

## **Case Study: University of Edinburgh Energy Saving**

After leading activities for a student-focused energy-saving campaign at the University of Edinburgh, Pamela Candea and Euri Bartolome-Vidal from Surefoot and three other colleagues prepared a 5-week energy-saving project based on the method "face-to-face engagement" for one high-energy consuming building on campus.

The campaign took place in 2011 and focused on initiatives developed by staff volunteers who had no previous knowledge of experience saving energy but who were willing to explore new ways to do so. These volunteers, with support from our team, managed to offset the costs of the pilot in just 8 weeks, saving £1,480 of the £1,250 worth of investment and 9.2 tons of carbon dioxide (TCO<sub>2</sub>) for the same period. This would translate into annual saving of £8,880 and 55.2 TCO<sub>2</sub>. The success of the pilot led to a roll-out of the project to 20 more buildings for one year, saving a total of £80,000. It eventually led to the set-up of the Sustainability and Social Responsibility Department of the University of Edinburgh, currently managing a budget of £3M. The two main aspects that made this project successful were:

- The project focused on behavioural changes which required little or no funds to be implemented
- The activities that made the project successful were initiated by the staff team present in that part of the building, with our team supporting them only. We gave them the opportunity to come up with ideas by asking them to help us.

We also offered to help staff speak with the different stakeholders or communicate the changes widely within the department to reach out to more people. Staff wanted to take part in the projects because they wanted to help - so asking for help was essential. They also led activities because they found it interesting - it was a way for them to learn by doing research. It was also a way for them to improve their working environment.

This is work that can take place in different work environments, government buildings, companies, both large and small and any venues where there is a potential to save energy and its associated savings on bills and carbon emissions.