



SAVES: Promoting the reduction of energy consumption in student halls

Joanna Romanowicz, Student Switch Off (Europe) Project Manager,
NUK UK

SAVES



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The session will be on:

- SAVES rationale
- What is SAVES
- SAVES' impact



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How many of you are staying at a hotel during this conference?

How many are paying separate utility bills in your hotel?

How many of you are as conscious of your energy, electricity and water usage as you are in your own home?



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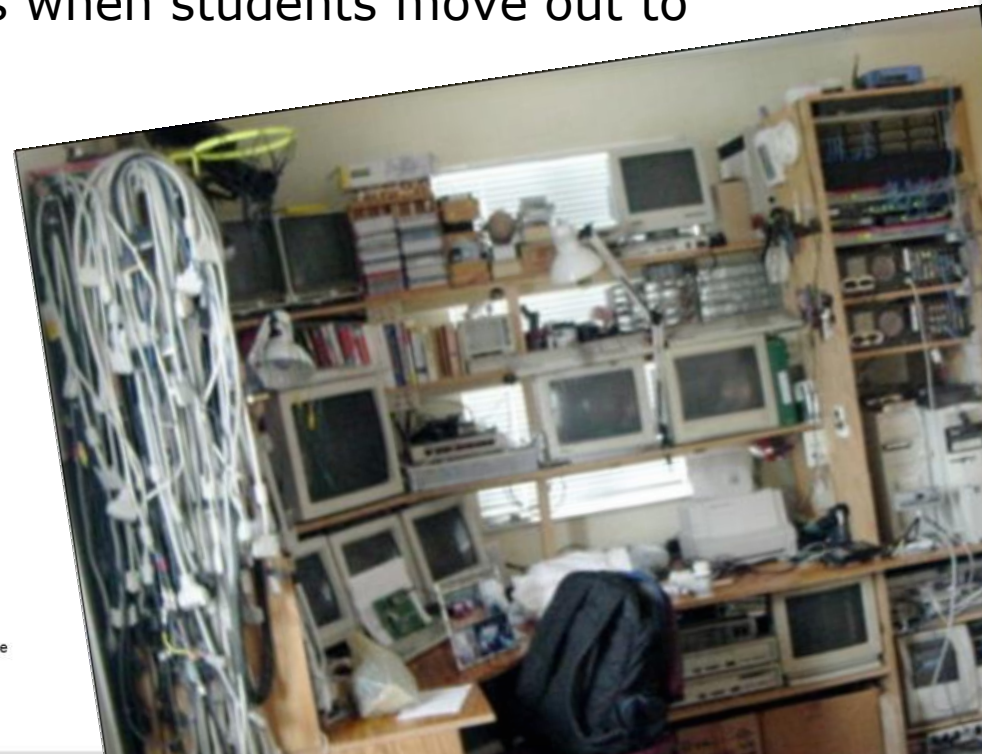
No incentive to save energy in dorms...!

- Students pay a fixed rate
- Energy wastage – over 30% in UK (University of Sunderland)
- Insufficient awareness on energy saving amongst young people

This may lead to... very large bills when students move out to private accommodation!



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So we decided to do something about energy wastage in dorms... we know:

- Habit discontinuity hypothesis - individuals are more likely to adopt pro-environmental behaviours if they go through a lifestyle change (e.g. move away from home to go to university!)
- A lot of energy is being wasted at the moment
- Simple actions like switching off lights and appliances can have a big cumulative impact
- Everyone likes a competition
- Saving energy saves CO₂ and money



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SAVES is an inter-dorm energy saving competition

- SAVES (Students Achieving Valuable Energy Savings) is an inter-dormitory energy saving competition within 17 universities in 5 EU countries
- SAVES is the overall project name that covers the expansion of the UK Student Switch Off campaign
- Competition within/between dorms to see who can reduce their energy usage by the greatest amount or have the lowest usage per student (smart meter data)

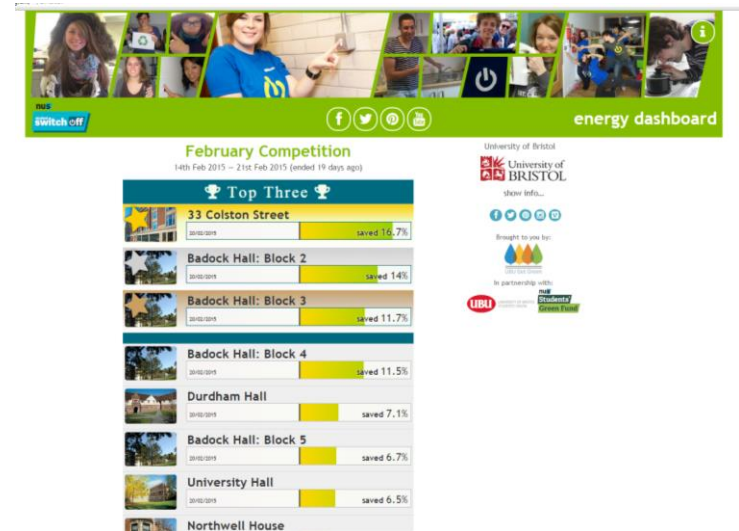


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SAVES is fun!

- Builds on existing social relationships, peer-to-peer communications, rivalries and communities
- A fun approach to raising awareness amongst students
- Feedback and prizes to provide incentives for action
- National/international winners



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17 Universities in 5 European countries

Participating countries:

- UK
- Lithuania
- Greece
- Cyprus
- Sweden

25,000 students in SAVES

Funding from April 2014 –
March 2017



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A large proportion of students are not residents in the country they study

- Surveyed 15% of students living in halls in participating universities
- 68% - are residents of the country they study in
- 32% are from within or outside the EU (16% each respectively)
 - relatively large proportion
 - some stay for only a semester
- A lot of international students become ambassadors for the project



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We focus on 4 main energy saving behaviours

Wrapping up warm instead of turning up the heating



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Switching off unnecessary lights and appliances



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Putting a lid on the pan when cooking



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Boiling only the amount of water you need



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We engage with students throughout the academic year

Online:

- Fortnightly energy themed photo competitions on Facebook
- Climate quizzes
- Emails
- Energy updates/dashboard

Face to face:

- Dorm visits
- Student ambassador training
- Energy stalls
- End of year party for winning dorm!



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We want to create a transnational student community

- Twinning
- International competitions
- Dissemination events
- Dissemination support from:
 - European Students' Union (ESU)
 - Erasmus Students Network (ESN)
 - Environmental Association of Universities and Colleges (EAUC)
 - Students' European Network for Sustainable Development (SENSD)
 - UNICA



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We have 4 main objectives:

- Save quantifiable amounts of energy in student dormitories
- Create a network of student champions
- Develop pro-environmental behaviours amongst students
- Develop a self-funding model



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We have high aspirations

We want to:

- Reach up to 50,000 students over the academic years 2014-15 and 2015-16
- Develop an online dashboard to present real-time data from smart meters, allowing international competitions and an energy-saving league
- Create a self funded model from University contributions in 6 countries by academic year 2016-17



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We expect to have wide ranging impacts..

- On average achieve 8% savings in energy across all the participating dormitories
- 15% of students in participating dorms recruited as energy champions
- 10% swings on target behaviours and 90% of students state that they have carried on their behaviour into private accommodation
- 2.85GWh energy savings



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..and we've had encouraging results so far!

- Average energy savings of 3.2% across participating universities (in last 6 months)
- Over 4,000 students signed up to the campaign (16%)
- Over 100 students trained as ambassadors
- 200 photos submitted in competitions
- 2,000 participants in climate quizzes
- Enthusiasm from participating universities



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We're also excited our Swedish partners won an award!



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Bringing Student Switch off to your campus

- Campaign is widely applicable
- We can help you with:
 - Setting up the campaign
 - Offer virtual support
 - Create resources that you can use

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Please get in touch 😊

Joanna Romanowicz

Student Switch Off (Europe) Project Manager

Joanna.romanowicz@nus.org.uk

0044 7970 296976

www.saves-project.eu



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