

## PROJECT SUMMARY

### Facilitating energy saving behaviour among university student residents

#### Description:

Facilitating energy behaviour among university student residents is funded by the NSW Department of Environment and Climate Change. Including the contribution of Country Energy and Ampy Ecometers the project is valued at \$240,000. Country Energy have supplied and installed smart meters and Ampy Ecometers have provided in-house display meters. The project team comprises Dr Penny Davidson and Dr Rosemary Black and Ms Karen Retra. The project commenced in September 2007 and will finish in December 2008.

#### Objectives:

The project aims to develop an effective and efficient energy conservation strategy that can be used to influence energy consumption patterns of students that reside on the Charles Sturt University Wagga Wagga campus, ultimately leading to energy savings.

The project objectives are:

- To investigate the impact of real time feedback using in-house smart meters on the energy consumption patterns and behaviour of student residents
- To investigate the impact of social marketing strategies on the energy consumption patterns and behaviour of student residents
- To compare the impacts of the two approaches on the energy consumption patterns and behaviour of resident students and trial an overall energy conservation program

#### Methods:

The project has two distinct phases. The first was carried out in late 2007 and involved trialling two

behavioural intervention methods: social marketing and facilitated learning arising from the availability of immediate feedback via in-house display meters. The second phase involves a combined intervention of social marketing and in-house display meters, and social marketing only. It is envisaged that the most effective and efficient energy conservation strategy will be rolled out to all CSU campuses as part of the University's Energy Saving Plan. Surveys and focus groups are being used to gain feedback from the participating students.

#### Key Findings:

Preliminary findings from the first phase indicate that social marketing groups used the least amount of energy, followed by the in-house display groups and the most was used by the control group. The average amount of electricity used per cottage over the trial period by the social marketing groups was 1,387kWh, for the in-house display cottages it was 1,562 kWh and the control cottages it was 1,643 kWh.



CSU Wagga Wagga students with an in-house display meter

#### Policy/management implications/impacts:

The study has the potential to save significant amounts of energy for CSU, but will also contribute to a greater understanding of people's intrinsic motivations and facilitation of sustainable behaviours. The findings from this study will inform future sustainability projects by CSU, other universities and the wider community.

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