

**switch  
Off  
fortnight**



# Your guide to running a Switch-Off fortnight campaign

**19 Nov - 2 Dec 2012**

Working in collaboration with Eco-Schools England



Understanding Energy | Promoting Sustainability

# Your Switch-Off fortnight campaign guide

## In this guide you will find:

- ✓ p03 Introduction
- ✓ p04 Your quick guide to taking part
- ✓ p05 Why get involved?
- ✓ p07 Be inspired by other schools
- ✓ p09 Your step-by-step guide to celebrating Switch-Off Fortnight
- ✓ p12 Switch-Off Fortnight and Eco-Schools awards
- ✓ p13 Energy-inspired activities for 4-7s
- ✓ p14 Energy-inspired activities for 7-14s
- ✓ p15 Spread the word to families and friends
- ✓ p17 Keep the Switch-Off Fortnight spirit going
- ✓ p18 Who else is taking part in Switch-Off Fortnight?
- ✓ p19 Useful links
- ✓ p20 FAQs

## Your Switch-Off fortnight campaign guide

### Introduction

Switch-Off Fortnight is a fun and easy way to get the whole school interested in saving energy and cutting carbon. This year the campaign takes place between 19 November and 2 December, and we want you to inspire your families and friends to save energy too. The more people involved, the more energy savings we can make together!

#### How the campaign works

As with previous campaigns, we want students to carry out an audit at the start of the fortnight to see how many lights or appliances are left on. They then run an awareness campaign to encourage people to save energy, and when the two weeks are up, conduct a second audit to see if the campaign has been successful in persuading people to use electricity more carefully.

#### Why take part?

By the end of Switch-Off Fortnight, pupils will have learnt about the importance of saving energy and may also have considered the ways in which small decisions can have a national or global effect. Taking part could help to reduce your school's energy bills and CO<sub>2</sub> emissions too: some of the schools joining in last year told us they'd made energy savings of up to 20%\*. Switch-Off Fortnight is also a great way of getting the whole school to collaborate on a green project, and encouraging classes to compete against one another to see who can save the most energy. Plus it will help your school gain Eco-Schools accreditation in England and provides an easy way to forge links with parents and the local community.

#### Who's joining in?

In 2011, 4,444 schools took part and this year we hope at least 5,000 will sign up. There are also some big-name local authorities and businesses getting involved in 2012, including the EDF Energy London Eye, which will be dimming the lights on its famous wheel!



#### Free campaign resources

Switch-Off Fortnight is now in its fourth year – and gets bigger and better every year! The two Pod activities that form the basis of the campaign are **Goodbye Standby** and **Switch On to Switching Off**. Both come with their own resource pack and lesson plan for different age groups. There's also a take it home worksheet and in the **Tools section** of the Switch-Off Fortnight campaign area, you'll find lots of free resources you can download – like flyers, logos to put on your website, bunting, energy factsheets and more. Plus, don't forget, if you're one of the first 5,000 schools to sign up you'll receive a free campaign pack in the post containing posters, badges, stickers and lots more to help your campaign go with a bang!

Get everyone thinking about the importance of saving energy with the **Switch-Off fortnight assembly (coming soon)**

\* The Pod's Switch-Off Fortnight poll, 2011

Working in collaboration with **Eco-Schools England**



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# Your Switch-Off fortnight campaign guide

## Quick guide to Switch-Off fortnight

Short of time? Here's a summary of what you need to do during Switch-Off Fortnight:



### Quick guide

1. Sign up to the Pod if you haven't done so already and click 'take part' in the Switch-Off Fortnight campaign section to receive your free campaign pack (available for the first 5,000 schools).
2. Decide whether to pick the Goodbye Standby and/or Switch On to Switching Off activity to run during the fortnight.
3. Research energy – the Pod's Energy information pack in the Activities section is a good starting point.
4. Run your first audit and upload the results to the Pod.
5. Launch a campaign to encourage people to save energy. Make sure to upload blogs, pictures and videos to the Pod – and involve families and friends in this year's activities with the take it home worksheet.
6. Run the same audit again at the end of the fortnight to measure your energy savings.
7. Wait to find out if you've received a medal.
8. Download the Switch-Off Fortnight certificate and check your energy pod-o-meter to find out your school's energy savings.



**See page 9 for a full guide to taking part in Switch-Off fortnight. Good luck and have fun celebrating the campaign!**



## Your Switch-Off fortnight campaign guide

### Why get involved?

Saving electricity, engaging students' families, achieving Eco-Schools awards... what's not to like about taking part in Switch-Off Fortnight?

#### Teach pupils about saving energy

Switch-Off Fortnight makes learning about energy fun and interesting for students. Whether you run the **Goodbye Standby** or **Switch On to Switching Off activity**, both have clear objectives and come with lots of free teaching resources. The campaign does not have to be teacher-led either; it's the perfect opportunity for students to practise working as a team and learn many of the skills that employers look for in the workforce today. The activities are also flexible enough to be carried out in class – each activity has a lesson plan that highlights links with the curriculum – during an Eco-Schools meeting, or even by a group of volunteer pupils outside lesson time.

#### Save energy and money

Switch-Off Fortnight is a great way to make pupils consider how they use energy and what they could do to reduce their carbon footprint. There are benefits for the school too: persuading everyone to use electricity more wisely could reduce the school's energy bills and also improve its Display Energy Certificate (DEC) rating.

#### Did you know?

If every home in the UK avoided standby and switched equipment off at the plug we could save £1 billion a year.

*Source: Energy Saving Trust*

#### Engage the whole school

There are plenty of resources on the Pod to help you engage the whole school – from a **Switch-Off Fortnight assembly (coming soon)** to lesson plans targeted at different age ranges. You could also consider extending your Switch-Off Fortnight activities to involve other schools nearby. If you're a secondary school, why not use Switch-Off Fortnight to encourage transitional activities with local primary schools?

#### Warm up with Busta

Our friends, Busta and Pong, from Wastebuster have created an exclusive new song and film for Switch-Off Fortnight. Why not **watch the film (coming soon)** at the start of the campaign to get everyone excited about saving energy?

#### Involve families and friends

Switch-Off Fortnight isn't just about making energy savings at school; this year we really want pupils to take the switch-off challenge home. It's a chance to save more energy together and build closer relationships with parents, families and friends. The Pod has lots of resources to help you spread the word: we've designed a new **take it home worksheet** and suggested lots of ideas to get you started on page 15.

#### It's fun – and you could win some prizes!

Decorating the school with bunting, carrying out an undercover audit and telling off teachers for leaving lights on... there's no doubt about it, Switch-Off Fortnight is lots of fun. But best of all, you could win your class some great prizes by taking part. To be in with a chance of winning, you'll need to have registered with the Pod and signed up to Switch-Off Fortnight. You'll also need to have completed either the Goodbye Standby or Switch On to Switching Off activity and posted at least once on the Switch-Off Fortnight wall. You can view full **terms and conditions** on the Pod. The winners will be picked at random from a prize draw, and full details (including the great prizes up for grabs) will be unveiled in October.

## Your Switch-Off fortnight campaign guide

### Gain accreditation with Eco-Schools

Any activities you complete as part of Switch-Off Fortnight could earn you an Eco-Schools award.

**Eco-Schools** is the largest sustainable schools programme in the world and offers a seven-step framework for helping your school put sustainability at the heart of school life.

Simply taking part in Switch-Off Fortnight could help you achieve a Bronze Eco-Schools award, as long as you've completed some important initial steps with Eco-Schools (see page 12 for details). If you've already secured a Bronze, your campaign work could contribute to your application for a Silver award or even a Green Flag, an international symbol of excellence as recognised by the United Nations Environment Programme (UNEP).

### Win Pod medals

Eco-Schools awards aren't the only rewards up for grabs. If you successfully complete Switch On to Switching Off or Goodbye Standby and save energy, you could win a bronze, silver or gold Pod medal for your School's page and have a real one delivered in the post, along with some special pin badges, for the class! Whenever you complete an activity, you'll also receive a medals widget and certificate to display on your school website – look out for the **campaign rosette** displayed on your School page on the Pod too. If you think any pupil or class deserves extra recognition for their hard work, why not download the **Switch-Off Fortnight certificate (coming soon)** and present it to them in assembly?

### Reap benefits all year round!

Switch-Off Fortnight is a great catalyst for making savings on your carbon use and energy bills all year round. Why not hold a regular competition to see which class can save the most electricity? Or try the Pod's whole school energy activity, **The Big Energy Show** (see page 17 for more recommendations).

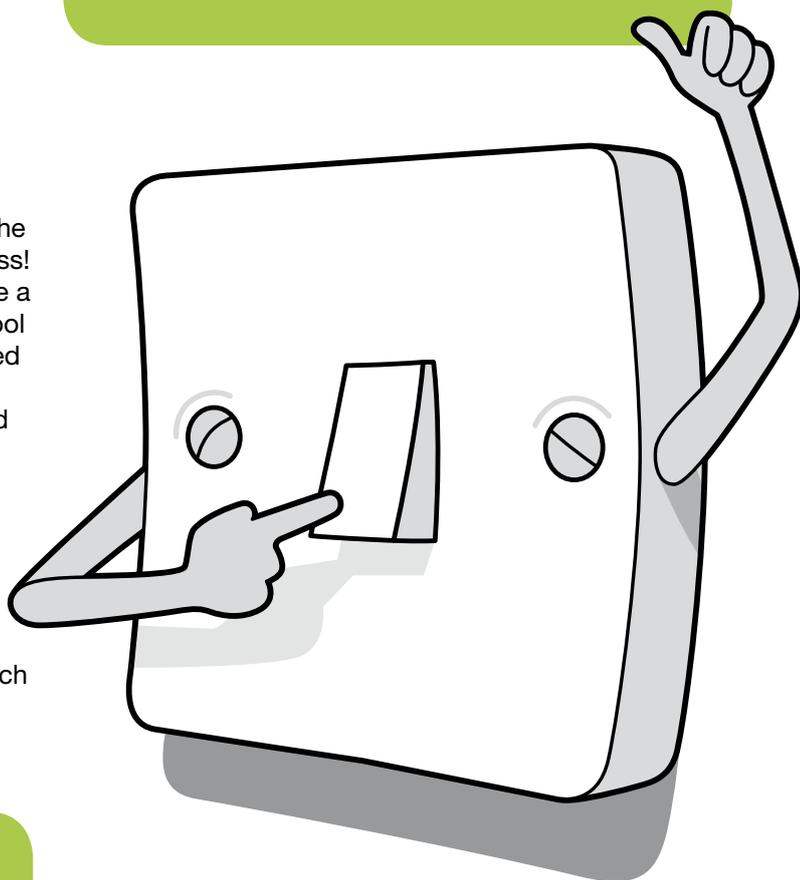
### Did you know?

UK schools could save around £70 million a year by reducing their energy costs.

Source: The Carbon Trust

### What's new about this year's campaign?

Even if you're a seasoned Switch-Off Fortnight campaigner, there are still plenty of reasons to take part in this year's activities. For a start, there are new resources on the site to entertain and educate students. But we are also giving this year's campaign a new focus by extending the switch-off message out to parents, families and friends. Why not join in again to inspire even more people and give your energy pod-o-meter a boost at the same time?



# Your Switch-Off fortnight campaign guide

## Previous Switch-Off fortnight campaigns

Need a little inspiration to kick off this year's campaign? Here are some ideas for making your Switch-Off Fortnight campaign go with a bang



Castlebrook High school assemble their switch-Off Fortnight team



St Marys CE Primary School start Switch-Off Fortnight by downloading some resources from the Pod



Lutley Primary School carry out their first undercover audit



Topcliffe CE Primary school tell the whole school about switch-Off Fortnight in assembly



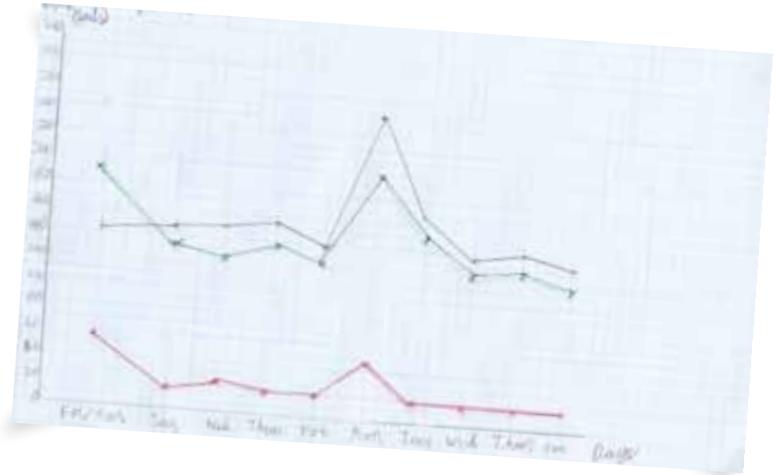
Neston Primary School make some cute stickers to remind people to turn off appliances and light switches

# Your Switch-Off fortnight campaign guide



Courthouse Junior School create a special dance inspired by Switch-Off Fortnight!

Pupils at Park House Primary took the switch-off message home to their families



Gartree High School record how much energy they've saved

**Switch off fortnight!**  
**Monday 22<sup>nd</sup> November-Sunday 5<sup>th</sup> December**

Get you turn off lights everyday for a fortnight?  
 Each day if you turn off one light not needed on the TV, DVD, PC etc. (remember stand by is NOT switched OFF) mark the card with a little light bulb. At the end of the fortnight get an adult to sign it as proof you have done it. Hand the chart into school on Monday 5<sup>th</sup> December. To be entered into a prize draw! The class whose names are on the list will receive a prize.  
 Remember, each time you turn off the lights, you save electricity and natural resources. It's cheaper too! Every little helps, do good, look and keep thinking green!  
 Mrs. Leeming and the ECO-TEAM 2016.  
 P.S. You can colour/decorate the card if you like!

MON	TUE	WED	THU	FRI	SAT	SUN
Name: _____ Class: _____						
Parent's signature: _____						

Pocklington CE Infant School keep the switch-off message going all year: "We made a chart so the children could go and check at certain times of the day when they were not in their class that the lights had been switched off. We are extending this campaign and each month the class who has been the best are awarded the winners for switching lights off."



Temple Hill Primary School show visitors to the school that they're taking part in Switch-Off Fortnight



Switch-Off Fortnight inspires Broadmead Primary School to create a new colour-coded scheme for turning off lights

# Your Switch-Off fortnight campaign guide

## A step-by-step guide to celebrating Switch-Off fortnight

Taking part in Switch-Off Fortnight is easy and fun – plus it's up to you how involved your school is with the campaign

### The run-up

#### Sign up and reserve your free pack

You need to be registered with the Pod to take part in Switch-Off Fortnight. It's free to join – and easy to get started – simply visit [www.jointhepod.org](http://www.jointhepod.org). If you're already a member, log in and click on the 'take part' button under Switch-Off Fortnight in the Campaigns section. If you're one of the first 5,000 schools to sign up, we'll send you a free campaign pack. This contains lots of fun resources to get everyone excited about Switch-Off Fortnight:

- Stickers
- Monitor badges
- Posters
- Instruction cards
- Energy efficiency tips for taking home
- 'You left me on' cards for appliances
- 'We're taking part in Switch-Off Fortnight' certificate
- 'How electricity gets delivered to your home' factsheet

We only have a limited number of campaign packs available, but don't despair if you miss out, as you can still run the campaign without one. All the contents are also available to download from the 'Tools' tab in the Switch-Off Fortnight section on the Pod, plus there are plenty of other free resources available on the site – like our other Energy activities.

**Don't forget...** to let your school office know you're expecting a campaign pack so it doesn't get lost on its way to you!

#### Choose your activity

To get the most out of Switch-Off Fortnight, you need to complete either the Pod's **Switch On to Switching Off** or **Goodbye Standby** activities. Both are about saving energy and we will track and measure any savings you make during the activity. Switch On to Switching Off focuses on lights left on and Goodbye Standby is about appliances left in standby mode. Some schools do both to make even more savings! Both activities can be found under the **Activities** section on the Pod.

Before you get started, we recommend you download the free **Energy information pack** for ideas on introducing the topic to pupils. For each activity, there's a free resource pack and lesson plan, which explain the mechanics of running the activity and contain the audit template. If you've got some spare time, there's also an **interactive game** pupils can play to get into an energy-saving frame of mind, or the **Busta film** you can watch!

#### Generate some pre-campaign excitement

Be inspired by previous campaigns by visiting the Pod **Gallery** and **Blogs** sections, or bookmarking the **Switch-Off Fortnight wall** to read about other schools' plans for this year, maybe you could post a few of your own suggestions! Why not also take a moment to consider how you can spread the campaign message to students' families and friends? Download the **take it home worksheet (coming soon)** for your Switch-Off Fortnight activity as a homework exercise, or use some of the free resources in the campaign pack – like the **energy efficiency tips for the home factsheet (coming soon)** – to get pupils thinking about the energy they and their families use outside school too. Details of the new take it home prize draw will be unveiled in October, so watch this space!

## Your Switch-Off fortnight campaign guide

### During the fortnight

#### Run your first audit

To understand where your school is wasting energy, first you need to find out where lights or appliances are being left on around school. This is an opportunity for pupils to turn into private detectives and carry out an undercover audit! On the Pod, click the 'run start audit' button on the activity page to get started. You'll also find an audit template in the resource pack, which pupils can fill in as they walk around, before uploading the results online to the Pod.

We recommend you take any photos or videos of any 'evidence' pupils find around school – it might be a DVD player left on standby, a light left on in an empty toilet block... whatever the offending article, we want to know about it! You can include the pictures or videos in a blog post, which will help towards the type of medal you receive and could also be used in an assembly to promote Switch-Off Fortnight to the wider school.

#### Run your Switch-Off fortnight campaign

Once you've located any 'problem areas' around the school, it's time to run your campaign encouraging people to save energy. Start with the **Switch-Off Fortnight assembly (coming soon)** to engage the whole school. The campaign is an opportunity for pupils to be really creative and think hard about how they can persuade everyone to use less electricity. Try out some of the ideas in each activity resource pack or visit the **wall** to hear what other schools are doing. Be inspired and think big! And remember, however you choose to raise awareness about saving energy, don't forget to post on the wall too, and upload blogs, pictures and videos of what you get up to on the Pod, as it'll help you win a top medal.

**Don't forget...** You don't have to upload pictures of students to the Pod if you haven't sorted out the permissions. Instead, why not take pictures of students' artwork or 'evidence' from their undercover audits?



#### Share the switch-off message

Don't feel your switch-off activities need to stop at the school gates! This year we want students to persuade their parents, families and friends to use less electricity in their everyday activities too. Now is a good time to download and distribute the **take it home worksheet (coming soon)** for pupils to run their own secret audit at home if you haven't done so already.

## Your Switch-Off fortnight campaign guide



**Remember...** You need to start and complete either the **Goodbye Standby** or **Switch On to Switching Off** activities so we can track and measure the energy you've saved. Only by completing an activity will you also be in with a chance of winning a prize!

### Don't forget your final audit

You'll only be able to judge the success of your Switch-Off Fortnight campaign by running the same audit again. When you're finished, go to the Pod, click 'submit audit' and upload your results. The Pod will do the calculations for you to find out how much energy you could have saved – the results of which you can see in your school's energy pod-o-meter. Remember, the audit data you supply counts towards your entry into our Switch-Off Fortnight prize draw too, so work hard to maximise those savings during the campaign!

### How we measure the energy you've saved

You'll need to upload your results from the start and end audits if you want to find out how much energy your school has saved. You'll then be able to see the results on your energy pod-o-meter. Once you've done this, why not download our **what is a kilowatt-hour worksheet** to kickstart a discussion about how much energy is used by some of the appliances found around school and students' homes?

## After the campaign

### Find out if you've received a Pod medal

Medals are awarded for the savings you've made as shown on the pod-o-meters – using information supplied by you from the two audits – and how many blogs you post during the activity. Both the amount you blog and variety you post (text, photos, video) count towards the type of medal you receive. To win gold, you'll need to submit a lessons learned report too. If successful, you'll be able to download a medals widget for your website and a personalised certificate. Plus, for the first time, you'll also receive a real medal and some pin badges in the post! Don't forget about the **Switch-Off Fortnight certificate (coming soon)** too, which you can download during the campaign to reward those working especially hard to save energy.

### Keep up the good work!

Remember, the most successful activities are the ones that help change your school's behaviour long after Switch-Off Fortnight has finished, so try to encourage everyone to keep up the good work. Why not appoint some energy monitors and update your school's Eco Code to ensure your school continues to act sustainably? Deliver a regular switch-off assembly with rewards for the class saving the most energy each month. Or hold a competition amongst members of the Eco Committee to guess which appliances in the home use the most energy. There are lots of other energy activities you could consider trying on the Pod too, see pages 13-14 for more ideas.

## Your Switch-Off fortnight campaign guide

### Switch-Off fortnight & Eco-Schools awards

Taking part in Switch-Off Fortnight could help you achieve a Green Flag

The Pod works with **Eco-Schools England** to give you extra recognition for your school's sustainability initiatives. All of the activities developed on the Pod have been written to complement the Eco-Schools programme. By completing the Goodbye Standby and Switch On to Switching Off activities, your school will have completed most – if not all – of the steps needed to achieve a Bronze or Silver award, and significantly contributed evidence for a Green Flag award. Here's more detail on how Switch-Off Fortnight fits into Eco-Schools' seven-step framework:

#### Eco Committee

Your school's Eco Committee is the ideal group to lead the Switch-Off Fortnight campaign and keep the whole school informed of their progress.

#### Conduct an environmental review

Switch-Off Fortnight activities incorporate audits at the beginning and the end to identify the impact of the campaign. These audits support and develop the full environmental audit Eco-Schools must undertake.

#### Action plan

Energy is a compulsory Eco-Schools topic and taking part in Switch-Off Fortnight activities is a great way to tackle the topic in school. Why not incorporate any good ideas from the campaign into your action plan?

#### Involve the whole school and wider community

This year, we want you to involve not just the whole school, but also your families and friends in Switch-Off Fortnight, so we save as much energy as possible. The campaign is also an ideal time to inspire and share ideas and activities with other schools, so why not see who else is getting involved and link up on some of your activities?

The Green Flag is recognised as an international symbol of excellence by the United Nations Environment Programme.



#### Linking sustainability into the curriculum

Switch-Off Fortnight can be used in the following curriculum areas: Art and Design, Citizenship, English, Geography, ICT and Maths. Remember to save a copy of the lesson as evidence of your sustainability-linked curriculum work to use towards Eco-Schools awards.

#### Monitoring and evaluating

The audits and resources sheets used in Switch-Off Fortnight provide easy ways of monitoring the impact of the campaign, which could be maintained throughout the school year. Make sure you use these findings in your Eco-Schools awards application.

#### Your Eco Code

If your school needs to develop or refresh its Eco Code, Switch-Off Fortnight is a great opportunity to do so and engage the whole school.

Remember, the Pod's resources are only accredited by Eco-Schools England at the moment. But Switch-Off Fortnight activities could also be used by schools in Northern Ireland, Scotland and Wales towards Eco-School awards to demonstrate your sustainability work.

#### FIND OUT MORE

Learn more about how your work for Switch-Off Fortnight counts towards Eco-Schools awards by downloading the **Eco-Schools guide**.

## Your Switch-Off fortnight campaign guide

### Energy-inspired activities for 4-7s

Looking for something to entertain younger pupils during Switch-Off Fortnight? Try one of these free Pod resources

#### PETER THE OWL NEEDS YOUR HELP

Are you able to help Peter the Owl save energy in the classroom? Find the electrical items and see if you can reduce the amount of energy wasted in this fun game.  
[Play the game](#)

#### ENERGY ILLUSTRATIONS

Need some inspiration for your campaign posters?  
[Download the pictures](#)

#### SPOT THE DIFFERENCE

Can you spot the 10 differences between these two pictures of Peter the Owl? Look closely and see if you can find Daisy the Bee too!  
[Download the quick activity](#)

#### HOLD A LOW-ENERGY FASHION SHOW

Get creative with old clothes and spread the energy-saving message with an inspiring outfit. Perhaps you could design a slogan or a logo – or why not customise your clothes to look like an energy-saving bulb?  
[Download the quick activity](#)

#### MAKE YOUR OWN WEATHER STATION

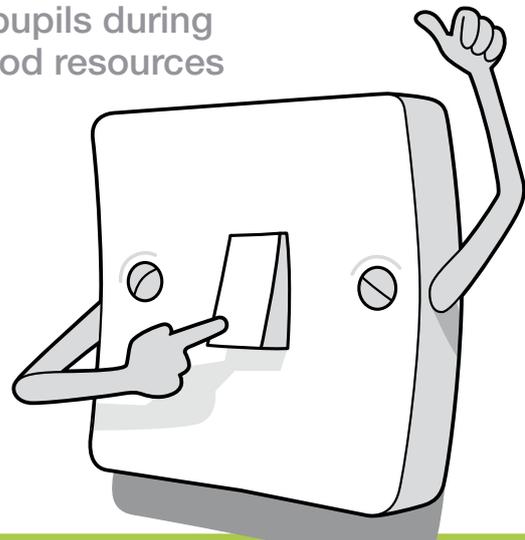
Team up with an adult to have a go at making some different instruments to measure the weather in this quick activity inspired by The Big Energy Show.  
[Download the worksheet](#)

#### BUNTING

How will you decorate your school for Switch-Off Fortnight? Get started by downloading our themed bunting.  
[Download the resource](#)

#### AROUND THE WORLD

In this international activity, pupils compare their energy use to that of kids in other countries. Find out how we in Britain compare to our foreign cousins.  
[Download the quick activity](#)



#### Did you know?

Homes in the UK are estimated to spend between 9% and 16% of their electricity bill just on powering appliances in standby.

*Source: Energy Saving Trust*

#### FINGER FLOWERS

Cut out and colour in some finger flowers that promote the switch-off message.  
[Download the finger flowers \(coming soon\)](#)

#### SNAKES AND LADDERS

Put your eco knowledge to the test in this green-inspired version of Snakes and Ladders. Land on a ladder and you'll be rewarded for your environmentally-friendly actions; but land on a snake and you'll learn what activities could harm the planet.  
[Download the quick activity](#)

#### Did you know?

Across the UK, the electricity wasted from leaving appliances on standby is as much as the annual output of two 700MW power stations.

*Source: Energy Saving Trust*

## Your Switch-Off fortnight campaign guide

### Energy-inspired activities for 7-14s

Need some more energy-saving inspiration? Download one of these free resources from the Pod

#### THE BIG ENERGY SHOW

Track how much electricity the school is using and set an energy-saving target you can work towards all year round.

[Select your age range and download the activity](#)

#### ENERGY MIX

How should we power the UK in the 21st century – and beyond? Fossil fuels? Nuclear power? Renewables? Something else? You decide in this Pod activity.

[Select your age range and download the activity](#)

#### POWER THE UK GAME

Can you produce enough energy to power the UK? Try your luck in this interactive game.

[Play the game](#)

#### THE HEAT IS ON

Saving energy isn't just about turning the light off. Insulating your school buildings saves power too.

[Select your age range and download the activity](#)

#### THE BIG SCHOOL WARM-UP

How well is your school insulated? Could you make it better? From running a campaign to getting it done, this Pod activity is about improving insulation.

[Select your age range and download the activity](#)



#### POWER THROUGH THE AGES

Compare today's energy use with that of 1985 in this time-travelling game. It's also the perfect chance to see old pictures of your teachers or parents looking silly!

[Download the quick activity](#)

#### WHAT TYPE OF ECO WARRIOR ARE YOU?

Take our personality test to find out whether you're a Vintage Pioneer, Energy Saver, Waste Watcher or Groovy Gardener.

[Download the quick activity](#)

#### ENERGY VAMPIRE SLAYER

Watch out! All around your school and home there are appliances doing nothing while greedily sucking up power – meet the energy vampires. It's your job to stalk the school and slay a few, if you dare...

[Download the quick activity](#)

#### THE CARBON CRUNCHER

You now know the importance of switching off, but do you know how much carbon you use in a typical day? Put your knowledge to the test in this brainteaser.

[Download the quick activity](#)

#### THE BIGGEST LOSER

How much do you know about energy? In this switch-off-inspired quiz, each team starts with 1,000kWh and the aim of the game is to reduce that down to zero.

[Download the quick activity](#)

#### WHO WANTS TO BE A GREEN MILLIONAIRE?

Get rich in sustainability knowledge with this fast-paced quiz for the whole class. Can you reach the £1 million prize?

[Download the quick activity](#)

## Your Switch-Off fortnight campaign guide

### Spread the word

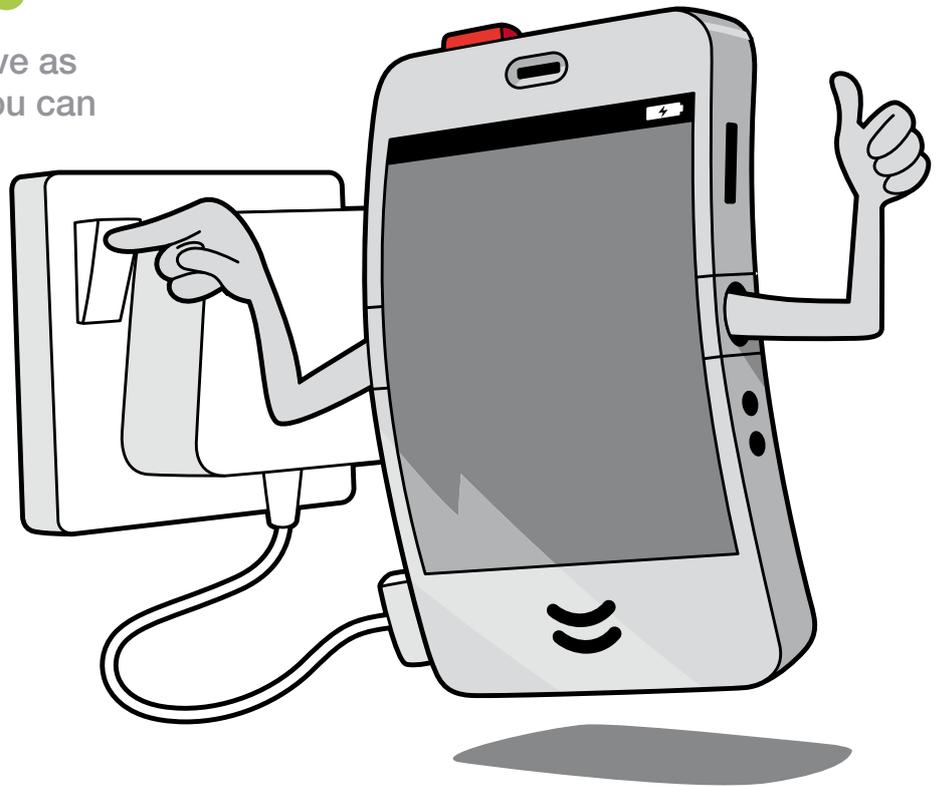
This year, we want you to involve as many families and friends as you can

#### Do an undercover audit at home

Don't just limit your energy savings to school, but see what you can achieve at home too! This year, we are extending our switch-off challenge to parents, families and friends, to see how much energy we can all save at home as well. Send pupils home with our revamped **take it home worksheet (coming soon)** and challenge them to carry out an undercover mission to find out how many appliances and light switches are left on. Why not persuade them to enlist the help of their siblings and photograph any 'evidence'? We will be unveiling details of prizes for our take it home competition in October, so watch this space...

#### Involve families and friends

Our new **energy efficiency tips for the home factsheet (coming soon)** can be printed and stuck on your fridge to remind everyone in your household about the importance of saving energy. Don't forget to download our 'you left this on' appliance cards, fill in the offender's details and leave these out as a reminder for next time! Or why not get creative and make some of your own to stick around the house? Anybody found wasting energy could be given a forfeit – like washing up or taking the bins out for a week. You may be surprised at how quickly they change their behaviour! The **take it home worksheet (coming soon)** provides another way of educating your folks. Once you've



carried out the audit, have a family meeting to reveal where energy is being wasted and discuss ways of saving energy as a household. Log onto the Pod and commit to making some important changes together on the **family pledges page (coming soon)**.

#### Distribute switch-off posters in the community

Ask pupils to design switch-off posters, then visit local shops and businesses with copies and persuade them to show their support by displaying them in their window. How many new businesses can you recruit?

#### Invite families, friends and businesses to the opening assembly

If you're launching Switch-Off Fortnight in assembly, why not invite some external visitors so they can be involved in the campaign too? Follow-up the switch-off message at home with the **take it home worksheet (coming soon)** or why not visit a local business to find out what they're doing to reduce carbon emissions?

#### Did you know?

Home energy use accounts for over a quarter of the UK's total CO<sub>2</sub> emissions.

Source: Energy Saving Trust

# Your Switch-Off fortnight campaign guide

## Carry out an energy audit at local businesses

Find out if you can bring a group of pupils into a local business to audit their lights and equipment. Arrange a meeting afterwards with the people responsible for looking after the building and talk to them about your findings. Suggest ways of reducing electricity use and arrange a second visit at the end of the fortnight to see if any improvements have been made. Make sure to take any pictures of 'evidence', and post these on the Pod. If you're not sure which businesses to approach, start with the local workplaces of parents or governors.



## Why don't you..?

Remind older pupils that Switch-Off Fortnight isn't just a great way to save energy; it's also an opportunity to pick up some valuable skills for their CV. Whether a member of the organising team behind the school's campaign or responsible for talking to local businesses, these are all good examples of skills that companies look for in future employees.

## Work with other schools to promote the switch-off message

Why not broaden out your Switch-Off Fortnight activities to engage other nearby schools too? If you're a secondary school, you could use Switch-Off Fortnight to encourage transitional activities with local primary schools – for example, by inviting Year 6 pupils to carry out an audit at the school. It's a great icebreaker, and will help forge closer relationships between feeder schools.

## Contact your local newspaper

Tell the world what you're up to during Switch-Off Fortnight and invite your local newspaper to your opening assembly. Explain your plans for the two weeks and what you hope to achieve – remember to include any highlights and high-resolution photographs from the fortnight to ensure the story makes it into the press.

## How does electricity get delivered to your home?

Download our factsheet and pin it up on your wall at home or in the classroom.



## Your Switch-Off fortnight campaign guide

### Keep the switch-off spirit going

It's easy to keep the campaign message going for the rest of the year and make even more energy savings. Try one of these suggestions for starters

#### Track your school's progress

Pupils' energy saving doesn't have to end when Switch-Off Fortnight draws to a close. Your school's energy pod-o-meter will continue to track the amount of energy you could have saved, so keep on revisiting it to remind everyone why it's important to stay on track. You can also find out how much energy everyone could have saved across the country by visiting the national **energy pod-o-meter**, which tracks all the potential savings made by schools on the Pod.

#### Run a regular switch-off competition

Keep the switch-off habit going with monthly and termly competitions tracking the class that has reduced its energy use the most. During the final school assembly at the end of the year, you could hold a prize ceremony for the class that's made the biggest improvement.

#### Unleash your pupils' acting and singing skills

If your pupils are big fans of *Britain's Got Talent*, why not ask them to create their own song or rap about cutting carbon? Watch **Busta's Switch-Off Fortnight song and film (coming soon)** for inspiration! Alternatively, the thespians in your class could write and produce a short play about saving energy. Both could be performed in year assemblies, maybe to the whole school. We'd love to see how creative you can be, so don't forget to upload your work to the Pod, where it'll take pride of place in the **Gallery** and could count towards the type of Pod medal you receive.

#### Report on your switch-off progress

Encourage pupils with journalistic tendencies to write and publish a regular switch-off newsletter. It could include articles about the school's achievements and pictures of teachers switching off lights. Don't forget to upload it to the Pod as well for extra recognition!

#### What is a kilo-watt?

It's hard to visualise what 1KwH looks like, which is why we've created a **worksheet** explaining different KwH amounts.

#### Hold a Switch-Off fortnight awards ceremony

You could have awards for: best poster, best uploaded article to the Pod, most original energy-saving idea by a pupil (or adult)... the sky is the limit! Hand out **certificates** to individual achievers – such as the switch-off monitors, maybe even the pupil who travelled furthest without using a car. And how about an individual Switch-Off Fortnight Champion award?

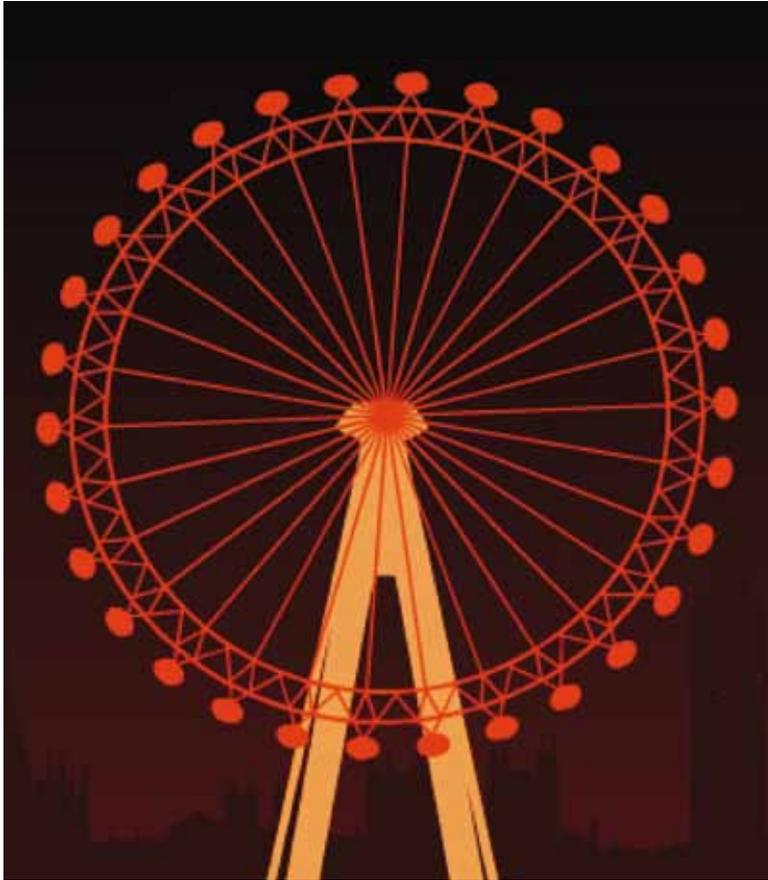
#### Try another Pod activity

If you're fired up about saving energy, why not dive straight into some of the other Pod activities? **The Big Energy Show** is a good way of raising awareness about how much electricity the school uses – and the factors that could cause it to rise and fall. Alternatively, the **Energy Mix** activity is a useful starting point for class discussions about different fuel sources. You can also re-run **Switch On to Switching Off** or **Goodbye Standby** to boost your pod-o-meters and win another Pod medal and some pin badges (while stocks last). Or for some quick-fire entertainment, try the **Power the UK** or **Goodbye Standby** interactive games.

#### Reward and recognition

Hand out the **Switch-Off Fortnight certificate (coming soon)** to anyone deserving extra recognition.

# Your Switch-Off fortnight campaign guide



Conceived and designed by Marks Barfield Architects

## Who else is celebrating Switch-Off fortnight?

By taking part in this year's campaign, you're in good company

It's not just teachers, pupils and their local communities getting involved in Switch-Off Fortnight this year. Also taking part are some big-name businesses – all of which have been inspired by your energy-saving message to show their support. Both the EDF Energy London Eye and Tower Bridge will be dimming their lights during the fortnight to show their involvement. While organisations like Keep Britain Tidy and EDF Energy will be looking for any rogue light switches or appliances left on and educating their workforce about the importance of saving energy.



Working in collaboration with Eco-Schools England



# Your Switch-Off fortnight campaign guide

## Want to find out more about saving energy? Try these links

### Useful links on the Pod:

Sign up to Switch-Off Fortnight:

[www.jointhepod.org/campaigns/switch-off-fortnight/](http://www.jointhepod.org/campaigns/switch-off-fortnight/)

Switch-Off Fortnight resources:

[www.jointhepod.org/campaigns/switch-off-fortnight/tools/](http://www.jointhepod.org/campaigns/switch-off-fortnight/tools/)

Visit the Activities section and choose an age range:

[www.jointhepod.org/activities](http://www.jointhepod.org/activities)

The Pod and Eco-Schools awards guide:

<http://www.jointhepod.org/media/80241/eco-schools-pod.pdf>

Switch-Off Fortnight wall:

[www.jointhepod.org/campaigns/switch-off-fortnight/wall/](http://www.jointhepod.org/campaigns/switch-off-fortnight/wall/)

The energy pod-o-meter:

[www.jointhepod.org/schools/pod-o-meters](http://www.jointhepod.org/schools/pod-o-meters)

### Don't forget

To tell us how you celebrate your Switch-off Fortnight or how we could help support your campaign at [contact\\_us@jointhepod.org](mailto:contact_us@jointhepod.org)



### Useful links elsewhere on the web:

Eco-Schools:

[www.keepbritaintidy.org/ecoschools/](http://www.keepbritaintidy.org/ecoschools/)

The Carbon Trust:

[www.carbontrust.com](http://www.carbontrust.com)

International Energy Agency:

[www.iea.org](http://www.iea.org)

Energy Saving Trust:

[www.energysavingtrust.org.uk](http://www.energysavingtrust.org.uk)

Department of Energy and Climate Change:

[www.decc.gov.uk](http://www.decc.gov.uk)

# Your Switch-Off fortnight campaign guide

## Frequently Asked Questions

Got a question about this year's campaign? Then we have the answers for you

**Q: How do I get started?**

**A:** Register or log in on the Pod and sign up for Switch-Off Fortnight in the **Campaigns** section.

**Q: When will my campaign pack arrive?**

**A:** We'll be sending out packs in early October. There are 5,000 available and only one per school, distributed on a first come, first served basis. Remember, you need to be a teacher, governor or administrator to request a pack.

**Q: What if there aren't any packs left - can I still take part?**

**A:** Of course! And remember, there are plenty of free resources to download from the **Tools** section under the Switch-Off Fortnight campaign area.

**Q: Do I have to take part in both activities?**

**A:** No, you only need to start and complete Goodbye Standby *or* Switch On to Switching Off during the campaign - although you're welcome to do both if you want! Remember though, you need to have completed at least one of the activities and posted a minimum of once on the Switch-Off Fortnight wall to enter our prize draw.

**Q: Do we have to run Switch-Off fortnight on the dates specified?**

**A:** No. We recommend you take part between 19 November and 2 December as you'll be able to get ideas and share advice with other teachers running the campaign then too. However, if you're unable to take part on these dates, you can choose another period to run the campaign - just remember to keep posting blogs and check the website for the competition closing dates.

**Q: How do I win a medal?**

**A:** You need to blog regularly about your Switch-Off Fortnight activities and save energy during the



campaign. Both the type of blog (e.g. text, photo or video) and the number of entries you post count towards whether you receive a medal and what type. The more energy you save, the better your chance of winning a top medal. To receive gold, you'll also need to submit a lessons learned report.

**Q: How do I measure the impact of our Switch-Off fortnight campaign?**

**A:** We track and measure the success of your campaign for you using information supplied in both audits. The results are displayed on your energy pod-o-meter, which you can find on your **School page**. After the campaign, your energy pod-o-meter continues to track the potential savings made from completing a switch-off activity.

**Q: Still got a question?**

**A:** Email us at [contact\\_us@jointhepod.org](mailto:contact_us@jointhepod.org)

**Finally... GOOD LUCK**

And don't forget to put a reminder on your **Pod Year Planner** to sign up for **Switch-Off Fortnight 2013!**