



THE STUDENT SWITCH OFF: A CAMPAIGN ENCOURAGING ENERGY-EFFICIENT BEHAVIOURAL CHANGE

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Coordinator**



The Challenge



Overview

- Competition to see which Hall of Residence can reduce their energy usage by the greatest amount.
- Incentives for energy-efficient behaviour at individual and communal level.
- Building on existing social relationships, peer-to-peer communications, rivalries and communities.

Success to date

- Average of 9.3% reduction in electricity usage across 11 Universities in 2008/09.
 - Highest = 14.9%, Lowest = 3.7%
- Over 1,295 tonnes of CO₂ kept out of the atmosphere.
- Over £218,000 in energy savings.
 - Highest saving = £14 per student, Lowest = £3 per student
 - Cost to host the campaign = £1.50 per student
- Over 4,950 students signed up as Eco-Power Rangers (15.4% of those in halls).....

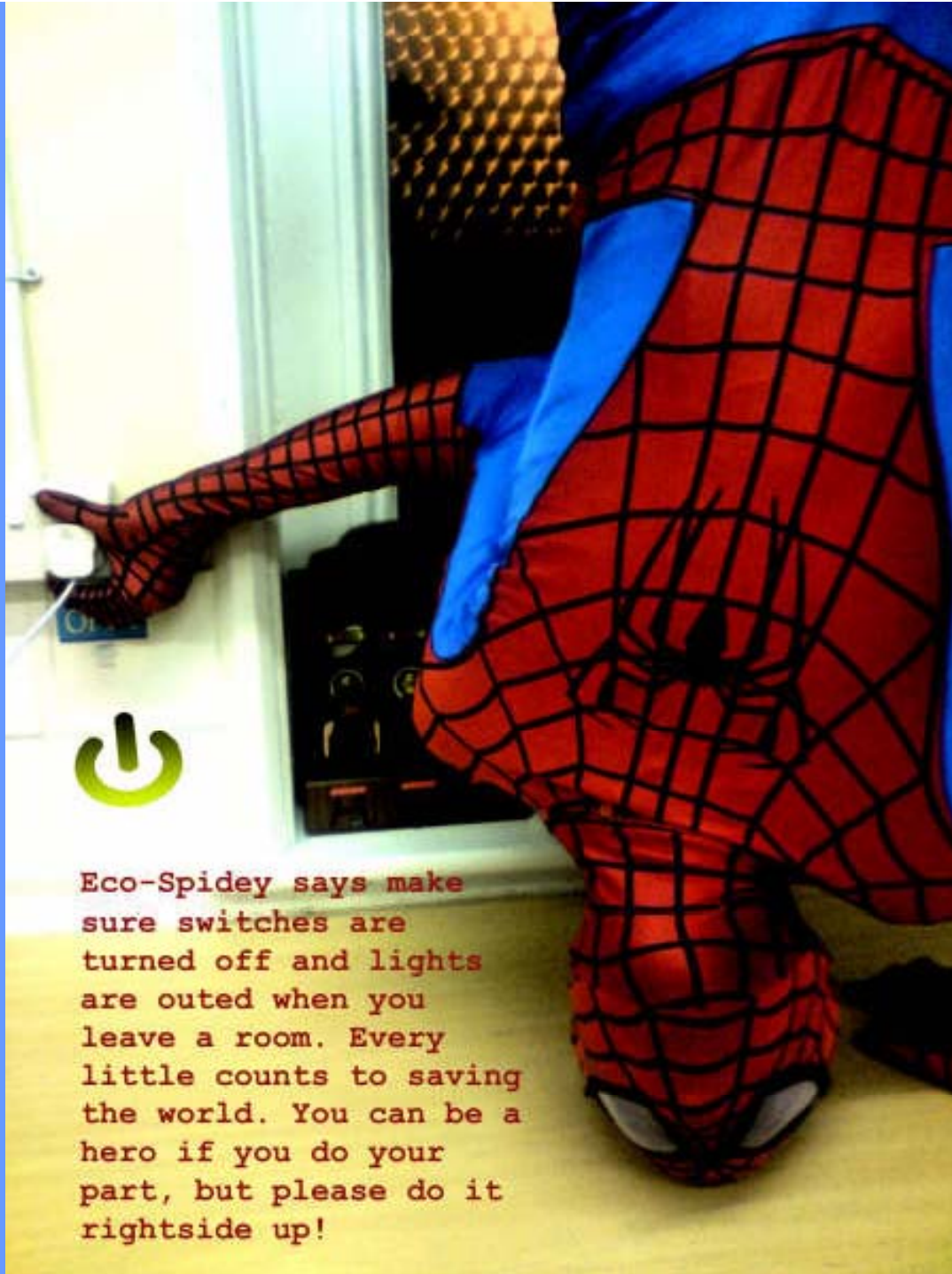
The Eco-Power Rangers





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Eco-Spidey says make sure switches are turned off and lights are outed when you leave a room. Every little counts to saving the world. You can be a hero if you do your part, but please do it rightside up!

Measurement





EXPANSION

- 33 Universities in 2009/10
- 4 Full-time members of staff
- Over 10,300 students signed up as Eco-Power Rangers so far (over 13.1% of those in halls)...
- Energy meter data available very soon...



Thank you... any questions?

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switchoff
www.studentswitchoff.org