

Save to Win

The air conditioning at the Polytechnic University of Cartagena used to be so cool that students had to wear coats in the classrooms! As a result of the Student Power campaign, the University now sets air conditioning at a more comfortable and energy saving level. Communication has also improved and students can now request that staff change the temperature setting to meet their requirements.

HIGHLIGHTS

- Energy and water savings of € 196 879 / year.
- 2000 students involved.
- Students targeted academic staff with customised awareness material.
- Campus wide implementation.

SUMMARY

The main achievement from the implementation of Student Power in the Polytechnic University of Cartagena was a reduction in electricity consumption of 1 482 MWh, a cut in natural gas use of 46 600 m³ and a fall in water use of 2 000 m³. Students and staff have changed their energy using habits at home, on transport and in the University, and have gained a greater awareness of energy efficiency and renewable energy sources.



UPCT students deliver Student Power campaign

About Student Power

Student Power is an innovative scheme designed to facilitate students to provide practical support to organisations running energy awareness campaigns, including energy saving campaigns within their own universities or colleges. The aim is for students to work with their own university, local businesses or organisations on energy awareness campaigns.

Background

The Polytechnic University of Cartagena was acutely aware of its high energy bill and knew that it had to do something to reign in its escalating costs. At the outset of the Student Power campaign, the UPCT had a population of over 7 184 people between students, academics and staff and an energy bill of over € 867 000.

Factors that contributed to high energy consumption included the age of the buildings, high ceilings in many areas, large windows, and a lot of open spaces. The university saw the opportunity in Student Power to reduce its energy consumption, and raise the energy awareness of the university population to help bank energy savings over the coming years.

The situation

Student Power was implemented with the contribution of students from the Industrial Engineering Faculty and the campaign was focused on their main faculty building.

The aim of the campaign was to promote energy saving among students and staff through behaviour change, by targeting transport, water use, air conditioning and electrical equipment, including computers. It also aimed to increase knowledge of energy efficiency and renewable energy sources at home.

The solution

The regional energy agency of Murcia (ARGEM) helped the university analyse its energy and water consumption and identify its significant energy users.

With electricity costs representing over 90% of the university energy bill, it was clear that air conditioning and electrical equipment were to be a major target of the campaign.

In parallel with the energy use analysis, a lecturer from the marketing department developed a survey questionnaire for obtaining the opinion of students and staff and to identify their energy using behaviour. The survey also examined other energy and water use practices on campus. The results were to provide key information on the structure and development of the campaign to target students and staff on energy use.

Some of the survey recommendations were:

- greater use of natural light and switching off electric lighting during the day;
- greater use of automatic lighting sensors;
- target equipment left on standby;
- address inappropriate temperature settings;
- target water use in toilets;
- deliver talks on energy saving;
- promote greater use of public transport or car sharing;
- purchase more efficient equipment;
- better maintenance of electrical equipment;
- greater use of solar energy;
- the use of waste water for watering;

The most effective media was identified as:

Comics, Internet, UPCT Web, Posters, and Email.

The themes for potential messages were:

It's for you; Future; Hope; Save to win; Concern about tomorrow.

The most appropriate images for a campaign were identified as:

Students themselves; Desert images; Comics with superheroes; Sensual scenes; "Chaotic" images.

Campaign roll-out and results

Building on the results of the survey a team consisting of students, lecturers and staff of the university finalised the campaign structure, messages and media format. The slogan chosen was "Save to win" and a series of characters based on comic strip images were developed. Campaign material was drawn up for dissemination on the campus.



Posters were displayed in strategic locations and an information stand was erected in the main entrance of the university to hand out literature and material. Volunteers visited each classroom at the end of lectures to explain the campaign and hand out promotional merchandise such as rulers, pens and key fobs. Training was also delivered to maintenance personnel.

The campaign reached over 2,000 students, approximately 30% of the University population and on completion, a follow up survey was carried out which found an improvement in energy awareness.

The annual savings from the campaign were calculated as follows:

Campaign savings

Utility	Energy/Water savings	Cost savings
Water	2 006 m ³	€ 5 056
Gas	46 645 m ³	€ 28 736
Electricity	1 482 603 kWh	€ 163 086

The UPCT campaign process can be summarised as follows:

- Collect data on population, energy consumption and financial cost.
- Appoint a manager in the university to develop the actions with students before the campaign.
- Survey the energy knowledge of students and their motivation.
- Pre-design the campaign with students.
- Final design of the communication campaign with a publicity company.
- Run campaign to motivate the students, academics and staff.
- Survey of knowledge in energy and habits of energy consumption.
- Calculate results

For further information contact

Rafael Martínez Sánchez

Agencia de Gestión de Energía de la Región de Murcia (ARGEM)

T. +34 968 223831 · E. info@argem.es

<http://www.energyxchange.eu/en/studentpow.php>