS UK staff engaged 405 students across their Freshers' Fair and dormitory visits. Three visits were spent engaging students within their dormitories. NUS UK visited shared kitchens where they conducted energy audits to identify common areas of energy wastage. Feedback was left for students to encourage and support them to reduce energy wastage. Where students were in their kitchen, the energy audit initiated a conversation on the campaign and how their dorm was performing in the competition. |
| University of Nottingham | 5 | NUS UK visited the University of Nottingham campus five times over the academic year (including one day at the Freshers' Fair). On three of the visits, NUS UK visited dormitory dining halls, where all residents go for their evening meal, and spoke to students as they entered/exited. On one visit, dormitory bars were visited, where students congregate at lunchtime and were shown the current energy leaderboard so they could see how their dorm was performing, and were given tips for how to help their dorm improve. Across all visits, 150 students were engaged in dorm visits, and an additional 70 at the Freshers' Fair. |
| University of York | 6 | 491 students were engaged over six visits to the University of York (which includes 345 from Freshers' Fair, and 146 from college visits). One visit involved a stall in the library where NUS UK staff and Ambassadors spoke to students, followed by a leaflet drop into the accommodation letterboxes with information on SSO. Another visit was to a college dining hall, where a quiz was held with energy-themed questions. The third visit was a walkaround of college accommodation blocks where an energy audit was conducted to identify common areas of energy wastage. |

Table 3. Face-to-face engagement activities on UK university campuses (excluding ambassador training) in 2019-20

2.2.4 Online competitions

Throughout the year, a number of online competitions were launched at each of the universities to raise awareness about energy-saving actions in a fun and engaging way. The competitions were launched by email and on social media (Facebook). This year, it was evident that lots of the target audience for SSO were not using Facebook as much as previous years, so some competitions were hosted on the Student Switch Off website (having previously tried Instagram with limited success). This appeared to work very well, with 332 students entering four website competitions over the year, compared to 87 entering three Facebook competitions. In total, 419 competition entries were received in 2019-20 across the four universities.

The aim of the competitions was to raise awareness on practical ways to save energy, as well as normalising the behaviours in a visual way. Social media posts were made about the competitions, even if the actual competition was hosted on the website and competition posts had a significant reach, appearing in many people's feeds; the total reach for competition posts across the four universities was 15,101, with 737 people engaging with the posts. This shows that, even though some students chose not to enter the competitions, they were still receiving information about the energy-saving and sustainability actions.

Prizes for competitions included Ben & Jerry's ice cream vouchers and TOTUM student discount cards. At the University of Liverpool students had the chance to win additional prizes which were provided by the university, such as ethical chocolate, tea and soap. At the University of Cambridge, some of the participating Colleges offered tickets to their summer ball as prizes. Full details of each competition and number of entries can be seen in Table 4.

| Name of University | Competition type and theme | Number of entries | Total social media reach of competition launch posts |
|--------------------------|--|--|--|
| University of Cambridge | <p>Photo competitions x 3 with energy-saving and sustainability action photos submitted (2 hosted on Facebook, 1 hosted on website)</p> <p>Sustainable New Year's Resolution competition x1 (hosted on website)</p> <p>End of year competition x1 with students sharing what actions they are doing differently as a result of Student Switch Off (hosted on website)</p> <p>Week-long competition x1 (5 days of different competitions over a week, hosted on social media)</p> <ul style="list-style-type: none"> • Tagging • Quiz Questions • Posting photos | <p>85</p> <ul style="list-style-type: none"> • 12 photos, 73 other types of entry • 37 entries on the website competitions, 48 on social media | 3,698 |
| University of Liverpool | <p>Photo competitions x 3 with energy-saving and sustainability action photos submitted (2 hosted on Facebook, 1 hosted on website)</p> <p>Pledge to save energy at the start of the year x 1 (hosted on website)</p> <p>Sustainable New Year's Resolution competition x1 (hosted on website)</p> <p>End of year competition x1 with students sharing what actions they are doing differently as a result of Student Switch Off (hosted on website)</p> <p>Week-long competition x1 (5 days of different competitions over a week, hosted on social media)</p> <ul style="list-style-type: none"> • Tagging • Quiz Questions • Posting photos | <p>107</p> <ul style="list-style-type: none"> • 8 photos, 99 other types of entry • 88 entries on the website competitions, 19 on social media | 836 |
| University of Nottingham | <p>Photo competitions x 3 with energy-saving and sustainability action photos submitted (2 hosted on Facebook, 1 hosted on website)</p> <p>Pledge to save energy at the start of the year x 1 (hosted on website)</p> <p>Sustainable New Year's Resolution competition x1 (hosted on website)</p> <p>End of year competition x1 with students sharing what actions they are doing differently as a result of Student Switch Off (hosted on website)</p> <p>Week-long competition x1 (5 days of different competitions over a week, hosted on social media)</p> <ul style="list-style-type: none"> • Tagging | <p>102</p> <ul style="list-style-type: none"> • 5 photos, 97 other types of entry • 91 entries on the website competitions, 11 on social media | 5,235 |

| | <ul style="list-style-type: none"> • Quiz Questions • Posting photos | | |
|--------------------|--|---|-------|
| University of York | <p>Photo competitions x 3 with energy-saving and sustainability action photos submitted (2 hosted on Facebook, 1 hosted on website)</p> <p>Pledge to save energy at the start of the year x 1 (hosted on website)</p> <p>Sustainable New Year's Resolution competition x1 (hosted on website)</p> <p>End of year competition x1 with students sharing what actions they are doing differently as a result of Student Switch Off (hosted on website)</p> <p>Week-long competition x1 (5 days of different competitions over a week, hosted on social media)</p> <ul style="list-style-type: none"> • Tagging • Quiz Questions • Posting photos | <p>125</p> <ul style="list-style-type: none"> • 6 photos, 119 other types of entry • 116 entries on the website competitions, 9 on social media | 5,332 |

Table 4. SSO competition details at UK SAVES 2 universities in 2019-20

2.2.5 Climate quizzes

Two climate quizzes were launched at each university in 2019-20 to raise awareness on the climate crisis, and how everyday energy use is linked to wider climate issues. To launch the quizzes, an email was sent to all students living in the participating dormitories inviting them to take the quiz, as well as promotion on social media posts and other relevant channels (such as student intranet and newsletters). Each quiz comprised of six questions, that changed each semester. At the end of the quiz, students could leave their details and opt-in to the SSO mailing list, which helped increase the reach of future activities and updates. In total, 5,258 students took part in the climate quizzes in 2019-20.

To help incentivise students to take part, UK dormitories were competing in a national competition to see which dormitory could get the highest proportion of students to take the quiz. The top four dormitories in the November 2019 quiz received 50 tubs of Ben & Jerry's ice cream each. The same prize was planned for the February 2020 top four dormitories but, due to COVID-19 university closures, it was not possible to deliver this ice cream, so a donation was made to charity in lieu of ice cream. A local prize draw was also held at each university where one student who took the quiz was picked at random to win a Ben & Jerry's voucher for themselves in each quiz.

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

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

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

University of Nottingham: <http://studentswitchoff.org/unis/nottingham/quiz/>

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

Table 5 shows the 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 | 2,080 | 42% |
| University of Liverpool | 746 | 18% |
| University of Nottingham | 1,274 | 30% |
| University of York | 1,158 | 20% |
| TOTAL | 5,258 | |

Table 5. Student participation in climate quizzes at UK SAVES 2 universities in 2019-20

2.2.6 End of year reward

End of year events were planned in all UK SAVES 2 universities to reward the dormitory that had saved the most energy per person. However, due to the COVID-19 outbreak and subsequent university closures, NUS UK



were not able to hold any physical end of year events. Instead, details of how each university approached the end of year reward are summarised below.

At the University of Cambridge, the winning dormitory is decided by combining energy savings per person and student engagement statistics. In 2019-20 Peterhouse College was the winning dormitory. Peterhouse College had the highest number of students trained as ambassadors for the campaign, had 58% of students signed up to the newsletter, the second highest participation of 65% in the first climate quiz and highest participation in the second climate quiz. The winning dormitory received £250, provided by the university, which was planned to go towards their end of year social event, but was instead donated to charity, with staff and students choosing which cause to support.

At the University of Liverpool, the winning dormitory is decided by combining energy savings per person and recycling performance. Crown Place 2 was the winning dormitory for 2019-20, where 15,478 kWh was saved across 90 days of analysed data, which is a 6.3% reduction overall or 0.33 kWh change per student per day. An ice cream delivery was planned to reward the students in the winning dormitory, but this did not go ahead in 2019-20 due to few students on campus and health concerns.

At the University of Nottingham, the winning dormitory is decided by combining energy savings per person with recycling rates to encourage recycling alongside energy saving. Hugh Stewart Hall was the winning dormitory at Nottingham, having saved a total of 28,495 kWh over 117 days of analysis (equivalent to a 20.2% reduction or 0.72 kWh per student per day). An ice cream delivery was planned to reward the students in the winning dormitory, but instead the money set aside by the university, that would have been used for the ice cream was donated to charity, as voted by the residents in the winning dorm.

At the University of York, the winning dormitory is also decided by combining energy saving and recycling performance. In 2019-20 the winning dormitory was Derwent College, where a saving of 46,832 kWh was achieved over 90 days of analysis (equivalent to a 26% reduction or 1.11 kWh per student per day). Derwent College received a cash prize of £1,000, provided by the university, with the 2nd and 3rd placed dorms receiving £600 and £200, respectively. Each year, this money can be used by the winning dormitory however they like, but is usually ring-fenced for future sustainability projects or initiatives. In 2019-20, it was decided that the money would be donated to the COVID-19 student hardship fund at the university, to offer financial aid to students who have been negatively impacted by the COVID-19 outbreak. In 2017-18 and 2018-19, the winning dormitory also received a Ben & Jerry's ice cream delivery, but this did not happen in 2019-20 due to the lack of students on campus.

2.2.7 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 | 4,915 | 966 | 20 | 17 | 2,080 | 85 | FB: 3,407 | -1.65% |
| University of Liverpool | 4,200 | 729 | 17 | 11 | 746 | 107 | FB: 849 | 7.19% |
| University of Nottingham | 4,262 | 758 | 18 | 42 | 1,274 | 102 | FB: 259 | 6.34% |
| University of York | 5,667 | 823 | 15 | 55 | 1,158 | 125 | FB: 980 | 17.74% |
| TOTAL | 19,044 | 3,276 | 17.3% | 125 | 5,258 | 419 | FB: 5,495 | 5.80% |

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 and university-specific sub-pages
 - www.studentswitchoff.org/unis/cambridge
 - www.studentswitchoff.org/unis/university-of-liverpool
 - www.studentswitchoff.org/unis/nottingham
 - www.studentswitchoff.org/unis/university-of-york
- University specific Facebook pages:
 - <https://www.facebook.com/CambridgeSSO/>
 - <https://www.facebook.com/liverpoolswitch/>
 - <https://www.facebook.com/nottinghamssso>
 - <https://www.facebook.com/Yorkstudentswitchoff/>

In 2019-20, the Student Switch Off Instagram and Twitter accounts were de-activated in the UK as they had limited engagement with students in previous years. Student Switch Off communications were still shared on NUS UK's sustainability charity's Twitter account to maintain a presence on Twitter, with tweets being re-tweeted by university twitter accounts. Facebook was used to launch competitions, share relevant news articles and share energy-saving tips, with relevant Facebook Groups (such as residence groups, students' union groups or sustainability society groups) also being utilized to share information to a wider audience than just those that liked the SSO Facebook pages.

Students who signed up to their university SSO mailing list were emailed on a fortnightly (average) basis with updates on the campaign and competition launches. At strategic times of the year (including the launch of the campaign, climate quiz launches, leaderboard announcements), every student living in dormitories was emailed by university staff or Green Officers on behalf of the SSO dormitory coordinator.

Face-to-face visits took place throughout the year at each university (apart from University of Cambridge, as described in the previous section) – 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.

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 freshers' fairs, 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 freshers' fairs
- Posters – these were personalised to each participating university and sent to be put up in dormitory kitchens and reception areas
- Coasters – sent to universities to put into all dormitory rooms, and also given out as part of Freshers' Fairs and stalls

The SSO campaign in the UK receives sponsorship from Ben & Jerry's, who provide ice cream vouchers for competition winners. Microgrants for Ambassadors were available through Endsleigh Insurance to allow students to put on their own initiative within their dormitory.

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 were set up on the dashboard at the start of the 2019-20 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 UK universities, except for the University of Cambridge where data was unable to be provided, were displaying energy-saving results on the dashboard. When data was reliable, the dashboard was communicated to students via social media and TV screens placed in residences.

For all UK universities, the data from university meters was not able to be automatically uploaded to the dashboard to provide 'live' updates on the competition, so data was uploaded manually by the dormitory coordinator periodically as the data became available.

Below are the dashboard competitions for 2019-20:

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

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

University of Nottingham: <https://switchoff.nus.org.uk/university-of-nottingham>

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



The dashboard was linked to in emails and social media posts, to direct students to view the current standings. The dashboard was also shown on iPads on face-to-face visits at the University of Nottingham and on a mobile phone at the University of Liverpool as a good talking point to engage students.

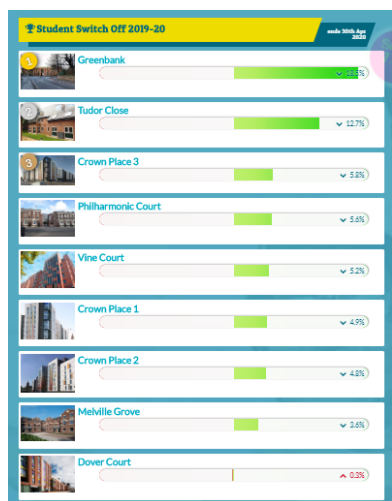


Figure 1. Screenshot of the energy dashboard at the University of Liverpool

2.6 Photos from the 2019-2020 SSO campaign



Figure 2. Student ambassadors at the University of Nottingham



Figure 3. Student ambassadors at the University of York

2.7 Social media and email examples

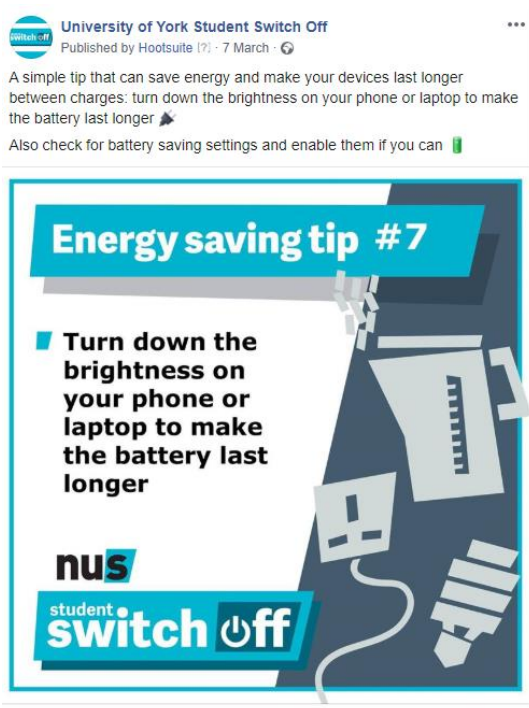


Figure 4. An example energy-saving tip Facebook post

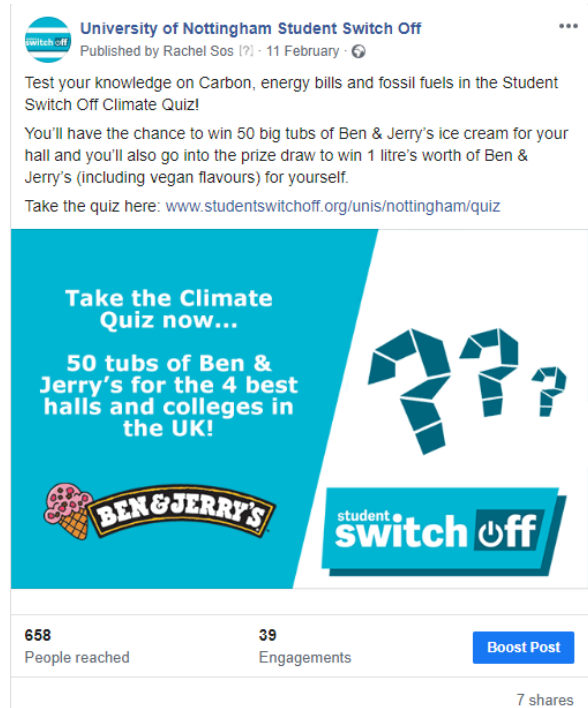


Figure 5. A Facebook post launching the climate quiz

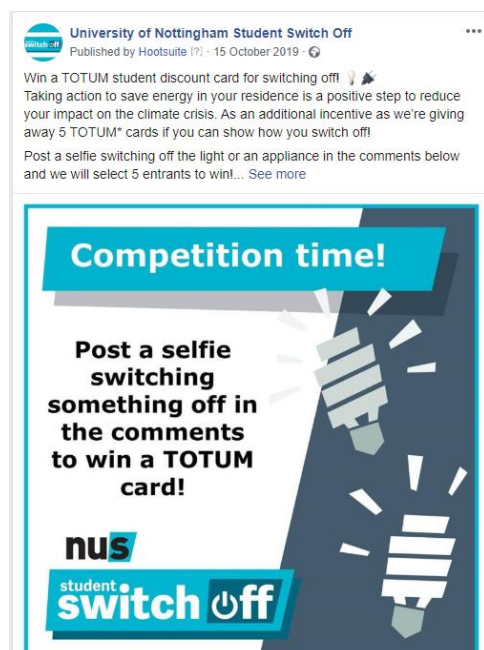


Figure 6. An example competition launch post on Facebook

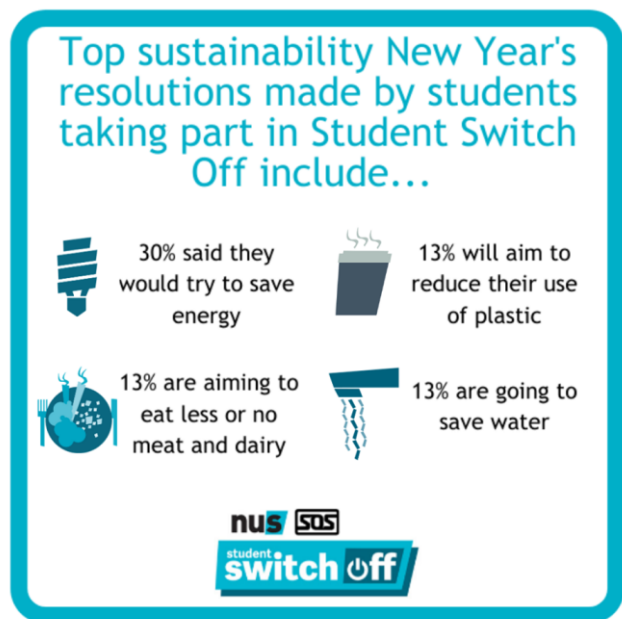


Figure 7. A post summarising the New Year's resolutions submitted in the New Year's competition

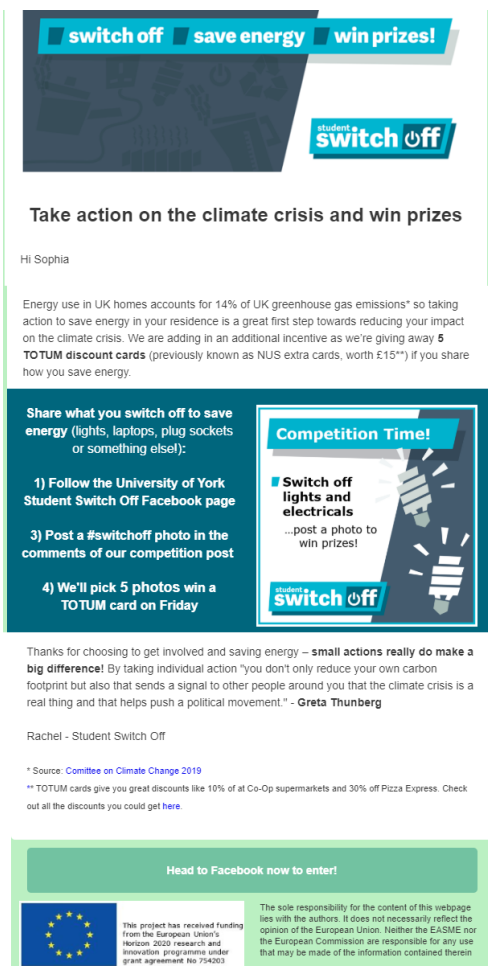


Figure 8. An example email launching a competition

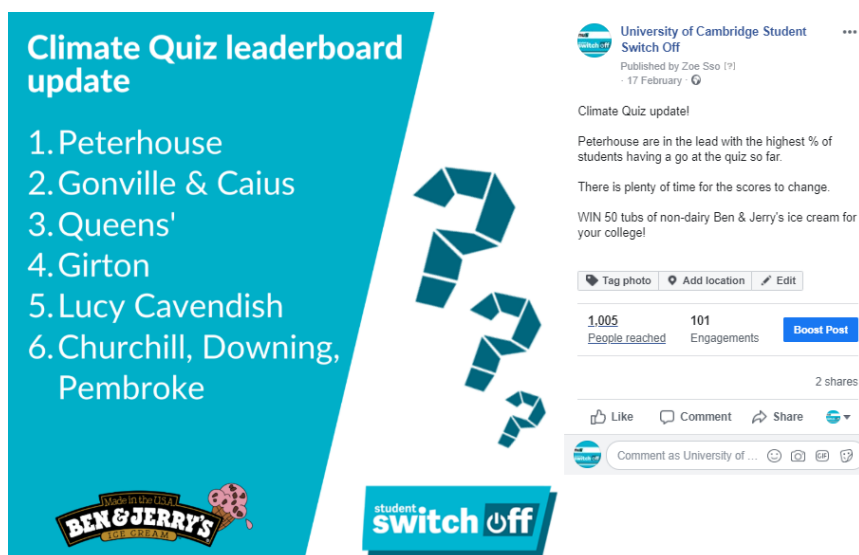


Figure 9. A leaderboard update for the climate quiz, showing the best performing dormitories

3. The Student Switch Off+ campaign in the United Kingdom

3.1 Universities receiving information

SSO+ launched for the first time in the UK during the 2017-18 academic year, therefore 2019-20 was the third year of the campaign. The 2019-20 campaign reached students from at least 36 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. In total 27,071 students were reached (23,659 via email and 3,412 via social media).

The campaign used a range of communications channels including email newsletters and social media. These are described in more detail in section 3.2 of this report. The engagement was done directly by NUS UK, not by the universities themselves. NUS UK continued to develop the campaign communications to ensure that and campaign remained informative, useful and engaging. For example, new competitions were developed with a focus on gaining student feedback and sharing peer to peer advice rather than focusing solely on photo competitions and this has notably improved competition entries and engagement.

| Name of University | Number of students reached |
|---|---|
| Arts University Bournemouth, Bournemouth University, Brunel University, Cranfield University, De Montfort University, Goldsmiths University, Imperial College London, Keele University, King's College London, Kingston University, Lancaster University, London School Economics, Roehampton University, Sheffield Hallam University, Southampton Solent University, St Mary's University, Staffordshire University, The Open University, University of Bath, University of Cambridge, University of Cardiff, University of Essex, University of Exeter, University of Greenwich, University of Law London, University of Liverpool, University of Newcastle, University of Northampton, University of Nottingham, University of Oxford, University of Sheffield, University of Southampton, University of Strathclyde, University of Surrey, University of Worcester, University of Winchester, University of York | 23,659 reached via email and 3,412 reached via social media at 36 universities, with a total of 27,071. |

Table 7. Universities in UK receiving SSO+ information in 2019-20.

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 on social media (Facebook) and engagement activities such as training, quizzes and competitions all promoted via email and social media.

Table 8 lists all the activities that took place as part of SSO+ during the 2019-20 academic year; these are further explained in sections 3.2.1 - 3.2.3.

Please note that some scheduled emails, trainings and competitions had to be postponed, cancelled or amended between March - July 2020 due to Covid-19. Private renting has been a particularly sensitive topic in the UK as many students have struggled to pay rent after part time work ceased, have moved out of private rented accommodation or have been campaigning to get prepaid rent/deposits returned on 2020/21 accommodation which they are no longer expecting to use. This has been an area that NUS UK have been campaigning and supporting students on and so it was decided that all emails with a focus on house-hunting and 2020/21 accommodation were not appropriate to continue with. To adapt to this situation NUS UK decided to pause all training and competitions over March – May 2020, adapting social media posts to focus on home energy efficiency and bill advice. It was decided to go ahead with the training in July 2020 as by this point the steer was that some students would be expecting to live in their private rented accommodation in September 2020.

NUS UK defines reach as students receiving emails and views of social media posts, and engagement as interaction with social media posts, for example comments, clicks, shares and likes.

| Engagement Activity | Frequency | Theme | Reach | Additional Information |
|---------------------|---------------------------------|---|--|--|
| Advice Email | 4 Emails | <p>Nov 19 – Overview of all topics and launch of quiz</p> <p>Dec 19 – Thermal Comfort and launch of social media competition</p> <p>Jan 20 – Overview of all topics and launch of new year pledge competition</p> <p>July 20 – Launch of training session with information provided on EPCs, choosing suppliers, thermal comfort and smart meters*.</p> <p>Cancelled emails: March 20 – EPCs and Smart meters April 20 – Energy tariffs and suppliers May 20 – House-hunting advice and training</p> | <p>23,659</p> <p>14,193 students emailed already living in private rented accommodation.</p> <p>9,466 student emailed with house hunting advice that are looking and moving into private rented but currently live in dormitories.</p> | <p>All advice emails also launched competitions, quizzes and training, see below.</p> <p>*House-hunting email sent to student in private rented accommodation and dormitories that are currently looking or moving into private rented accommodation.</p> |
| Social Media Posts | 28 posts over the academic year | <p>Sep – Introducing the campaign</p> <p>Oct – Thermal comfort</p> <p>Nov – Energy saving and Home Energy Quiz</p> <p>Dec – Thermal comfort and competition launch</p> <p>Jan – Home energy efficiency, house-hunting advice*, thermal comfort</p> <p>Feb – Energy bills and suppliers*, thermal comfort, home energy advice</p> <p>March – equipment efficiency, thermal comfort, bill support</p> <p>April – rental/bill support and wellbeing</p> | <p>Total Social Media Reach: 27,367</p> <p>Total Social Media Engagement: 1,405</p> <p>Average Social Media Reach per post: 3,412</p> <p>Average Social Media Engagement per post: 152</p> | <p>*5 x social media posts (1x Jan, 1x Feb, 1x May, 1x June and 1x July) that focused on house-hunting advice and energy bill support were posted across 20 individual Student Switch Off Facebook pages to engage students looking for accommodation and/or those that had moved out of dormitories</p> |

| | | | | |
|---------------------------------|-----------------------------|--|---|---|
| | | <p>May – energy efficiency and rental/bill support*</p> <p>June - energy efficiency and rental/bill support*</p> <p>July – househunting and training session*</p> <p>Cancelled social media posts:</p> <p>March 20 – EPCs and Smart meters</p> <p>April 20 – house-hunting, tariffs and suppliers</p> <p>May 20 – house-hunting, training and EPCs</p> <p>June – suppliers, tariffs and example energy bill</p> <p>July – tariffs and smart meters</p> | | |
| Training | 1 online training | The training sessions covered information on EPCs, signs of damp, thermal comfort, smart meters, suppliers and tariffs, energy saving tips and equipment efficiency. | The online training session via a Facebook live video and drop in Q&A session had 17 active participants in the online discussion and reached 1,021 people and engaged 110+ via clicks, comments and shares | The session was promoted to both students currently living in private rented accommodation as well as students currently in dormitories that are looking or moving to private rented accommodation. |
| Online competitions and quizzes | 2 competitions 2 quizzes | <p>Nov – home energy quiz with 6 questions focusing on:</p> <ul style="list-style-type: none"> • Energy Costs • Appliances • Energy Efficiency • Recycling • EPCs • Tariff switching <p>Dec – thermal comfort Facebook photo competition</p> <p>Jan – Home energy new year pledge</p> <p>Feb – climate crisis quiz for students in dormitories with question on energy costs and EPCs</p> <p>Cancelled competitions:</p> <p>March 20 – House-hunting and EPC competition</p> <p>April 20 – House-hunting energy advice</p> | <p>949 quiz entries</p> <p>11 entries</p> <p>120 entries</p> <p>7,685 entries</p> | A total of 8,765 entries |

Table 8 Engagement activities for SSO+ in 2019-20

3.2.1 Emails and social media

Over the year emails (four in total) were sent to the SSO+ mailing list and posted on the SSO+ [Facebook page](#). The advice and emails covered a range of topics including energy saving tips, thermal comfort and house

hunting advice, as shown in Table 8 and Figures 18 and 19. In addition to engaging students already living in private rented accommodation (via the mailing list and main Facebook page, linked above) a range of activities were completed with students living in dormitories during 2019-20 to engage them with house hunting advice. Over the year students living in dormitories received five social media posts with energy, bill and house-hunting advice across 20 Student Switch Off university Facebook pages. NUS UK also emailed 9,466 dormitory students with house-hunting advice in July 2020.

Due to the COVID-19 outbreak a number of planned social media posts and emails had to be amended, cancelled or postponed. March and April emails focusing on EPCs, smart meters and energy bills/tariffs were cancelled, and the May house-hunting email was postponed till July 2020. Similarly, a range of scheduled social media posts between March and July 2020 were cancelled as NUS UK took the decision during this time to focus all of communications solely on supporting the wellbeing and finances of students. NUS UK therefore replaced the scheduled social media posts with posts that provided information on topics such as contacting energy suppliers if students were experiencing problems paying bills, energy advice to reduce bills and links to wellbeing support.

3.2.2 Training sessions and face-to-face activities

NUS UK used the best practice from the academic year 2018-19 to run the training session via an online drop in session that was hosted on Facebook Live during July 2020. This approach was used as it was found to engage and facilitate more interaction with students than the face to face sessions had achieved. 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 throughout the day and continued to answer questions and provide feedback in the preceding days. Seventeen students actively participated in the live drop in discussion, asking questions on EPCs, thermal comfort, damp, low cost efficiency measures, landlord engagement, swapping suppliers and energy saving tips. Overall, the recorded session reached 1,021 people and engaged 113 via clicks, shares and comments (see Figure 21).

This session had originally been planned to run during May 2020 to provide advice to students at a time where their studies had finished and they were looking to make arrangements for their new rental property, such as buying new appliances and selecting energy suppliers. However due to the COVID-19 outbreak there was a considerable amount of uncertainty around whether students would be moving into private rented accommodation or if they would be commencing their studies from home locations, therefore it was decided to postpone the session. In late June 2020 NUS UK received advice that many students were going to be expected to study from campus during the next academic year and so would likely be moving into privately rented accommodation, the postponed session was then held in July 2020.

3.2.3 Photo competitions and engagement activities

Over the academic year NUS UK ran four online engagement activities. The first was in November 2019 and was the launching of the SSO+ Home Energy Quiz. The quiz was very well received with 949 entries across 35 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. See Figure 15 for an example of one of the quiz questions.

The next activity commenced in December 2019 and was a Facebook photo competition that asked students to post a photo sharing how they keep warm in their homes. Ten tubs of Ben & Jerry's ice cream were offered as prizes and the competition received 11 entries showing students wrapping up warm, using draft excluders, hanging thick curtains and improving insulation. See Figures 10, 11, 12 and 13 for examples of entries and the social media post used to promote the competition. An email was sent to launch the competition as well as provide further information on thermal comfort, see Figure 18. NUS UK also ensured that emails linked to information pages on the SSO+ webpage so that students were able to find out more detailed and specific information, see an example of webpage information pages in Figure 20.

In January 2020 NUS UK ran a competition asking students to submit their home energy New Year resolution. It was found that competitions that did not have the focus on submitting photos were more effective at engaging students and we received 120 entries. NUS UK promoted the competition via social media (Figure 14) and via email (Figure 19). Competitions structured in this way were also very helpful to build knowledge on the areas that students are interested in so that future communications could be tailored and feedback to all students. From the 120 entries received, 10 winners were selected to receive Ben & Jerry's ice cream as prizes.

During February 2020 NUS UK's activity was focused on engaging students currently living in dormitories to consider energy efficiency whilst house hunting through including questions in the Student Switch Off dormitories quiz. The quiz received 7,685 entries and included questions on energy costs and EPCs, ensuring that questions and answers linked to further information, for example finding a prospective properties EPC online. See figures 16 and 17 for examples of the quiz questions and answers.

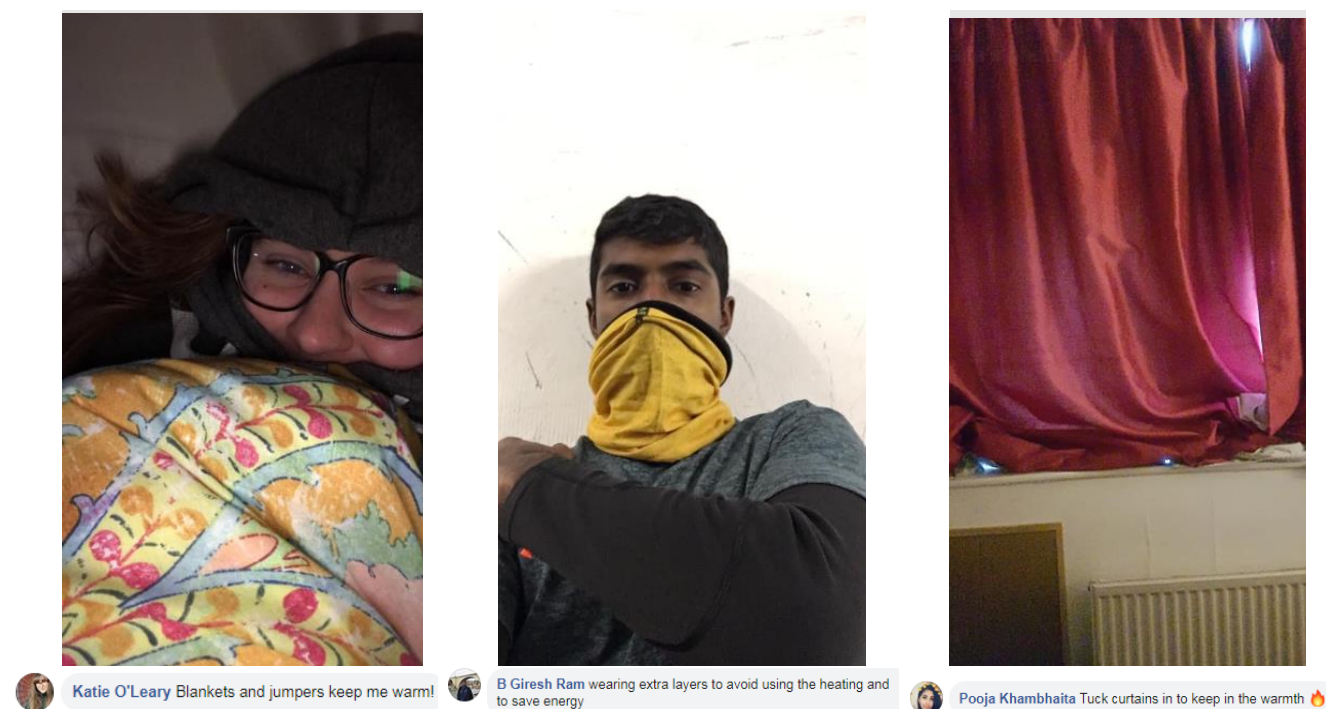
Due to the COVID-19 outbreak it was decided to cancel scheduled March and April competitions that were to focus on asking students to share their EPC, or EPC of a property they were considering renting, in the March 2020 competition, and to tell NUS UK their best house hunting advice in the April 2020 competition - which they were going to then share the advice with peers during the online training session and on social media. As discussed above NUS UK took the decision to focus all communications during this period on bill support, energy efficiency and wellbeing. Despite cancelling these two competitions the changes made in the other competitions, that switched from all competitions being ran in the form of Facebook photo competitions to alternative formats such as online pledges, NUS UK were still able to substantially increase competition engagement entries compared to previous years.

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, many of these were created new for this year for example the new online new year's pledge competition and accompanying email. Others used templates from previous years that were updated and refreshed, for example the home energy quiz included new questions compared to last year and the thermal efficiency email had been refreshed visually and reworded to remain interesting and engaging for students. All new material was created as a result of reviewing our activities and striving to increase our engagement. For example NUS UK reviewed that Facebook photo competitions were not as popular as they had been previously and so tried new competition ideas such as the new year pledge that was hosted on the webpage and promoted via Facebook and email. This approach proved successful with us receiving 120 pledge competition entries.

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 Photos from the SSO+ campaign



Figures 10,11 and 12. Facebook photo competition entries of thermal efficiency

3.5 Social media and email examples from the SSO+ campaign

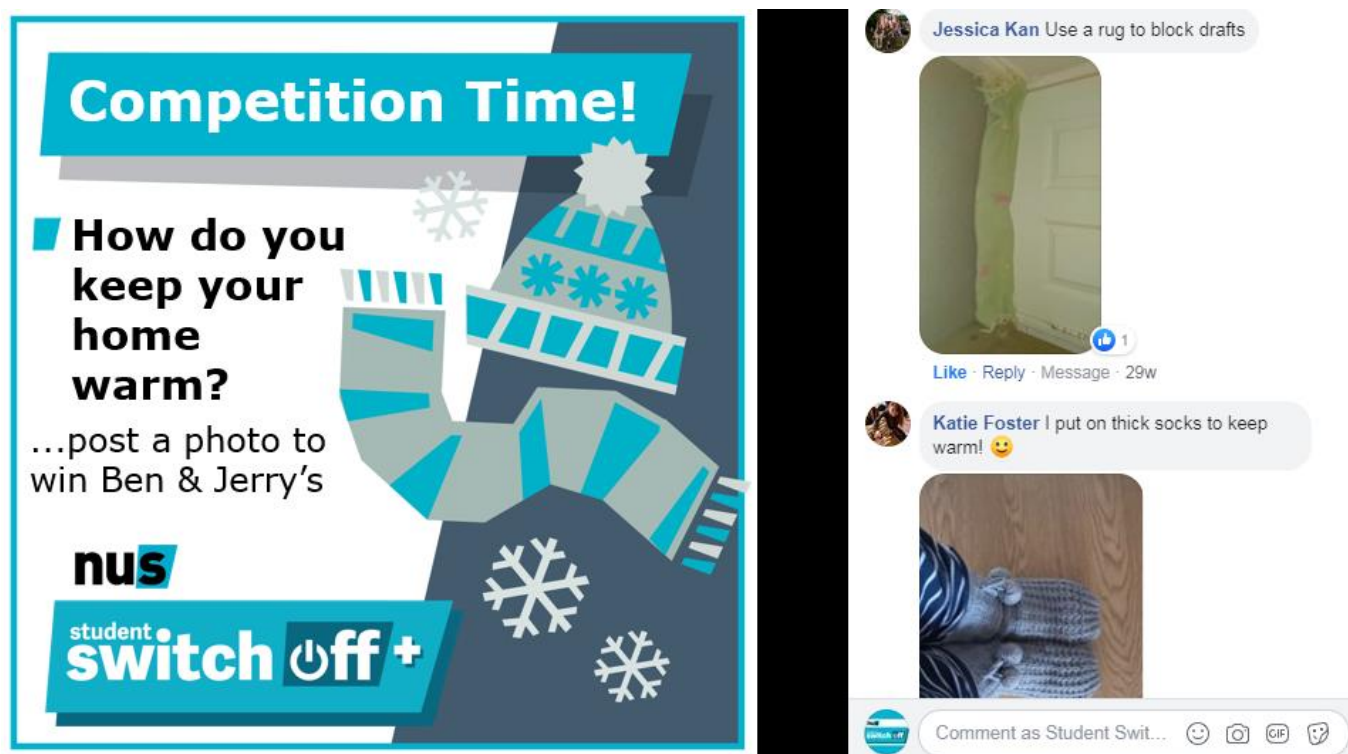


Figure 13. Facebook photo competition post asking students to share how they keep warm at home



Figure 14. Competition post asking students to pledge their resolution to be sustainable at home



Figure 15. Question from the November SSO+ quiz

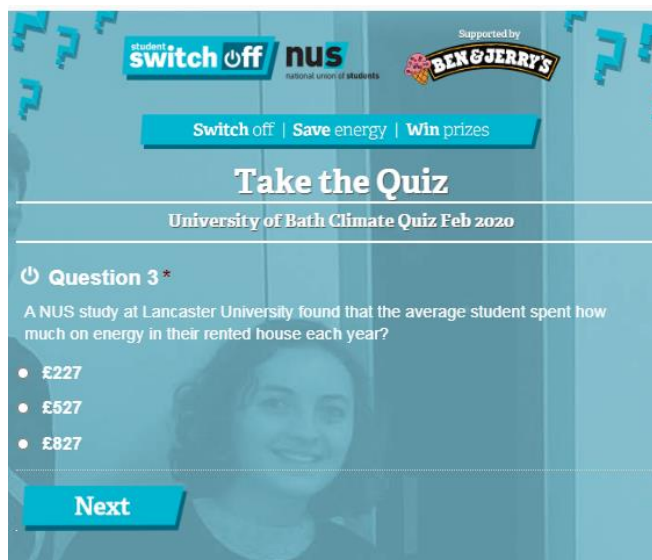


Figure 16 and 17. Question and answer from the February SSO quiz promoted to students in dormitories, at 20 universities, who will be looking for private rented accommodation

switch off

save energy

win prizes!

nus

student

switch off +

❁ 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 we are giving away 10x tubs of Ben & Jerry's ice cream in our winter themed competition.

Show us how you keep your home warm in the winter (see below for our top tips).

- 1) Go to the [Facebook page](#)
- 2) Post a photo on the competition post
- 3) We will randomly select 10 photos to win Ben & Jerry's ice cream (including non-dairy)

Competition Time!

How do you keep your home warm?

...post a photo to win Ben & Jerry's

nus

student

switch off +

Top Tips to keep your house warm and bills low

The typical UK household spends more than half of its energy on heating and hot water.

- **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/dry your 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 (switch heating/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](#) ext block at your service. Replace this text with yours.

Enter Now

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019718

switch off

save energy

win prizes!

nus

student

switch off +

Hi Fatima

Win one of 10 tubs of Ben & Jerry's ice cream
Make your NY sustainable home energy resolution!

2019 saw young people take to the streets to demand climate action and now it's time for businesses, governments and individuals to act. You might have made 2020 the year to be more sustainable yourself, and a great place to start is with things you can do in your own home to reduce your personal impact. Small actions really can add up, so we want to hear what new habit you're going to try this year...

Do you have a New Year's Resolution?

Tell us how you plan to be more sustainable in 2020 to win!

nus

student

switch off

TELL US YOUR RESOLUTION TO WIN!

You could win one of 10 tubs of Ben & Jerry's ice cream in your favourite flavor (including dairy-free) by telling us your 2020 New Year's Resolution. Here are our top ideas for resolutions you can do to get a warm and efficient home:

- Switch your energy supplier or tariff to save money on energy bills
- Get to know your homes heating system and make sure you know how to work the settings
- Ask your energy supplier for a smart meter
- Make sure to look at a properties EPC when househunting
- Buy energy efficient appliances if you are buying new equipment
- Follow our easy energy saving tips!

Jade & the Student Switch Off+ team

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101019718

Figure 18 and 19. Emails sent to students with advice on thermal comfort and home energy efficiency

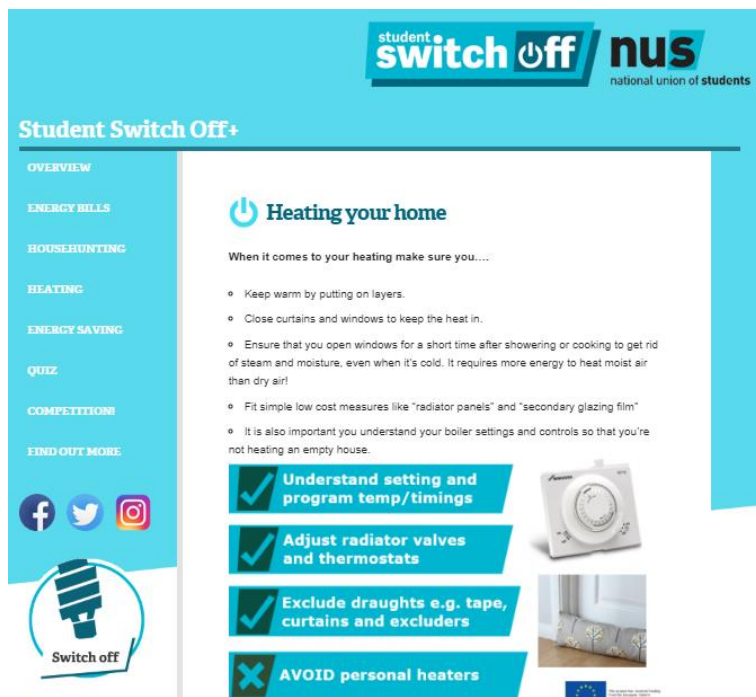


Figure 20. SSO+ webpage with home energy advice

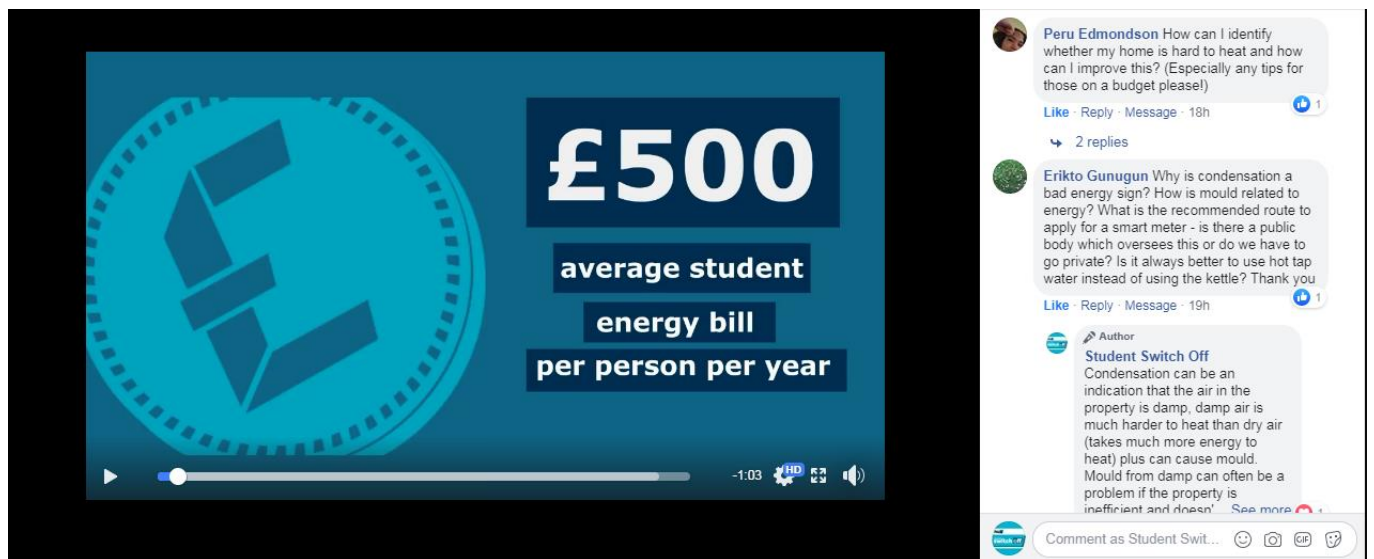


Figure 21. SSO+ Facebook training session

4 Reflections of SAVES 2 in the United Kingdom

4.1 Successes and challenges of SSO and SSO+ in 2019-20

In the UK, there has been an increased interest in climate action, in particular amongst young people with the Youth Strike for Climate movement over the last 18 months. Many universities, councils and the UK government have declared a Climate Emergency and are putting together action plans to reduce carbon. This increased awareness and drive on climate-related issues has been evidence across UK universities, with lots of students looking to get involved in groups and campaigns related to climate action (including SSO and SSO+). This has meant that generating support on campuses has been easier than ever, with students willing and eager to get involved. However, it has also been a challenge for SSO and SSO+ because some students strive to go further than just personal behavior change such as saving energy and desire a focus on wider actions to tackle the climate emergency. With a relatively small remit, SSO and SSO+ campaigns have sometimes fallen outside of the radar of more committed climate activists that are turning to campaigns calling for systemic change on a global scale.



For the SSO and SSO+ campaign, it has become more and more evident that students are less interested in uploading photos on social media as part of the campaign. This element of the campaign has historically been a very popular way to engage students and raise awareness as the photos (e.g. a student posting a picture of themselves turning off the light) normalize the energy-saving behaviors amongst the student population: students can see their peers are taking action and are more inclined to take it themselves. The photos also appear on many people's social media feeds, increasing the peer-to-peer engagement and social media presence of SSO. In 2018-19, a lesser focus was placed on photos, with different social media competitions (e.g. tag a friend, or post an emoji) were trialed with success, but a further step away from social media was needed in 2019-20. A number of competitions were therefore hosted on the SSO website, so students could enter without using social media, and this resulted in high engagement in these particular competitions. In the future, a mix of both social media and website competitions will be used to keep the benefits associated with social media, whilst also attracting entries from students who do not like to use social media in this way.

At the University of Cambridge, the energy analysis shows an overall energy increase across the eight participating dormitories during the months October – March. It is believed this increase was due to decreased engagement from key stakeholders during 2019-20. Campaign communications were not circulated by email to all students across all the colleges, and ambassador trainings were delayed due to not having access to booking a room. Both of these actions required support from college staff who we had a decreased response rate from this year. Many green officers shared that they were prioritising other campaigns and projects this year, including food waste, plastics and divestment which led to decreased promotion and fewer participating colleges, reducing the competitive nature of the campaign. There is also a belief that the rise in other student climate campaigns this year such as Extinction Rebellion (XR) and Youth Strike for Climate has engaged and encouraged students to take action on climate in alternative ways. SSO will continue to adapt and action will be taken in future years to increase engagement with key stakeholder by aligning SSO with their own priorities and collaborating on shared projects, with mutually beneficial outputs, rather than competing for students' attention.

The COVID-19 outbreak has been a significant challenge for the latter months of the campaigns (March onwards). From a practical point of view for SSO, a lot of students left the universities in March, and did not return, so being encouraged to save energy in their dormitory was not a relevant message. Some on-site activities (such as dormitory visits and end of year events) were also not possible due to social distancing measures. For SSO+, many students returned to their family home, so the efficiency of their rented student house was of less concern. Sensitivity was also required due to high levels of stress and anxiety amongst students, that shouldn't be exacerbated by a focus on the climate crisis and energy use.

This year, there have been a number of successes relating to student Ambassadors. The opportunity to apply for a microgrant meant Ambassadors at Nottingham put on their own initiative for the first time in the history of the campaign. Follow-up training workshops also added more structure to their volunteering role, meaning they were able to develop more and get more involved. Similarly at York, the microgrant removed barriers to students increasing the reach of their message by covering printing costs of leaflets with locally relevant information.

4.2 Embedding SAVES 2 into wider activities

At the University of Nottingham, the students' union held a Sustainability Week from the 2nd – 8th March 2020 and SSO Ambassadors were encouraged to put on their own initiative or campaign during this week to tie in with an established university-wide event. The raffle described in section 2.2.2. was the activity chosen by the Ambassadors and took place in Sustainability Week.

At the University of York, One Planet Week is held every year to celebrate sustainability and raise awareness on research that shows if everyone on the planet consumed the natural resources of the average person in Western Europe, we would need three planets to support us. 2020's One Planet Week took place between 10th and 16th February, and an SSO dormitory visit was held during this week. With many other sustainability events and campaigns running during this week, students were really tuned-in and open to discussing SSO as another area to take action to reduce carbon.

Also at the University of York, a new digital Carbon Challenge was launched in November 2019 across the university. This Carbon Challenge was a digital platform where staff and students could log all the carbon reducing actions they take on a daily basis for three weeks, with the best performing departments being recognised as the winners. Student Switch Off participants (all dormitory residents) were invited to take part in the challenge and log their daily actions in the Carbon Challenge and reminded that all energy reduction actions would also help them perform better in the SSO competition.



4.3 Impact of SAVES 2

The impact of SAVES 2 in 2019-20 can be seen in both carbon reductions, and student experience of the campaigns.

A core focus of the project is to reduce students' exposure to fuel poverty, and through the high levels of engagement, skills-building and attitudinal change, the impact on students' future relationship with energy is likely to be highly positive.

For SSO, direct energy savings in the dormitories amounted to 587,464 kWh, equivalent to 136 tonnes CO₂. The student behaviour change demonstrated by these savings not only has a positive impact on the environment, but also saves the participating universities money and equips students with the skills to be energy-efficient in their own home when they move out of dormitories, thus saving money on energy bills. Through monitoring and evaluation activities, surveyed dormitory students at the end of the academic year reported a significant increase in how well informed they feel about what they can personally do to save energy in their accommodation compared to a pre-intervention survey conducted at the beginning of the year. Furthermore, 40% of the survey respondents stated "I think I'll be doing a bit more to save energy" in the future, while 24% reported that "I think I'll be doing a lot more to save to energy".

For SSO+, energy savings are estimated to be 1,639,096 kWh, equivalent to 378.70 tonnes of CO₂. These savings have a direct impact on students' energy bills (in most cases where students are responsible for paying the energy bills). Through an end-of-year survey of students participating in SSO+, 43.2% of respondents stated that SSO+ has made them aware on how to be energy efficient, while 61.1% stated that SSO+ has made them aware of how to reduce their energy costs. Furthermore, compared to a baseline survey at the beginning of the academic year, there has been a statistically significant increase in the awareness of Energy Performance Certificates (71.5% of students now aware, compared to 59.0% at the beginning of the year) and smart meters (86.4% of students now aware, compared to 78.8% at the beginning of the year).

The impact on students' attitudes and experiences is also important. At the end of the year, student ambassadors were invited to complete a survey on their experiences, with 91% of students identifying they had developed new skills in their role (including communication skills, creativity, team-work and leadership) and 70% rating their enjoyment of the role as either a four or five out of five (with five being enjoyed very much).

4.4 Legacy of SAVES 2

Aspects of the Student Switch off campaign have been running on a self-funded basis in the UK for over ten years and this will be the case post-EU funding. The campaign will continue to be centrally delivered by NUS-UK staff on a not-for-profit basis. One of the challenges for NUS-UK will be retaining universities to deliver the campaign centrally, as there have been a few new competitors basing their campaigns on SSO, and secondly, with budget cuts being widespread, exacerbated by universities facing huge decrease in income due to COVID-19, some universities may choose to run the campaign in-house, if at all.

SSO+ was a new element of the SSO campaign that was created as a direct result of SAVES 2. Through this campaign the importance of working with students in private rented accommodation has been highlighted and we will continue to offer the campaign going forward. The work on the campaign has also supported us to participate on wider fuel poverty initiatives within the UK. NUS-UK will continue to sit on the UK's End Fuel Poverty Coalition and will act as the organisation to ensure the student voice and perspective is heard within national fuel poverty policy, debate and initiatives.

5 Conclusions

Overall the implementation of SAVES 2 for the 2019-20 academic year in the United Kingdom has been very successful. Both campaigns (SSO and SSO+) have run successfully, despite challenges presented by the COVID-19 outbreak towards the end of the year.

There has been a large number of students engaging in SSO over the year, including 3,276 students signing up to support the campaign, 5,258 students taking the SSO climate quiz and 125 student volunteers. New ways to engage and motivate students have been trialled, such as hosting competitions on the SSO website which has resulted in 419 individual competition entries in total and increasing the knowledge and skills of volunteers through online e-learning modules. In SSO dormitories, the campaign success can be further demonstrated by an overall energy reduction of 5.80%, compared to a pre-intervention baseline, which is equivalent to 136 tonnes CO₂.



For SSO+ NUS UK achieved a good level of engagement with students living in private rented accommodation and have, as in previous years, successfully focused on developing communications and competitions to improve engagement. The approaches used have been very successful, such as the online quiz gaining 949 entries and the pledge competition receiving 120 entries (section 3.2.3). In total NUS UK reached 27,071 students with information on energy topics in private accommodation. Email communications reached a total of 23,659 students with 14,193 students living in private rented accommodation and 9,466 looking or moving into private rented accommodation. In addition, an estimated 3,412 were reached via social media communications.

Going forward SAVES 2 will continue to impact on the work of NUS UK. SAVES 2 has helped to develop and shape SSO to ensure that it remains relevant and engaging to students and provides students, often during their first experience of living away from home, with fundamental efficiency skills that they uphold for their lifetime. The legacy of SAVES 2 will be felt greatest through the work that NUS UK will continue with the SSO+ campaign. Before SAVES 2 students were not provided with energy information once they had left dormitories, now through the SAVES 2 campaign NUS UK will continue to provide engaging and informative information that supports students through their early experiences of navigating being energy consumers. NUS UK have taken a lead in being the voice of students on the issue of fuel poverty which will help to raise awareness and promote lasting change for consumers whose voices and vulnerabilities are often not heard in the energy market arena.