

PROJECT SUMMARY

Facilitating energy saving behaviour among students

Facilitating energy saving behaviour among students living in halls of residences (2009-2010)

ILWS Strategic Research Area Innovative Perspectives on Energy and Climate Change

Funding: CSU Green /Student Services

Investigators/researchers Dr Rosemary Black (ILWS) Dr Penny Davidson (ILWS), Kim Kliska, Kurt Neville (CSU Student Services)

Description:

The results of Black, Davidson and Retra's 2007-8 Wagga Wagga energy saving project indicated social marketing tools can achieve up to a 28% reduction in electricity consumption compared to the provision of real-time feedback

This project aimed to examine and trial social marketing strategies that will result in energy reduction and reduced green house gas emissions in the halls of residence at Thurgoona. There are 10 halls of residence accommodating 200 students. Although the student body is the same as in the previous study their living conditions are significantly different and therefore we should regard them as a different target population.

Social marketing research was undertaken to identify the barriers and benefits to behaviour change for this population and setting and social marketing tools were developed, implemented and evaluated.

Key Findings:

Social marketing tools can achieve up to a 28% reduction in electricity consumption compared to the provision of real-time feedback



Shower with timer device

Outputs

Refereed paper in preparation for publication in *Environment and Behavior*
A report to CSU Green.
Conference presentation in preparation for Australasian Campuses for Sustainability, 2011.

Outcomes:

This research will assist CSU and other universities in planning and implementing energy saving projects for student halls of residence, providing information on the strengths and weaknesses of the social marketing tools.

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