

The STUDENT POWER SCHEME is developed through a partnership of five organisations from 4 European Countries, Ireland, Latvia, Spain and the United Kingdom.

If you would like to get involved in Student Power, please contact the co-ordinating organisation in your country listed below

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The Student Power Scheme is part funded by the European Union's programme "Intelligent Energy Europe". It is delivered under the project "Mobilise Energy Awareness" whose aim is to bring about behavioural change in the use of energy through the adoption of more-intelligent patterns of end-use.

STUDENT POWER

COMBATTING CLIMATE CHANGE THROUGH ENERGY AWARENESS



Energy awareness projects delivered by students in four EU countries, supported by:



Intelligent Energy  Europe

Intelligent Energy  Europe

What is the Student Power Scheme?

Student Power is an innovative scheme designed to get students to provide support to organisations running energy awareness campaigns including energy campaigns within their own universities and colleges.

The aim is for students to work with their own university or local businesses/organisations to provide support on energy awareness campaigns. The undergraduates would be supervised by a member of the academic staff, and the activity would contribute to their coursework.

Objectives

This scheme has important academic and sustainability objectives:

- To provide practical experience for students in developing and implementing energy saving campaigns. In this way students gain practical experience in marketing campaign implementation or on principles related to studies in other disciplines. This would form part of the student's academic coursework and also make students aware of how important it is to save energy.
- To reduce energy consumption and costs in universities/colleges and local businesses by raising energy awareness and motivation. The energy consumption potential reduction can be up to 10% of the total bill.
- To reduce CO2 emissions and improve environmental performance.
- To provide a continuous framework for changing awareness, attitudes and behaviour of staff and students towards avoidable waste.



Benefits

- An opportunity for universities/colleges and local businesses to gain the benefit of support on energy awareness and marketing expertise.
- An opportunity for undergraduates to put theory into practice by providing support on energy awareness and contribute to a globally important issue.

- The provision of a final year thesis/project for undergraduates. This could be for an individual or a team.
- A continual means of generating new annual campaigns with fresh ideas as new students get involved each year.
- Facilitate teamwork between students, academic staff, energy managers and local businesses and organisations.

How the scheme works

During 2008/09 it is planned to identify a selected group of universities/colleges in the participating countries to run the Student Power scheme. The scheme aims to provide a general framework and guidance without being prescriptive.



Guidance Material

Support material includes information and guidance for developing and implementing an energy campaign. It builds on the experience of many organisations that have successfully run energy campaigns in recent years. Guidance includes the following elements:

- The scheme. What it is. How it works. Who needs to get involved? Suggested approaches. Potential pitfalls to avoid.
- Guidance on developing and designing a campaign strategy based on marketing theory and suitable for integration in marketing courses. Also suitable for practical implementation.
- Measuring energy saving potential by assessing the motivation levels of end users. A questionnaire in spreadsheet format to provide automatic analysis.
- Key factors for success. Roles and responsibilities.
- Evaluation questionnaire to measure the effectiveness of the campaign.
- Suggested assessment criteria to aid lecturers to incorporate the activity into coursework.

Student Power offers students the chance to apply their learning in a real life environment.

It also helps universities and businesses to save energy and contribute to environmental protection.

