

## Energy

# Switch It Off Campaign 2007

### Overview

- Objective:** 1. To raise awareness of just how much energy is wasted by electrical appliances and vehicles that are left on unnecessarily (Such as on stand-by) and the environmental implications of this waste.
- Main Partners:** **Warwickshire County Council (WCC), Coventry City Council, Worcestershire County Council, Warwickshire Energy Efficiency Advice Centre, Central Networks and Freight Best Practice**
- Audience:** Local schools, residents and businesses across Warwickshire, Worcestershire and Coventry
- Rationale:** If everyone across this area turned off their appliances rather than leave them on stand-by in their homes, more than £20 million pounds would be saved each year. As a consequence of the reduction in electricity consumed it would prevent over 86,000 tonnes of carbon dioxide being emitted into the atmosphere.

**Web Link:** [www.warwickshire.gov.uk/switchitoff](http://www.warwickshire.gov.uk/switchitoff)

### Switch It Off Campaign

A number of initiatives were set up to maximise the potential impact of the Switch It Off (SIO). Strong branding was developed to identify each as a SIO initiative. Evaluation played a large part in the campaigns success, with monitoring of electricity consumption being carried out by Central Networks.

### The Big Switch Off

Switch It Off week culminated on Friday 2<sup>nd</sup> November, with a big switch off where local residents and businesses to limit their electricity usage between the hours of 4:30 to 6:30pm. Electricity consumption was monitored at bulk supply points every half hour during the week before SIO and during SIO week, allowing a comparison against the Big Switch Off period. Central Networks results show a combined drop of 74 mega watts across Coventry, Warwickshire and Worcestershire during the Big Switch Off on the 2<sup>nd</sup> November compared to Thursday 1<sup>st</sup> November.

### Schools Energy Check

All primary schools and secondary schools were sent energy audit checklists and pupils invited to secretly monitor their schools energy consumption prior to SIO week. During the next week they then carried



out promotion for SIO and then carried out a second energy check. Seventeen primary schools and two secondary schools registered to take part in the competition. The three top performing primary schools were Henry Hinde Infants School, Rugby with a drop of 51%, Wilmcote Primary School, Stratford 50% and St Nicolas Primary School, Nuneaton with a drop in electricity consumption of 42%.

### **SIO Staff Supporters**

Fifty members of staff across all six of Warwickshire County Councils directorates signed up as energy monitors during the SIO campaign. Volunteers were asked to undertake some simple monitoring to give an idea of how well the campaign was received as well as spreading the switch it off message and chocolate treats to those who switched off during Switch It Off week.

### **Family Challenge**

Local families are challenged to live with an electrisave meter to learn more about their electricity consumption patterns and hopefully discover ways they can reduce consumption and make financial savings. So far 41 families have taken up the challenge and many have made changes in their daily lifestyles to help reduce their electricity costs.

### **Children's Centres**

Energy efficient light bulbs, posters and leaflets were offered to all children's centres across Warwickshire to give away to their clients. Seventeen centres signed up to take part, with a total of over 5000 light bulbs distributed through Powergen's Energy Efficient Commitment.



### **Chamber of Commerce**

The Chamber of Commerce contacted all their 2000 partners to invite them to take part in Switch It Off encouraging them to nominate an energy champion, promote anti-idling, and switch off lights. They also provided key business case studies that were included in the Coventry Evening Telegraph coverage.

### **Give-aways**

A total of 1000 promotional jute bags with energy efficient light bulbs were given away in Leamington, Rugby and Nuneaton. There was an excellent response from members of the public with nine hundred people filling in and returning pledge cards, promising to reduce their energy consumption at home.