

Green Impact Case Study Template

Queen's University Christmas 'Lo Lo Lo' Campaign

Background

Institution: Queen's University Belfast (Campus wide initiative)

Highlights

- *University wide campaign and competition encouraging everyone to 'switch off' over the Christmas period*
- *Campaign launched with an energy awareness workshop given to staff and students by Environmental Manager*
- *£250 prizes for the two schools/departments who saved the most energy*

Description

December was 'Energy Month' at Queen's University, and with the University closing for almost 2 weeks for the Christmas break we wanted to encourage staff to switch off appliances in a bid to save energy. Huge quantities of energy are often wasted as appliances are left on unnecessarily when buildings and offices are closed – not only does this waste money but also adds to the University's carbon emissions, which we are always striving to reduce. In a bid to engage people with the switch off we launched our 'Lo Lo Lo' campaign – a university-wide initiative which encouraged staff and students to consider their energy use over Christmas as well as throughout the year. We offered £250 prizes for the two schools/departments who saved the most energy over the break in order to encourage participation.

The campaign began with a Green Impact 'Energy' workshop where both Green Impact teams and Green Impact Project Assistants had the chance to attend energy training with the University's Environmental Manager. This training covered multiple topics; the University's past and current energy/carbon emissions, and the need to reduce these; ways in which staff and students can help us achieve our carbon reduction targets; progress we have made towards our target over recent years; energy management information tools - including Carbon Management Reports - that staff can use to monitor energy trends in their own department; how to conduct energy audits in the university etc. Attendees were given an Energy Action Plan & Toolkit to put into place over the Christmas holidays, and this was also uploaded to our main site where all staff and students could access it.

In order to communicate the 'Lo Lo Lo' Campaign beyond the workshop, we embraced the Christmas theme by asking Santa and his helper to visit various schools and departments in the run up to the University's Christmas closure. Santa told staff whether they had been 'naughty' or

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'nice' regarding their recent energy usage – rewarding those who had been 'nice' – and reminded everyone to participate in the upcoming switch off. Our Communications Department also circulated information about the campaign in their weekly 'Round Up', which was sent to all staff before the Christmas break. Additionally, we used our Twitter account and a Christmas email to ensure as many people as possible heard our message.

The two winners of the Christmas Lo Lo Lo Switch off Campaign managed to reduce their electricity consumption by 83% and 73%. As a result of the Campaign, every Operating Unit in the University achieved a reduction in consumption. If Schools and Directorates maintained this level of reduction throughout the year, the University could save 522 tonnes of carbon or £143,947.



A graphic featuring a stylized Santa Claus with a red hat and white beard. To his right is a white speech bubble containing the words 'LO' LO' LO' stacked vertically in red. Below the graphic is a dark teal banner with the text 'HOW LOW CAN YOU GO?' in white. Underneath that is another teal banner with the text 'Switch off this Christmas and win a prize for your School or Directorate' in white. At the bottom left are the logos for Queens University Belfast and 'embracing a low carbon future'. At the bottom right is the website address 'www.qub.ac.uk/carbon'.



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