

IMPERIAL COLLEGE LONDON STUDENT SWITCH OFF CAMPAIGN REPORT 2019-20



This year your savings are...



**69,287 kWh saved - 6%
reduction**

16 tonnes of CO₂ saved



£6,929 saved

This year your campaign has achieved...



831 students pledged their support
(29% of 2,883 residents)



1,857 entries in our climate crisis quizzes



22 students trained as campaign ambassadors



114 social media competition entries

This year your savings are...



Savings made from a 2018/19 baseline and calculated from 90 days of occupancy (in October, November and February).

With an estimated occupancy of 6 months (180 days), total savings would be 138,574 kWh, **£13,858** and **32 tonnes of CO₂**.

*assuming an expenditure of 10p/kWh



Full details found on the Excel file: Halls Energy Consumption- Selected Periods

We train student ambassadors

22 students attended ambassador training workshops on the 31st Oct 2019 and 3rd Feb 2020

The training covers:

- Campaign implementation and impact
- Climate Emergency and Social Justice
- How to save energy, water and recycle in halls
- Techniques for engaging others

This supports students to:

- Bring about change
- Engage other students and inspires them to take action



Over the year, ambassadors..



Ran their own events



Promoted the campaign on social media



Increased engagement through the Climate Change Quiz



Ambassador Case Study - Alexandra Brochoire

3rd year undergraduate student
MSci Chemistry with Molecular Physics



“I decided to get involved with the project as I was already a member of my university’s environmental society, and wanted to extend my interest in sustainability to action instead of just educating myself. I wanted to use this opportunity to raise awareness about the climate crisis and how we can act on an individual scale, both by adjusting our lifestyles and making sure we use our voices.”

“As a result of this project, I am more convinced that I want to make sustainability a key element in my career: I will continue to find opportunities to volunteer where I can, as well as using my science degree to work on greener solutions for our future.”

“I had already taken some measures with respect to changing my life style prior to becoming an ambassador: I was vegan and swapped many items to reusables. However, I have become increasingly aware of energy usage, beyond just turning off the lights, but making sure I was using appliances less frequently and with maximum efficiency. I also learned a lot about e-waste, and how for example with respect to uni work, keeping a minimal email box and cloud alleviates servers and thus pollutes less.”

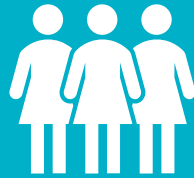
What ambassadors told us this year

89%



Took personal action
to be sustainable

94%



Encouraged
flatmates to be
sustainable

70%



Sought further
information
i.e. heating controls,
recycling, reporting
maintenance etc.

*Results from the Student Switch Off 2019/20 ambassador survey.

Imperial College London Student Switch Off

Ambassador Quotes 2019-20:

“I have promoted Student Switch Off both to hall residents and university friends. Beyond the halls challenge, I used it as inspiration to encourage peers living in private accommodation, especially finding solutions that benefit both their wallet and the environment”

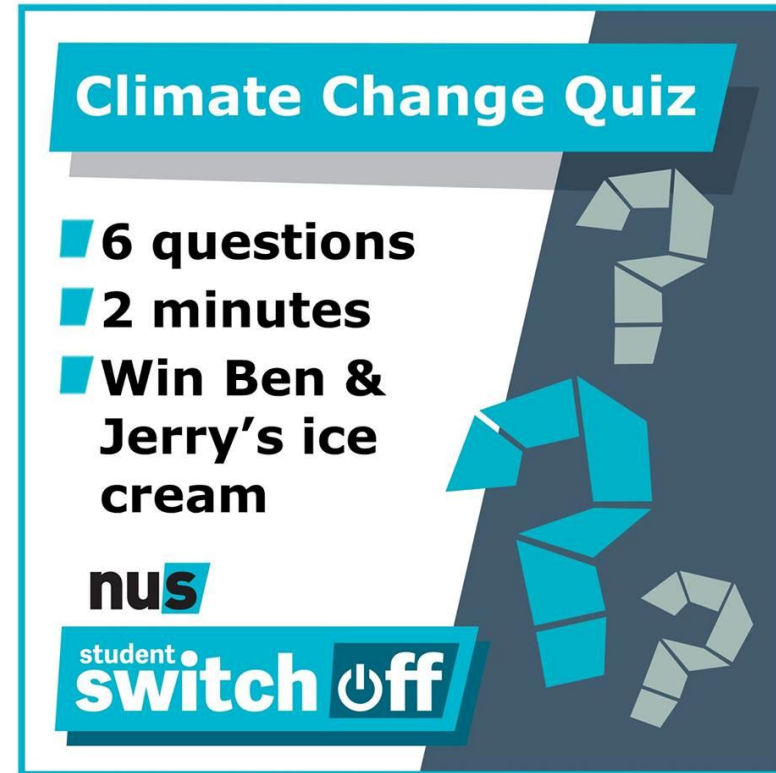
“I have made others around the hall more aware of ways they can be more sustainable and provided mentioning to the wardening team and rest of committee to help spread awareness and encourage general discussion around what we can do in halls to be more environmentally conscious”

“I have decorated the whiteboard wall in my kitchen with tips on how to be more sustainable in halls to encourage my floormates to do the same”

We run climate quizzes

1,857 students took part in the two rounds of our national Climate Quiz.

- Students answered 6 questions on energy saving and climate justice.
- 400 tubs of Ben & Jerry's ice cream was given to the national top 8 halls of residence.
- One student was picked from Imperial College London each term to win Ben & Jerry's for themselves.
- **Pembridge Hall** placed in the top 4 in the UK in both rounds of the Climate Quiz, and won 50 tubs of Ben & Jerry's ice-cream!



Individual prizes were awarded

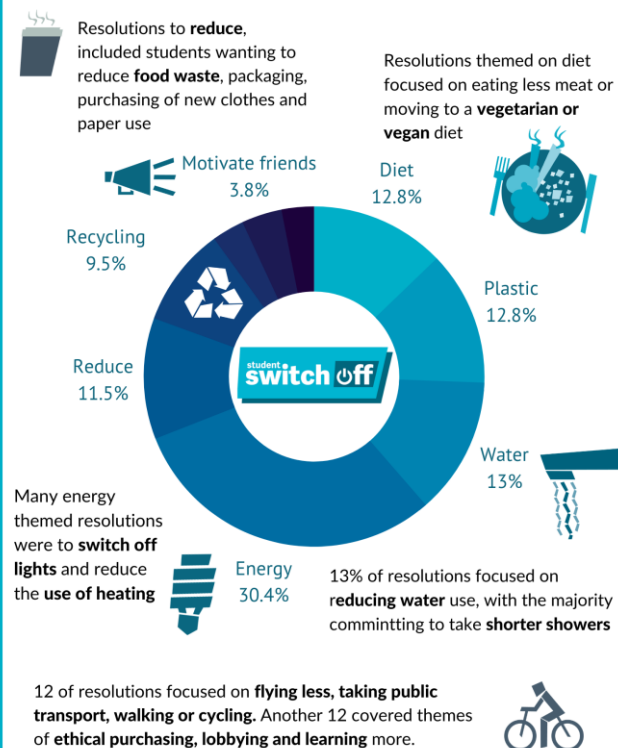
We ran competitions online throughout term time.
During the autumn term, we also ran a week long social media sprint.

- Our competitions: Received 114 entries



We feedback students experiences

What Sustainability New Year Resolutions did students make for 2020?



What are you doing differently now?

In our final competition of the year, students told us the things they're doing differently as a result of Student Switch Off. Here's some of the most popular actions being taken:

Switching off lights and being more efficient with appliances, heaters, kettles and washing machines



Saving water, switching to a lower carbon diet and travelling by bike instead of the car



Reducing waste, avoiding unnecessary packaging & recycling more



Sharing tips, and encouraging others to take action too!



“Produce less food waste.”

“I'm going to try and buy more groceries with minimal packaging and take more care to clean and sort my recycling.”

“Switch to bottle-less shampoo, conditioner and moisturizer.”

Imperial College London 2019-20 student pledges

We provide microgrants sponsored by Endsleigh



Imperial College London Student Switch Off Ambassador Lauren Wheeler successfully applied for the microgrant!

Lauren applied for £55 to run a Krispy Kreme doughnut sale in halls on Australia Day (26th January) to raise money for combatting the bushfires in Australia, whilst promoting sustainable actions that reduce the effects of climate change.

The sale raised £85 for the bushfires, and leftover doughnuts were donated to a local soup kitchen so that they didn't go to waste. At the event Lauren also managed to promote the Student Switch Off and get sign ups for the campaign.



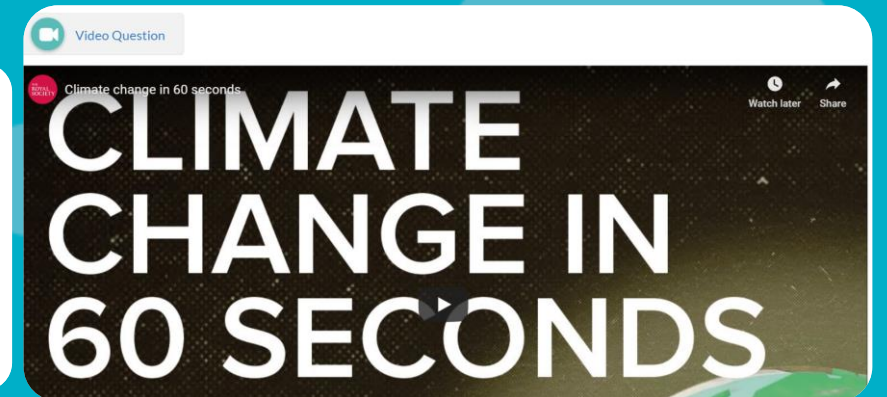
We provided online climate themed modules to build on learning



Student Switch Off: Introduction to the Climate Emergency

In order to limit global warming to 1.5°C, global net human-caused emissions of carbon dioxide (CO₂) would need to fall by about 45 percent from 2010 levels by 2030, as mentioned above. When would we need to be reaching 'net zero' CO₂ emissions, according to the IPCC report?

- ☐ a We need to be at net-zero emissions by 2035
- ☐ b We need to be at net-zero emissions by 2050
- ☐ c We need to be at net-zero emissions by 2080



We awarded the top most engaged hall



Pembridge Hall won the competition!

Due to campus closures this year we were not able to celebrate in person.

Instead, with student input, we made the decision to make a contribution on behalf of everybody who took part in Student Switch Off towards the charity Mind.



Leaderboard

1	Pembridge Hall
2	Xenia
3	Eastside (Gabor, Linstead, Wilkinson)
4	Beit Hall
5	Southside (Falmouth, Keogh, Selkirk and Tizard)
6	Wilson House
7	Woodward Buildings
8	The Costume Store
9	Holbrook
10	Parsons House



Did you know we run Student Switch Off internationally?



We now run SSO in six other European countries: Bulgaria, Cyprus, Greece, Ireland, Lithuania and Romania.

It has been fantastic to see the campaign adaptations and innovations!



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



SSO contributes to the SDGs

Institutions, residences and students are contributing to the achievement of the UN's **Sustainable Development Goals (SDGs)**

SSO contributes by: increasing energy and resource efficiency; reducing the environmental impact of cities; supporting the adoption of sustainable practices; encouraging improved recycling rates; raising awareness on climate change mitigation; building partnerships for knowledge sharing



Nationally, this year the campaign has achieved:



Student Switch Off 2019-20

THE RESULTS

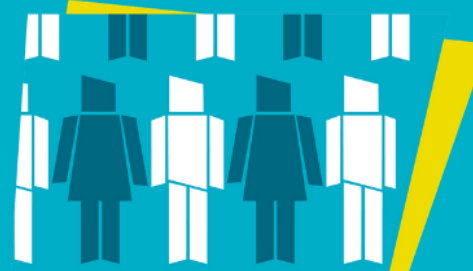
860,000 kWh
of electricity saved

=

265
tonnes
of CO2

or..
6,500
years powering
a light bulb

82,600
students reached in residences



21,160
entries in our
competitions

300
students trained
as ambassadors



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



We're innovating the campaign every year

SOS-UK wants to ensure that students attending university and living in halls during 2020-21 will continue to have the opportunity to gain sustainability skills and knowledge. That's why we see the Student Switch Off campaign as important to start, strengthen and underpin students' university sustainability journey.



STUDENT SWITCH OFF ACTIVITIES 2020-21:

TERM 1

- Attendance at **online freshers fayres/welcome events**
- A **NEW** online freshers competition and **NEW** start of year survey to baseline student attitudes
- Online **sustainability ambassador training** with a **NEW** student **auditing project**
- Online **ambassador support** via A **NEW** ambassador online **meet up**, online ambassador group and **microgrant** scheme
- A **NEW** online **sustainability learning module** and a **NEW** sustainability **webinar** open to all residents
- Monthly online engagement activities including our **national climate crisis quiz** and social media **competitions**

TERM 2

- Continue with a second term of **NEW** online sustainability **learning modules** and **webinars**
- A second online sustainability **training** for students unable to make term 1, including the **NEW** student **auditing project**
- A **NEW** Sustainable Students Learning Academy session to focus on a bespoke sustainability topic and increase **carbon literacy**
- Continuation of **ambassador support** via the **NEW** ambassador online **meet up**, online ambassador group and **microgrant** scheme
- Monthly online engagement activities including our term 2 **national climate crisis quiz** and social media **competitions**
- Halls competition **leaderboard** and utilities **data** analysis

Thank you for your continued support!



We hope you will continue to run the campaign in 2020/21. More information and the sign-up form can be found [here](#).