

Holiday Switch Off

Universities and colleges have a responsibility to reduce unnecessary energy consumption on campus for both financial and climate reasons. Institutions can utilise different techniques to minimise energy wastage, particularly over closure periods, with a key method used being staff and student 'Holiday Switch Off' Campaigns. Key tips for running such campaigns in FHE are outlined within this guidance document.

THE BIG HOLIDAY SWITCH OFF

Engagement and Promotions

- Creating materials for staff and students separately will increase engagement.
 - If you have Labs on campus, meet with the lab managers to discuss what can/cannot be switched off, and which are the most energy intensive appliances which should be prioritised for switch off if possible
 - Providing departments with stickers to mark equipment as 'Switch Off When Not in Use' or 'Do Not Switch Off' can increase the sense of ownership and prevent accidents, particularly in Labs.
 - For student halls make a check list to distribute detailing what to switch off (this is easier as appliances are usually standardised). You can include other sustainability issues like close windows, empty fridge/cupboards and provide foodbank information, etc.
- Visualise the possible savings/wasted consumption in any materials through the methods in the Visualising section below
 - Ensuring multiple engagement opportunities with short campaigns increases impact, so consider distributing posters, emails, featuring on intranet or home pages and across campus on screens etc.
 - Different promotional techniques could be trailed floor by floor or within different departments to test the greatest impact techniques to be rolled out across campus in the next session

Data

Before the start of any campaign a system for collecting data must be in place:

- Gather a baseline of energy consumption a month before campaign
- Ensure you collect data in a way that can be replicated next year to measure improvements (or compared to previous years' data)
- Ensure the data can be simplified for easy visual communication

Visualising results

- As most staff and students can't interpret energy or carbon savings in kWh or tCO₂, convert these to something easier to understand such as; "We saved the equivalent carbon weight of a blue whale" or "We saved enough energy to power *insert local town* for # hours".
- If you have organised competitions between buildings/floors (over the short of long term) make a leadership board in a central location and/or the intranet. Visual interpretations such as horse race can be effective.

