# Energy savings, student engagement & recommendations from SAVES 2

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# SAVES 2 is made of two different campaigns

**Student Switch Off (SSO)**– student behaviour change campaign in university dormitories

**Student Switch Off+ (SSO+)**- engagement with students in the private rented sector around smart metering, energy efficiency, and help to reduce exposure to fuel poverty
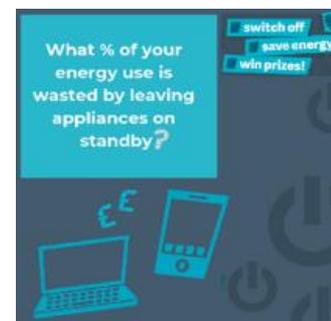
# Student Switch Off runs on an annual cycle at each university campus

An energy-saving competition between the dormitories at each university over the academic year:

- Engaging students in different ways over the year to motivate and empower **positive energy behaviours**
- Volunteer training to equip on-the-ground **student ambassadors**
- Regular online **competitions** for individuals
- **Targeted and timely communications** and energy updates
- **End-of-year reward** for the winning dormitory

# Energy savings in dormitories were achieved every academic year of SAVES 2

|  | 2017-18 | 2018-19 | 2019-20 | Total for project |
|---|---|---|---|---|
| **Actual energy savings from dormitories, GWh** | 1.06 | 2.70 | 1.32 | **5.08** |
| **Overall savings (including extrapolation), GWh** | 1.38 | 4.04 | 2.76 | **8.18** |
| **% saving, compared to baseline** | 3.33% | 9.28% | 7.72% | **6.78% (average)** |
| **$CO_2$ saving (tonnes)** | 532 | 1,352 | 489 | **2,373** |

# Students were engaged in SAVES 2 activities

|  | Students living in dormitories | Students signed up to the campaign | % students signed up to the campaign | Volunteers trained | Climate quiz entries | Competition entries | Total social media followers |
|---|---|---|---|---|---|---|---|
| **2017-18** | 41,814 | 11,793 | 28% | 248 | 9,338 | 383 | 7,504 |
| **2018-19** | 45,385 | 18,131 | 40% | 154 | 6,781 | 636 | 8,239 |
| **2019-20** | 35,767 | 15,772 | 44% | 204 | 7,301 | 889 | 10,901 |
| **Total for project** | **122,966** | **45,696** | **37% (average)** | **606** | **23,420** | **1,908** | |

**SAVES2**

# Student engagement was both online and in-person on campuses

- Our third year of the campaign was impacted by COVID-19, with local lockdowns closing down many campuses, or at least preventing our staff from engaging with students face-to-face
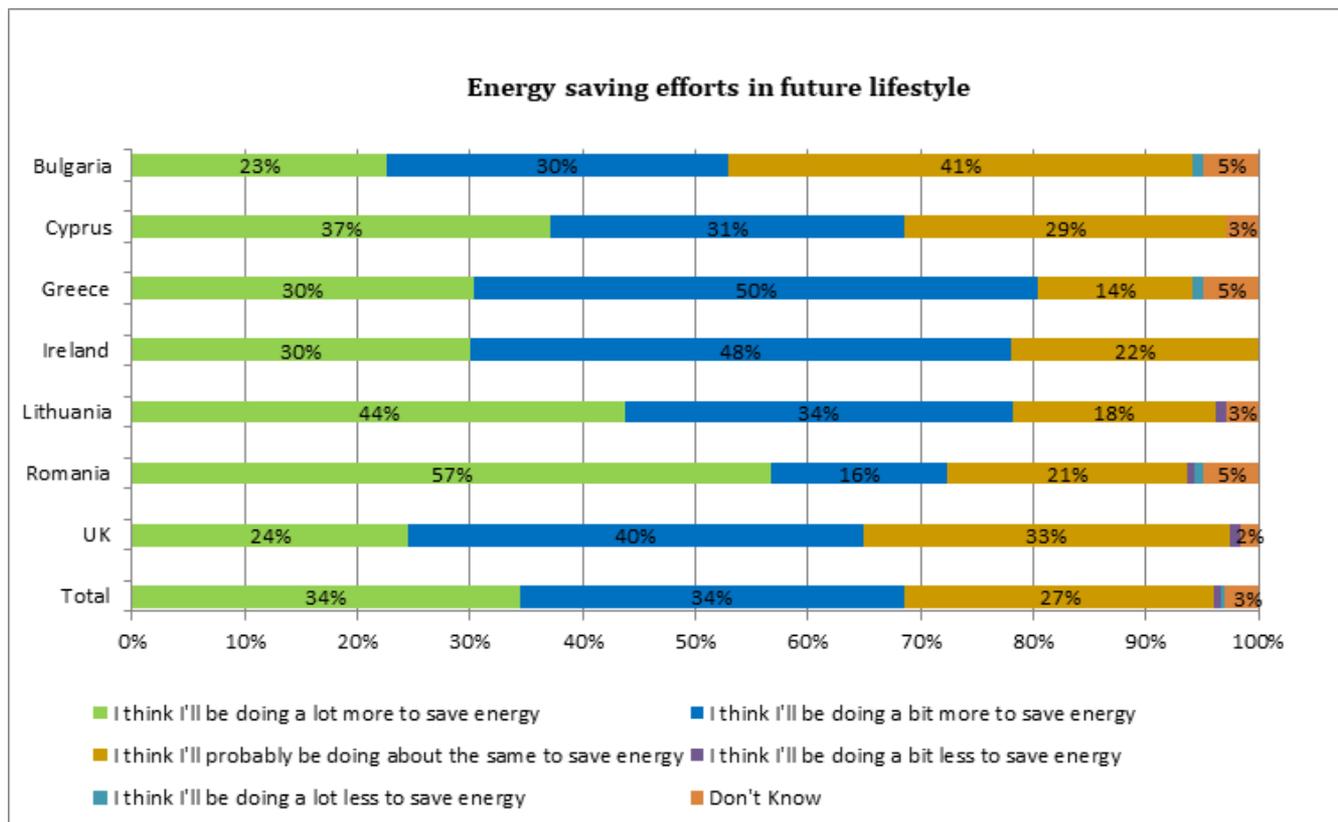
# Students' future energy behaviour is impacted by SAVES 2



**Energy saving efforts in future lifestyle**

| Country | I think I'll be doing a lot more | I think I'll be doing a bit more | I think I'll probably be doing about the same | Other |
|---------|------|------|------|------|
| Bulgaria | 23% | 30% | 41% | 5% |
| Cyprus | 37% | 31% | 29% | 3% |
| Greece | 30% | 50% | 14% | 5% |
| Ireland | 30% | 48% | 22% | |
| Lithuania | 44% | 34% | 18% | 3% |
| Romania | 57% | 16% | 21% | 5% |
| UK | 24% | 40% | 33% | 2% |
| Total | 34% | 34% | 27% | 3% |

Legend:
- I think I'll be doing a lot more to save energy
- I think I'll be doing a bit more to save energy
- I think I'll probably be doing about the same to save energy
- I think I'll be doing a bit less to save energy
- I think I'll be doing a lot less to save energy
- Don't Know

**SAVES 2**

# Rebound and spillover effects can be seen from the SSO campaign



**Did you see the Energy Performance Certificate (EPC) of your current property before you moved in?**

- Yes: Aware of SSO 45%, Unaware of SSO 25%
- No: Aware of SSO 25%, Unaware of SSO 49%
- Can't remember: Aware of SSO 23%, Unaware of SSO 18%
- EPC of the accommodation is not available: Aware of SSO 6%, Unaware of SSO 7%
- I asked the landlord to provide me a copy of the EPC and my request was denied: Aware of SSO 1%, Unaware of SSO 2%

Legend: Aware of SSO, Unaware of SSO

# The energy dashboard

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

# The overall aim and role
## of the Switch Off campaign Energy Dashboard

1.  To stimulate **lasting behaviour change** in the **awareness** of **energy use** over multiple universities across the EU

2.  The campaign needed a **simple way** for students to see **feedback** from their **energy-saving efforts**

# Real-world plus real-time



1. An **on-the-ground** campaign, co-ordinated with real-time energy-monitoring and at-a-glance web-based visuals
2. Connecting **real-world activities** to real-world outcomes, with **immediate visual impact**
3. Creating a **fun** sense of **friendly competition** to increase participation
4. Implementing **user feedback** from students and users to ensure the software was 'listening' to **feature requests** from everyone—an ongoing process!

# Keeping it fun... ☺

# The importance of the web

1. **Web-based software** has a crucial role to play in influencing both energy awareness and behaviour change
2. It needs to be **accessible** to students **on any device**, including **mobile** and (at universities) **public screens**

**Mobiles** are the way most **18-24** year olds (i.e. **students**) access the web, carrying their devices with them at all times
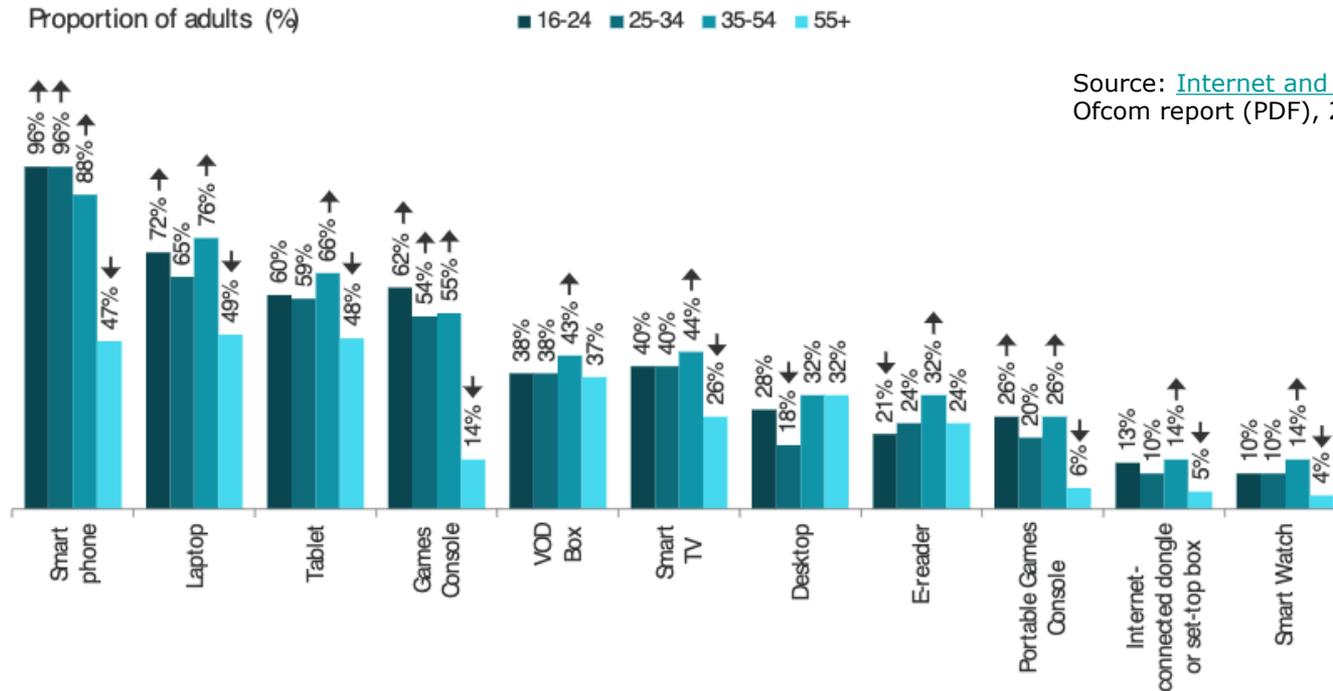
How do today's students use mobiles? Deloitte, 2019

# Mobile access to the web: by age



Proportion of adults (%)     ■ 16-24  ■ 25-34  ■ 35-54  ■ 55+

**Source:** Ofcom Technology Tracker, H1 2017
**Base:** Adults aged 16+, 16-24 n = 512, 25-34 n = 544, 35-54 n = 1202, 55+ n = 1485
**Note:** Ranked by overall household ownership
Internet-connected dongle or set-top box includes NOW TV set-top box, Roku, Google Chrome, Amazon Fire TV, Apple TV
**Significance testing:** Arrows indicate any significant differences at the 99% confidence level between UK adults overall and each age group

# Making it personal



Students want to see how well
**their own accommodation**
is performing compared to others!

This ensures better **engagement** by making the campaign **personal**

# Digging deeper



If students and campaign staff (or energy managers!) want to **dig deeper** than the competitions, they can see the progress for a single hall in **more detail**

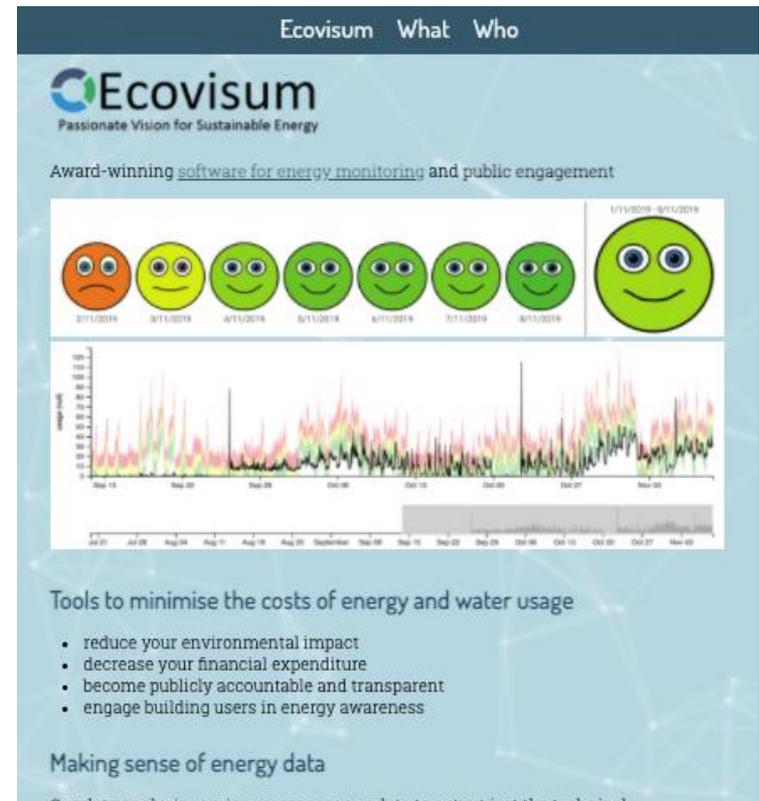# Ecovisum background

Ecovisum Ltd. is a UK spin-out company from De Montfort University, was **formed after the end of the first SAVES project**, specialising in engaging people via energy dashboards and the **creative visualisation of energy use**.

Ecovisum has **provided the energy dashboard** for the NUS-UK Student Switch-off Campaign **for six years**. It also maintains the energy monitoring software EDI_Net (Horizon 2020)

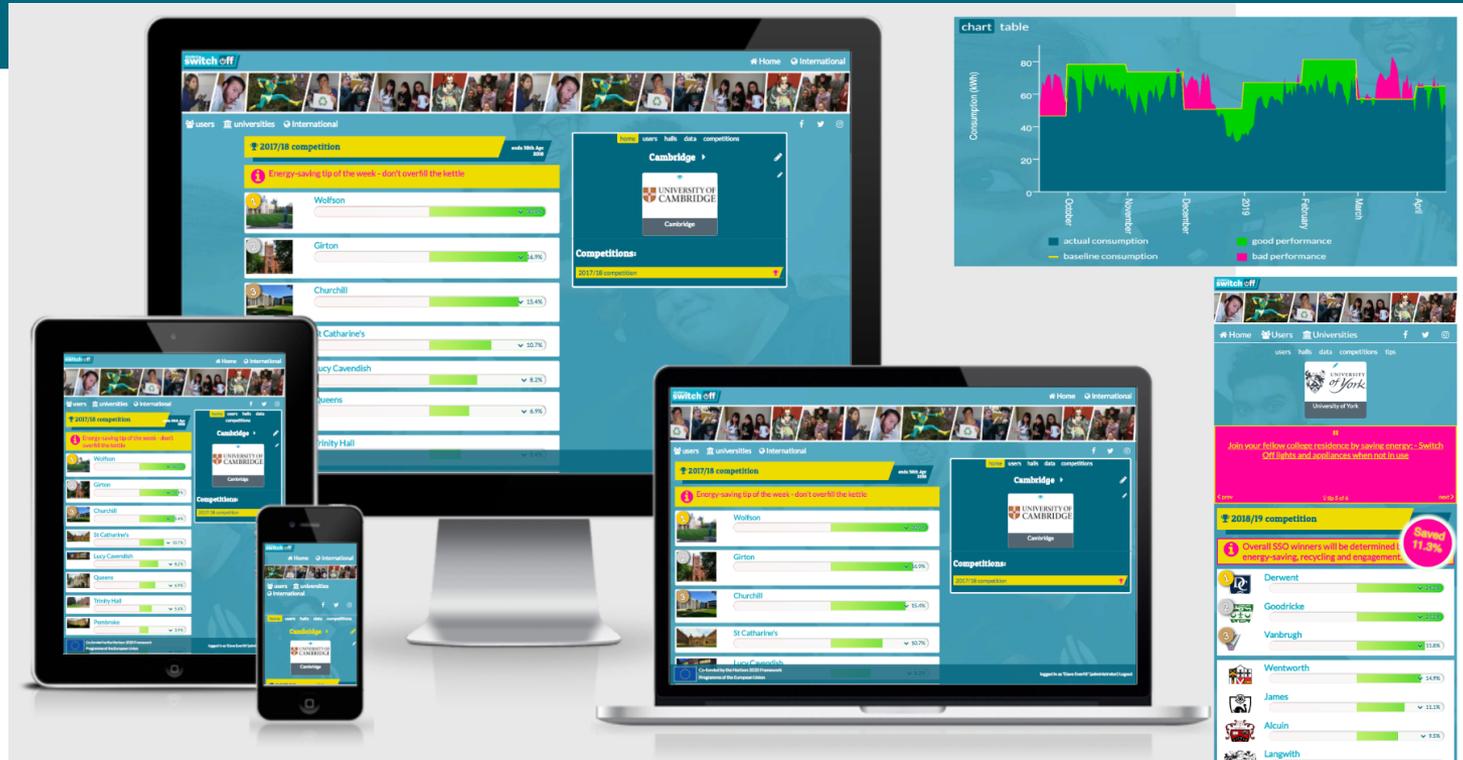# The Final Dashboard

# Recommendations for engaging students in energy campaigns and projects

# Recommendations – campaign design

- Create open dialogue – don't be dogmatic

- Utilize the habit discontinuity hypothesis

- Students are non-homogenous across countries, but even within countries and campuses
  - It's important to provide a range of different entry points for different types of students
  - Meet students where they're at in terms of knowledge and motivation.
  - Conduct research to find out more about your students!

# Recommendations - communications

- Keep messaging simple



- Information coming from a trusted source is important

- Students care – prizes aren't always the answer

- Provide feedback

# Thank you!

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