

# Imperial College London Sustainable Halls

## Campaign Report 2024-25



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**IMPERIAL**





# Our campaign engaged your students on sustainability during the 2024-25 academic year

Our multi award-winning campaign successfully engaged your students on sustainability, building a community of engaged and informed student sustainability champions, and creating **meaningful behaviour change** for sustainability.

The campaign enhanced students' understanding of sustainability and carbon literacy, mobilising them to lead on sustainability initiatives. Throughout the year we ran engagement activities communicating **practical advice** to achieve quantifiable energy, waste and water reductions.

This report summarises our main activities and their impacts. The first section highlights the overall impact, and the following pages give more detail about the activities that we ran, concluding with the national picture.



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# Overall campaign impact at Imperial College London



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# In 2024-25 the campaign had a positive impact on your overall student engagement

932 students engaged in the campaign  
(30% of total residents).

125 students entered our climate quizzes.

309 participated in our online competitions  
and masterclasses.

480 engaged in our campus visits.

18 students completed the volunteer training  
with 5 achieving bronze, and 2 achieving  
silver awards.



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# Our campaign had a tangible impact on the electricity, carbon, and financial savings

5% energy  
saved

52,105  
kWh saved

£7,816\* saved

11 Tonnes of  
CO<sub>2</sub> saved

The above savings are calculated based on a 2018-19 baseline and calculated from 89 days of occupancy (in October, November, and February).

With an estimated occupancy of 6 months (181 days), total savings would be 104,210 kWh, £15,632\* and 22 tonnes of CO<sub>2</sub>.


# As part of the campaign we ran a friendly competition between your residences

The competition was based on our key engagement statistics, as a percentage of residents from each residence.

We combined engagement data with energy data from term-time to calculate which hall was most engaged and taking the most action.

Beit Hall won the competition this year! Participants were rewarded with sustainable goodie bags which included ethical chocolate, shampoo bar, and reusable products.

## Imperial College London

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1. **Beit Hall**
  2. Selkirk Hall (Southside)
  3. Tizard Hall (Southside)
  4. Falmouth & Keogh Hall (Southside)
  5. Kemp Porter Buildings
  6. Woodward Buildings
  7. Wilson House
  8. Xenia
  9. Gabor Hall (Eastside)
  10. Wilkinson Hall (Eastside)
  11. Evelyn Gardens (Willis Jackson, Holbein, Southwell)
  12. Linstead Hall (Eastside)
  13. Silwood Park Halls
  14. Imperial Boathouse
  15. Parsons House



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# Campaign activities at Imperial College London



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# As part of our campaign we trained and empowered 18 student volunteers

We ran four online sessions, with 7 students attending. We also ran two in person training sessions in December and January with 11 students attending.

The interactive training:

- Introduced sustainability, the climate crisis and social justice.
- Explored ways students can save energy, water and recycle.
- Explained the campaign implementation, activities and impact.
- Suggested actions volunteers can take and encouraged them to share their own.

It supported students to continue learning, take action, and lead on sustainability.



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# Our trained volunteers took climate action

As part of their roles, volunteers promoted the campaign to their flatmates and online.

They audited the sustainability of their residences and improved energy efficiency. They participated in masterclasses and workshops thereby increasing their sustainability knowledge and skills.

We supported volunteers to take action by sending monthly emails, inviting them to a Whatsapp group for volunteers, and inviting them to join us on campus for in person visits.

Volunteers were awarded digital badges for their involvement in the campaign. This included sharing the campaign with their friends, completing an audit of their home, and supporting us with campus visits.

Volunteers shared that they thought more focus should be on promoting better recycling, and the use of technology to share how much energy (and carbon emissions) are being used in real time.



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# Volunteers benefited from the campaign

As a result of the campaign:

100%

Know more about how everyday actions contribute to the climate crisis

88%

Understand how to drive more change on the climate crisis where they live

100%

Developed skills that will be useful in the future

Data from 2023-24 volunteer survey



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# Volunteers had the opportunity to apply for microgrants to take further action

We offered all volunteers the chance to apply for £30 to promote sustainability in their residence through putting on events, creating videos and writing blog posts.

These activities furthered the aims of the campaign to engage more students, and provide the chance for volunteers to develop their skills and knowledge on sustainability issues.



“I have found it to be a fulfilling opportunity to contribute to sustainable practices and make a positive impact on the environment. It has allowed me to actively engage with like-minded individuals, learn about sustainable living, and promote eco-friendly habits within the community.”

Student volunteer



# We visited campus on to engage students with the campaign

During the visits:

- We had engaging conversations with students about the campaign and wider issues in sustainability at welcome events and through the year.
- We encouraged students to take part in our quizzes and competitions.
- We handed out free thermometers and energy-saving lightbulbs for students moving onto the private sector.
- We visited hall common areas and receptions and created pop-up stalls, and left information about the campaign in shared spaces.
- We visited during welcome week, December 2024, and at the housing fair in January 2025.



# We ran two national climate quizzes with 125 students participating

- Students answered 7 questions on topics such as energy saving, carbon and recycling.
- Each quiz rewarded Divine chocolate to the national top 2 halls of residence and two students were picked to win chocolate for themselves.
- Tizard Hall made it onto the leaderboard!





# Our activities engaged your students and supported their learning

309 participated in our online competitions and masterclasses.

We provided winning students with e-vouchers to provide a range of ethical choices as prizes.





# Our recommendations for improving & engaging more students next year

- It worked well to attend the welcome week and housing fair events, and I would recommend doing the same next year to reach students effectively.
- Students responded well to an in-person training in their halls of residence, so we could also do that again.
- When a newsletter went out, there was a significant uptick in online activity, so we will aim to send content to tie in with newsletters.
- Maximising volunteer engagement through connecting it to any university awards to further incentivise students.
- Further embed the campaign by including it in any welcome packs for residents, and SOS-UK participating in the webinar series, and any other relevant events.
- Deliver training to staff in residences, and any student staff.



# National campaign impacts



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# Nationally in 2024-25 our campaign contributed greatly to energy savings and student engagement

**539,176 kWh**

of electricity saved.

Equivalent to:

**112 tonnes of CO<sub>2</sub>**

4,103 years leaving a light on

**16,464**

students reached in  
residences.

**3,114**

entries in our  
engagement activities.



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# Student engagement had positive outcomes

Our monitoring shows that as a result of the campaign:

90%

are taking more action to save energy\*.

73%

encouraged other people to take action for the environment and climate crisis\*\*.

68%

are proud that their residence is taking climate action.



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\*9% believe they are already doing all they can

\*\*19% said they were already doing this

Data from 2023-24 national student survey

“[The campaign] help me feel more motivated to take steps towards sustainable actions.”

Imperial College London student participant



# Thank you for your continued support

We look forward to working with you in 2025/26.

New for next year: additional support workshops for student volunteers to co-create interventions for their peers, and more support for students in the private rented sector, including paid student opportunities via our student energy action for life campaign.

[Find out more and sign-up.](#)



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