

Energy Saving Campaign at Loughborough University



Loughborough University occupies a single-site campus and is renowned for its teaching, research and sporting achievements. In 2008/2009, its centenary year, the University won The

Sunday Times "University of the Year" award. As a member of the Carbon Trust's Carbon Management programme, the institution wanted to address the issue of staff engagement to reduce its CO₂ emissions.

As a result, it was decided to conduct a campus-wide staff energy awareness campaign in 2009. An increase in energy consumption in student residences previously led to a student based energy awareness campaign, run by Loughborough Students' Union and supported by the University Facilities Management Department and imago Services. The student campaign resulted in the saving of 145,000 kWh of electricity worth £10,000.

The "It's Better Off" staff energy awareness campaign was launched in February 2009 and the campaign proceeded with the full support of the Chief Operating Officer.

An Environmental Campaign Team was formed consisting of the University's Energy Manager, Energy Technician and Sustainability Manager and was supported by NIFES Consulting Group. An online energy awareness survey carried out found:

- There was scope to improve both the motivation and, in particular, the awareness of all staff.
- The university was viewed as taking climate change relatively seriously.

- The campaign should convince staff that their colleagues were motivated to save energy.
- The most effective incentive would be 'Making it easier to do the right thing'.
- Staff associated energy saving, recycling, travel and other environmental-impact issues as one topic.
- There was an excellent response rate of 718 surveys; indicating a staff interest in the topic.

Through "It's Better Off", 150 staff have now been recruited as Environmental Champions. The campaign itself consisted of:

- Energy awareness training and support material being developed for the Environmental Champions.
- Electricity consumption profiles created for all buildings across the campus.
- "It's Better Off @ Easter", encouraging staff to isolate all non-essential electrical equipment over the holiday period.
- A campaign website has been developed www.lboro.ac.uk/saveenergy
- The network of Environmental Champions is now established, with regular communication via e-mails.
- Articles in "News at Loughborough" magazine.
- Staff e-mails and Loughborough notices used to communicate the campaign.

In the first 6 months (February-July 2009) of the campaign, there was a consumption saving on 745,090 kWh, a carbon dioxide saving of 399 tonnes and a cost saving of £70,783. The "It's Better Off @ Easter" campaign was also very successful with the electricity consumption for the Easter break in 2009 being 17.7% lower than in 2008.

For further information, please contact Jo Hasbury, Sustainability Manager on **01509 222210** or J.Hasbury@lboro.ac.uk

It's Better OFF



Sustainability Online Resource and Toolkit for Education

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We regularly add new case studies, resources and news to the SORTED website, so to view all the latest developments and the huge amount of information available, please visit www.eauc.org.uk/sorted. If you have an interesting case study and want to promote your work on sustainability issues, please let us know.

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 - 'Embedding Sustainable Development in the Curriculum'
 - 'Creating the Conditions for Embedding Sustainable Development in the Curriculum'
- Case Study on Water efficiency at Myerscough College
- Sustainable Development & the Curriculum Workshops - free 1 day events

January 2010:

18th January – Manchester
19th January – Bristol
20th January - London

February 2010:

2nd February – London
3rd February – Stourbridge
4th February – York

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