

Imperial College London Student Switch Off

Campaign Report 2023-24



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



Imperial College
London



Our campaign engaged your students on sustainability during the 2023-24 academic year

Our multi award-winning campaign engaged your students on environmental and social sustainability, introducing **life-long sustainable living habits reducing energy usage** in your halls of residence.

The campaign built students' foundation of sustainability knowledge and carbon literacy, focusing on enhancing their skills and experience, mobilising them to lead on sustainability initiatives.

Throughout the year we ran engagement activities communicating **practical advice** to achieve quantifiable energy, waste and water reductions. This report summarises our main activities and impact. The first section gives top level impact, and the following pages give more detail about the activities that we ran, finishing with the national picture.



As part of the campaign we ran a friendly competition between your residences

The competition was based on our key engagement statistics, as a percentage of residents from each residence.

We used engagement data from term-time to calculate which hall was most engaged and taking the most action.

Selkirk won the competition this year!

1. Selkirk Hall (Southside)
2. Falmouth & Keogh Hall (Southside)
3. Beit Hall
4. Wilson House
5. Gabor Hall (Eastside)
6. Tizard Hall (Southside)
7. Kemp Porter Buildings
8. Woodward Buildings
9. Wilkinson Hall (Eastside)
10. Linstead Hall (Eastside)
11. Xenia
12. Silwood Park Halls (Mary Flowers, Brian Flowers, John Southwood, William Penney)
13. Evelyn Gardens (Willis Jackson, Holbein, Southwell)
14. Imperial Boathouse
15. Parsons House
16. Pembridge Gardens Hall



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



Overall campaign impact at Imperial College London



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



In 2023-24 the campaign had a positive impact on your overall student engagement

494 students engaged in the campaign
(15.6% of total residents).

63 students entered our climate quizzes.

114 participated in our online competitions, masterclasses and webinars.

310 engaged in our campus visits.



Campaign activities at Imperial College London



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



As part of our campaign we trained and empowered student volunteers

The interactive training:

- Introduced sustainability, the climate crisis and social justice.
- Explored ways students can save energy, water and recycle and the benefits of this.
- Explained the campaign implementation, activities and impact.
- Suggested actions volunteers can take and encourages them to share their own.

It supported students to continue learning, take action, and lead on sustainability.



Volunteers benefit from the campaign

As a result of the campaign:

87%

Know more about how everyday actions contribute to the climate crisis

75%

Understand how to drive more change on the climate crisis where they live

100%

Developed skills that will be useful in the future



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



Data from 2021 volunteer survey

Volunteers had the opportunity to apply for microgrants to take further action

We offered all volunteers the chance to apply for £20 to promote sustainability in their residence through putting on events, creating videos and writing blog posts.

These activities furthered the aims of the campaign to engage more students, and provide the chance for volunteers to develop their skills and knowledge on sustainability issues.



“Volunteering for Student Switch Off has been a great learning experience and a good way to connect with students who share similar values, this made me feel more hopeful for the future.”

Student volunteer



We visited campus on to engage students with the campaign

During the visits:

- We interacted with over 800 students at Discover Imperial! We spoke about energy, waste, and sustainable actions.
- We encouraged students to take part in our quizzes and competitions
- We handed out bookmarks, coasters, thermometers
- We encouraged students to think about how they could be more sustainable on and off campus through conversations and activities



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



We ran 2 national climate quizzes with 63 students participating

- Students answered 7 questions on topics such as energy saving, carbon and recycling.
- Each quiz rewarded Divine chocolate to the national top 2 halls of residence and two students were picked to win chocolate for themselves.

Climate Quiz Leaderboard

1	#1 College Grove - Royal Veterinary College
2	#2 Vine Court (F) - University of Liverpool
3	#3 Malvern - University of Worcester
	#4 Preseli - Swansea University
	#5 Bridge House - Fresh
	#6 James - University of York
	#7 University Locks - Birmingham City University



Our activities engaged your students and supported their learning

114 participated in our online competitions, activities, masterclasses and webinars.

We provided winning students with vouchers for online ethical stores as prizes.



3. **Prevent damage** by making sure clothes are dry before putting them away, stuff shoes and bags with tissue paper to absorb moisture, and don't overfill your wardrobe.

National campaign impacts



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



Nationally in 2023-24 our campaign contributed greatly to energy savings and student engagement

983,017 kWh
of electricity saved.
Equivalent to:
227 tonnes of CO2
7,481 years leaving a light on

59,770
students reached in
residences.

7,705
entries in our
engagement activities.



Student engagement had positive outcomes

Our monitoring shows that as a result of the campaign:

67%

took more action to be sustainable in residences*.

86%

will continue implementing sustainability actions.

68%

are proud their residence is taking climate action.



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM



*26% believe they are already doing all they can to be sustainable.
Data from 2021 national student survey

“The campaign is a good idea to help students (future generations) to be sustainable .”

Student participant



Recommendations for 2024-25

- It was great to have the support of Ellie and Rhea on the programme and we noticed that engagement increased after we began working together. It would be excellent to continue to have programme communication support during 2024/25.
- We missed out on a last visit! We'll be adding an additional one to your roster for 2024-25 as a roll-over. Linking up with ICL sustainability events worked well. It would also be fantastic to visit residences directly, and so developing our relationship with halls teams could help to facilitate this.
- We are excited to work with you to explore new ideas for the 2024/25 programme to ensure we are creating a bespoke campaign to best engage your students.



Thank you for your continued support

We look forward to working with you in 2024/25.

You can find your [leaderboard](#) on our website [here](#)!



STUDENTS
ORGANISING FOR
SUSTAINABILITY
UNITED KINGDOM

