

The Big Switch Off

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Leicester Partnership

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Overview

- Policy context
- What is the Big Switch Off?
- 2008 campaign – what we did, results
- Plans for this year
- Impact on long-term carbon savings and behavioural changes
- Recommendations
- Questions



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One Leicester Strategy



- Reducing our Carbon Footprint
- Planning for People Not Cars
- Talking up Leicester

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Leicester's Target



50% reduction in CO₂ emissions from 1990
baseline by 2025

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Carbon Reduction Commitment



- Mandatory emissions trading
- Scope: all commercial & public sector organisations using over 6000 MWh electricity pa
- April 2011: purchase of carbon allowances, initially set at £12 per tonne CO₂
- Leicester City Council has set aside £1.5 million
- July 2011: organisations submit consumption data
- October 2011: league tables published, payments

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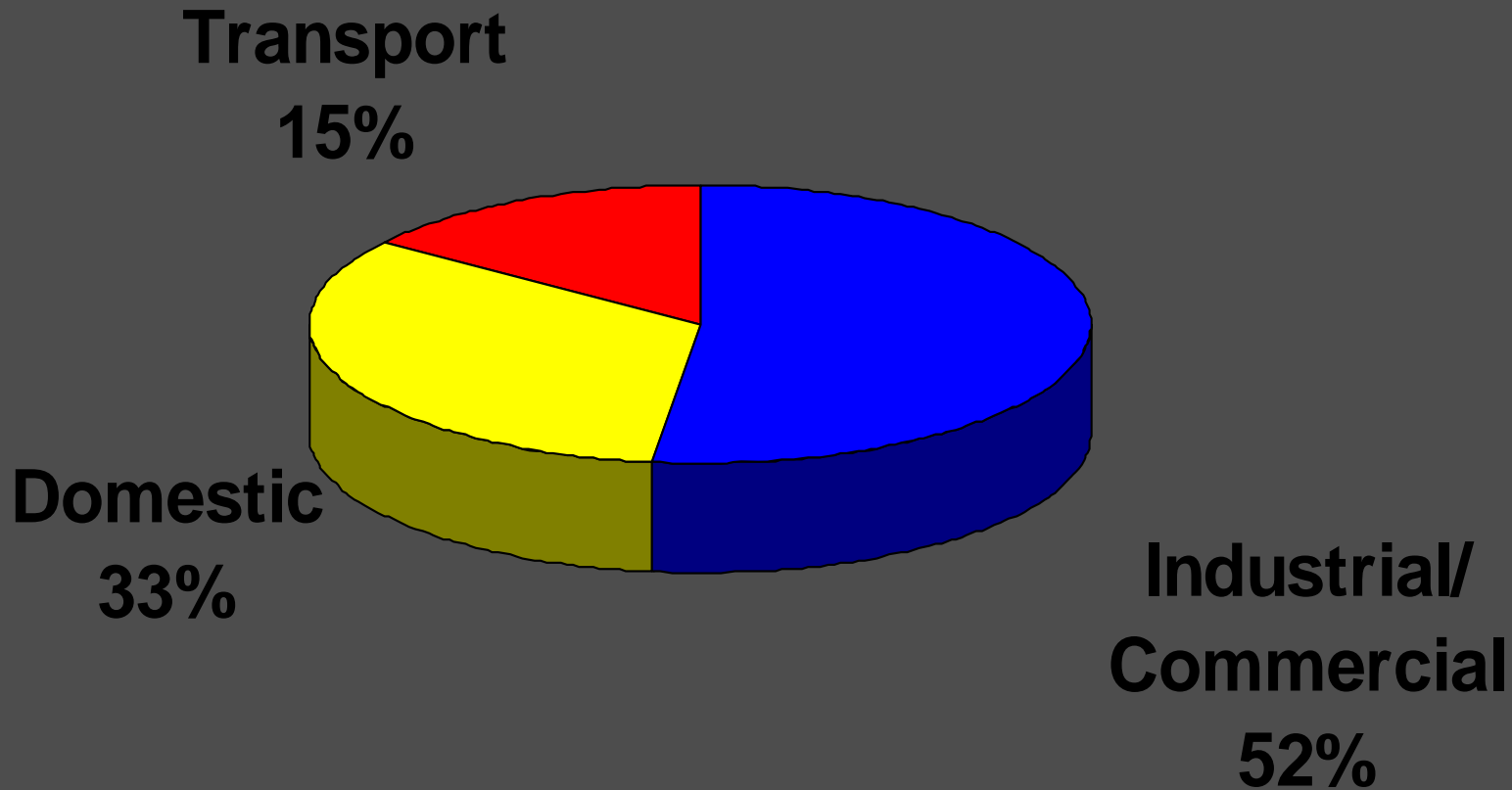
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Carbon Dioxide Emissions in Leicester



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What is the Big Switch Off?



Vision:

To encourage behavioural change by raising awareness across Leicestershire of the energy and cash savings that can be made by switching of lights and electrical appliances when not in use.

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Background



- Rising CO₂ emissions in domestic sector
- LAA National Indicators 185 and 188
- High savings potential from energy efficiency / energy conservation
- Increasing popularity of “switch off” campaigns

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2008 campaign



- Friday 17th October, 4.30 – 6.30 pm
- Sub-regional: city, county and district councils in Leicester, Leicestershire and Rutland, together with Groundwork Leicester and Leicestershire
- Launch event with East Midlands Today
- Schools competition
- Promotional events in the community
- Champions in local authorities

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We handed out free t-shirts, power downs...



...and tea towels



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Leicester City Council admin team and service directors



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Results



County wide

- Reduction in energy demand of 4.5 MWh during first hour, compared with week before
- Second hour saw increase in consumption, resulting in overall increase across county of 16.55 MWh

Specific results

- Leicestershire County Council reduced consumption by 13%, compared to same period last year
- Leicester City Council reduced consumption by 10.1% in 8 main buildings, compared to average demand for a Friday in October.

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Plans for this year



- Week long campaign, 12th – 18th October
- Targeted campaigns aimed at schools, businesses and wider community

Activities planned so far include:

- Energy surveys and advice for businesses
- Schools competition and certificates
- Widespread advertising – JC Deceux sites, slots booked in local publications
- Improved campaign website

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Long-term Impact

- Difficult to measure
- Still need to break down barriers and change habits

Futerra guidance on running communication campaigns:

- Create a common brand or logo
- Effective, targeted marketing campaign to key audiences
- Positive messages empowering local action
- Change attitudes as well as behaviour
- One small action can lead to bigger ones - incentives
- Feedback is vital, and... Remind, remind, remind!



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Recommendations



- Organise a “symbolic” switching off of high profile lighting
- Give clear information on savings
- Be targeted – e.g. at buildings / sectors with highest energy use
- Switch off stickers are good for reminders – which will last beyond the campaign
- Posters and t-shirts in council buildings were very effective
- Provide “myth-busting” information
- Technical information needed from IT teams

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Recommendations



- Get political and media support
- Personal touch worked best – one to one conversations and emails
- Plan for follow-up activities and briefings about future developments relating to environmental issues
- Sell the benefits
- Provide feedback on success of campaign quickly

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Questions



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