Foreword

This document corresponds to the Final Publishable Report of the FLICK THE SWITCH Project entitled “Instigating Simple Energy Efficient Behavioural Practices in Schools” was a 24 month initiative, supported by the Intelligent Energy Europe programme, with the objective to influence the behavioural patterns of European kids and youth to embrace simple energy saving actions such as switching off lights and electrical devices when not in use thus making them more responsible and sustainable in the use of energy.

**Project Title:** Instigating Simple Energy Efficient Behavioural Practices in Schools  
**Acronym:** FLICK THE SWITCH  
**Grant Agreement Number:** EIE/07/639/SI2.499207

© European Communities, 2010

The information and views set out in this publication are those of the author(s) and do not necessarily reflect the official opinion of the European Communities. Neither the European Union institutions and bodies nor any person acting on their behalf may be held responsible for the use which may be made of the information contained therein.
Table of Content

Foreword........................................................................................................................................... 2
1. Executive Summary......................................................................................................................... 4
2. Flick the Switch – A short summary................................................................................................ 6
3. Flicking the Switch – A worthwhile action ................................................................................. 9
4. Follow Flick the Switch – The website ...................................................................................... 14
5. Flick the Switch – larger than life! .............................................................................................. 24
6. Flick – The European Tour! .......................................................................................................... 30
7. Flick - behind the scenes! ........................................................................................................... 32
8. Flick the Switch – The Champions Campaign! ....................................................................... 36
9. Lessons learnt along the way ....................................................................................................... 53
10. Flick’s next mission! ................................................................................................................... 59
The FLICK THE SWITCH Consortium ......................................................................................... 62
Acknowledgements ....................................................................................................................... 63
1. Executive Summary

The Flick the Switch project entitled “Instigating Simple Energy Efficient Behavioural Practices in Schools” was a 24 month initiative, supported by the Intelligent Energy Europe programme, with the objective to influence the behavioural patterns of European kids and youth to embrace simple energy saving actions such as switching off lights and electrical devices when not in use and thus making them more responsible and sustainable in the use of energy. The project ran from the 1st October 2008 to the 30th September 2010.

The overall aim was to design and deploy a stimulating and motivational energy saving campaign among European primary and secondary schools to generate awareness and take on ownership and responsibility of their energy consumption. Through the simple action of switching off lights and devices when not in use, students would become empowered to help cutting down on energy waste and harmful CO2 emissions.

A web based platform (www.flicktheswitch.eu) was designed and built on the specifications of research conducted among the project target group and houses a whole host of useful materials and tools designed to support the deployment of the campaign across the EU 27, Croatia and Turkey. It provided teachers with the educational requirement to engage their students in the campaign and convey the vital behavioural actions required to successfully complete the campaign.

The website is comprised of three targeted sections to successful reach kids, teens and their teachers. It offers the user many interactive and educational features and provides knowledge on the campaign and all its activities and competitions. Galleries and devoted menu sections are used to great effect in displaying the many energy saving actions and posters, photos and videos produced by schools. User friendly upload features assist with presenting this information and enriching the website.

In order to assist with the dissemination of the campaign, a series of promotional materials were designed to stimulate and motivate the participation of the target group. Posters, stickers and leaflets were created to effectively maintain campaign awareness and draw student attention to its associated actions on a daily basis. The creation of colourful and entertaining little characters representing various electrical devices and an eye catching campaign logo were also incorporated to the website and used extensively to promote the initiative.
A series of Flick the Switch Campaign activities and competitions were created and implemented over the course of the 7 month interval from October 2009 up until the end of April 2010. Schools were exposed to such stimulating activities as energy debates focused at secondary school students, a dynamic FLICK THE SWITCH Week designed to encourage the focus. Over this time as many as 705 schools took part in the campaign and the website has to this date generated over 22,000 visits.

Of particular importance was the approach used by the consortium to generate awareness of the campaign among such a large and culturally diverse Europe. Catering for the needs of 29 countries did present a challenge to the consortium but a suitable and effective approach was applied.

A bottom up research methods involving the target group was applied to achieve a worthy while and useful campaign whilst at the same time providing suitable support tools in the form of the campaign website with an appealing layout and appropriate content. This required extensive feedback derived through schools visits, online surveys, questionnaires and advisory committee advice from a selected group of voluntary members.

Communication of the campaign and website took the form of several mass mailing exercises designed to initially to introduce the initiative to the target group and subsequently to alert schools and students about the launch the campaign, boost registrations and keep them regularly updates on all aspects of the campaign. The FLICK THE SWITCH Newsletter was used to great effect in this dissemination and communication work.

Extensive feedback in the form of campaign evaluation questionnaires directed at kids, teens, teachers and parents have provided valuable insight into the outcome of the campaign and the impact it had on the target group, thus assisting us to gauge the overall success of this initiative.

Clear lessons have been learned during the entire duration of the project which have made it possible for us to advise and lend assistance to future similar initiatives thus enriching the Intelligent Energy Europe Programme.

The FLICK THE SWITCH website will be available to our target group beyond the funding period of this initiative and this exploitable resource will continue to be maintained and updated. Beyond this, suitable exploitation and roll out options for a future initiative are now being explored by the consortium.
2. Flick the Switch – A short summary

The Flick the Switch project entitled “Instigating Simple Energy Efficient Behavioural Practices in Schools” the overall aim of which is to generate energy efficiency awareness and ownership responsibilities among European children and youth, motivating and empowering them to adopt simple behavioural actions such as switching off lights and electrical devices when not in use at school and at home. This 24 month project, which was supported by the Intelligent Energy Europe Programme (IEE), ran from the 1st October 2008 to the 30th September 2010.

Flick the Switch was borne out of the obvious need to reduce EU energy wastage due to millions of lights and electronic gadgets and devices being left on (or on standby) when not in use, leading to the unnecessary consumption of vast amounts of energy, which has a devastating effect on the environment in terms of CO₂ emissions.

With all this in mind, it was envisaged that the best means of effectively achieving energy saving and CO₂ reductions whilst, at the same time, securing a long term impact would be to effectively channel energy efficiency through the education process with the most beneficial and receptive focus area being to influence the behavioural patterns of European children and youth.

In order to achieve a successful EU-wide campaign it is vital to be able to present European primary and secondary school students with options and solutions to counteract energy wastage. The projects main objective was thus to generate energy efficiency awareness and ownership responsibilities among European children and youth, motivating and empowering them to adopt simple behavioural actions such as switching off lights and electrical devices when not in use at school and at home.

To achieve this, a stimulating EU-wide energy efficiency and awareness generating campaign was designed and deployed among primary and secondary schools. It was envisaged that at least 200 schools and some 100,000 students would participate in this campaign designed to deliver significant benefits in terms of energy savings in the school, as well as in the home via a domino effect, with positive impacts for energy efficiency, saving money and cutting CO₂ emissions. The campaign
was devised in conjunction with a stimulating and engaging web portal designed to motivate the target group involvement through the use of strong educational and impactful resources, clearly presenting the benefits to be had from their participation and investment of their valuable time.

A project website was constructed during the initial stages of the project to achieve effective dissemination and communication of Flick the Switch to schools across Europe, generate involvement and assist in the campaign development. This was later superseded by the Flick the Switch campaign website (www.flicktheswitch.eu) a dynamic, colourful and interactive tool brimming with campaign motivational and energy efficiency themed materials designed to achieve maximum impact for the campaign and its energy saving agenda amongst European students and their teachers.

With the aid of this dynamic web portal www.flicktheswitch.eu primary and secondary school kids, teens and teachers from across the EU-27, Croatia and Turkey where able to participate in this worthwhile initiative by registering to the site and thus gaining access to the many support tools and materials specially created to assist the campaign’s successful implementation and deployment.

The path to designing a suitable campaign and support tools was not without its obstacles. The initial and biggest barrier to achieving this was in securing the involvement of the target group of primary and secondary schools. In order to reach this group, we very much needed to enlist the support and determination of teachers across Europe. Paying particular attention to the valuable time teachers devote to their students and the busy and packed curriculum they cover within school hours, any energy saving initiative targeting this group would have to show teachers the benefits to be gained from their involvement. Such benefits would have to offer teachers well designed and constructed material to fit in with any pre-existing work curriculum while not being time consuming to implement. This would require the creation of a campaign and website worthy of their involvement and commitment and that of their students over the course of the campaign.

Determining the needs and desires of students for the Flick the Switch campaign involved a precise and in some cases direct means of generating feedback. A dynamic bottom up research approach was employed to ensure maximum impact. To this end, pre campaign research taking the form of online surveys, school visits and pilot school monitoring was carried out and effected invaluable results in terms of the development, design and approach of the campaign. Post campaign, successful questionnaire methods was later put to effective use in evaluating and gauging the success of the campaign and thus the project.
The result was the development and deployment of the FLICK THE SWITCH campaign and support tools, namely the campaign website with 3 dedicated sections to the target group and an array of accompanying materials such as an energy consumption calculator, course materials, games and downloads, interactive galleries, to mention but a few, all presented to stimulate campaign involvement. The campaign itself stimulated and motivated school participation through the design and carrying out of engaging activities and competitions among European primary and secondary schools between October 2009 and the end of April 2010. All activities were designed in such a way that communication between teachers and students could be as effective as possible and students were encouraged to share their opinions and experiences with fellow students from other countries.

In conjunction with this web portal, a range of colourful and enticing Flick the Switch characters and promotional materials were designed and developed to stimulate student involvement and enhance the far reaching impact of the campaign’s energy saving message among its target group. Support materials such as campaign posters, stickers and leaflets were made available for downloading by all teachers via the website and “starter’s packs” full of promotion materials including specially designed gadgets such as pencils, badges, pens, bookmarks, etc., were sent to the first 200 schools across Europe to register for the campaign.

Overall the campaign reaped good results and outputs and nowhere is this better observed then through the registration figures generated which total 880 registered schools, teachers and stakeholders. In terms of website traffic, there have been over 22,200 visits to date and both figures are set to continue growing. Campaign activities such as the poster competition have generated over 600 poster designs from school all over Europe eager to display their imaginative and creative skills.

Throughout this document a detailed presentation of the FLICK THE SWITCH campaign and website will be presented including aspects of the methodology and development of the initiative as will the overall impact in relation to the results and success of the campaign. The lessons learnt and the exploitable factor of the project for the future of FLICK THE SWITCH will also be addressed.
3. Flicking the Switch – A worthwhile action

Life imitating Flick

Scene one: Energy waste

As you can see from the image above there is considerable but preventable energy waste occurring every day in the primary and secondary schools all over Europe. This scene portrays a broad depiction of energy wastage problems occurring in schools all across Europe but none the less it is not difficult to imagine the individual school scenarios. This clearly presents a need for such a project as Flick the Switch.

This scene conveys to maximum effect how schools are contributes to between 30 to 45 billion watts of energy being wasted due to lights and electrical devices such as laptops, TV’s, games consoles, DVD players, etc., being left on when not in use. As yet, students are not aware of the environmental impact of the scene unfolding all around them beyond that of the personal discomfort being caused.

Recognising these energy waste problems is not the difficult part when we consider the impact that energy waste and CO2 emissions have on the environment in terms of climate change and the effect this will have on future generations. A clear need exists to educate and encourage young Europeans to take action in order to reduce such wastage and harmful emissions. The onus is on young people in particular to develop the behavioural habits

---

1 Extracts from the Flick the Switch Comics based on scripts ideas created by students at Kursenai Laurynas Ivinskis Gymnasium in Lithuania
needed to reverse the damaging effects of energy waste and harmful emissions that will have a detrimental effect on the planet during their life time. Tackling behavioural change through the positive actions of students will lead to generating strong and long term energy reduction for the future benefit of the planet.

Scene two: Why do we need to Flick the Switch?

As a consequence of the recognising the energy wastage impact on the environment, the need to target behavioural patterns among European primary and secondary school students becomes apparent as the best line of approach to tackling the problem. The creation of the FLICK THE SWITCH energy awareness campaign is now underway with the cooperation of teachers all over Europe.

In this scene the Flick the Switch campaign and energy saving message is being presented to students and the realisation that they can play a role in cutting down on energy waste is becoming apparent. The specially developed colourful characters and promotional materials are beginning to have the desired effect of generating interest among the kids and teens. For the first time Flick the Switch is entering the school environment and presenting students with the means of taking on simple energy saving actions such as switching off lights and electrical devices in an attempt to reduce the harmful effects of CO2 emissions which will greatly benefit the target group for the future.

Teachers have been identified as the ambassadors of the FLICK THE SWITCH initiative by assisting with the promotion and engagement of their students in all aspects of the campaign and its activities and competitions. It is only fitting that they should have access to the tools and materials to carry out this action. Stimulating and relevant education resources have been designed in a number of European languages to support their role in the campaign. They have also been supplied with a whole host of useful facts on energy saving and the environmental impacts of energy waste to avail of this knowledge. Many links to useful sources have also been made at their disposal on the campaign website.
The same energy waste impact can be said for homes around Europe as the image on the left presents us with a similar scenario with energy habits needing to be addressed in this environment too. One of the desired results of the FLICK THE SWITCH initiative is to stimulate a domino effect whereby students take their actions home and involve their parents in the quest to reduce CO2 emissions across Europe.

Scene three: Taking simple actions!

Communication exercises conducted both prior to and during the initiative has successfully mobilised the interest of primary and secondary schools across Europe to participate in the campaign and its required energy saving actions. Schools became involved in the development of the campaign from the early stages of the project and contributed to a bottom up research approach to tailor the campaign to fit the needs and aspirations of the target group and determine their existing knowledge of energy efficiency and related actions.

Promotion of FLICK THE SWITCH simple energy saving actions such as those depicted in the image to the right was expected to achieve the participation of 200 schools with over 100,000 students taking part in campaign. The initiative would reach the attention of 2000 schools representing 900,000 students by the extensive use dissemination materials. As a consequence of the EU-wide reach of the campaign, at least 500 schools, representing over
200,000 students, would be registered on the website with access to its tools, activities and events. Via the expected domino effect, 20,000 households would experience the impact by the Flick the Switch campaign.

Through the carrying out of the simple actions of switch off lights and devices when not in use, 5600 Tonnes CO2 emissions would be avoided per school and 8000 tonnes avoided by households.

Again through dissemination actions and engagement in the campaign it was expected that 30% of all schools across Europe would become familiar with what Flick the Switch, its website and powerful branding represent.

A whole host of tools and materials were developed especially to promote the campaign and thus assist with its impact and outcome. Campaign posters, stickers and teacher leaflets were designed prior to the campaign launch and enlisted to good dissemination purposes during school visits, the campaign opening ceremony and several external events, trade fairs and conferences attended by consortium representatives or distributed by third party means. They were also made available for downloading from the campaign website.

To kick start the campaign, the design and distribution of FLICK THE SWITCH Starter’s packs to the first 200 schools to complete the registration process was implemented following the launch of the campaign and website. Each pack contained a selection of colourful and useful dissemination materials and gadgets created by the consortium. These included campaign posters, stickers, leaflets and gadgets designed by individual consortium partners to create the best impact among schools in the various countries across Europe.
In particular, the campaign posters were designed to contain images from a selection of the best artwork designed by students from across Europe and representing what the campaign message means to them. This novel idea was perceived as a great means of stimulating student interest in the campaign by presenting posters designed by students for students. Who better to understand the needs of this target group then the very students themselves!

Scene Four: The Flick the Switch results!

Following the successful positioning of the FLICK THE SWITCH among European primary and secondary schools, we have encouraged students to take on ownership of their energy saving actions and they in turn have become empowerment to act on their own initiative to engage in such actions without the need to be reminded by their teachers all the time. They have recognised that they too possess the ability to make significant change to the level of energy waste and harmful emissions in Europe and better still they have a stronger understanding of the consequences for their future by the application of good energy saving practices. The following are some successful results from the campaign:

- The campaign has reached approximately 6933 primary and secondary schools, 308 education boards across the EU 27, Croatia and Turkey.
- Based on 6933 schools exposed to the campaign with an average of 10 kWh of saved energy per student and an average of 300 students per school, as much as 20.7 million kWh of energy could have been saved.
- 705 schools were registered to the Flick the Switch Campaign with over 310,000 students directly or indirectly involved in the campaign, along with some 9700 teachers. Based on these numbers, we estimate that around 3.65 Million kWh of energy was saved in EU schools as well as a reduction of some 1280 tonnes of CO2.
- If 200,000 students took the Flick the Switch message to their parents, grandparents and friends, more than 36.5 million kWh could have been saved. Using an average factor of 0.35 kgCO2/kWh (0.00035 t of CO2/kWh), we can calculate that 12,775 tonnes of CO2 was saved in EU schools as a result of the Flick the Switch campaign.
- With this average factor we can calculate that 7,245 t of CO2 was saved in EU schools as a result of the Flick the Switch campaign.
4. Follow Flick the Switch – The website

4.1 Who is “Flick the Switch”?
Before presenting the Flick the Switch website, it is fitting, at this point, to introduce the main character behind this whole EU-wide energy efficiency drive. The protagonist of this initiative is none other than colourful, fun and hip “Flick the Switch”. If you haven’t already guessed, this endearing character is modelled on the design of a conventional light switch and is at the forefront of energy saving in schools all across Europe. He has indeed become a byword for saving energy.

In order to support schools across Europe in their efforts to save energy and participate in the Flick the Switch campaign, a stimulating, dynamic and interactive web platform was created to provide a virtual meeting point for all participants. The website was designed to support the Flick the Switch Campaign and its deployment to primary and secondary schools across Europe. It is aimed at Primary (kids) and Secondary (teens) school students, Teachers and other stakeholders, such as Parents, Energy Experts, Education Boards, Local and National energy and education authorities, Sponsors, Media, etc.

The website (www.flicktheswitch.eu) was launched on the World Wide Web on the 7th October 2009 and served as a highly useful dissemination and communication tool to facilitate the participation of schools in the campaign, to foment interactivity between them, as well as to enable daily follow up of the campaign developments with new information being added continuously. General information about the project and partners involved has also been made available.

This campaign website supersedes the project website and was constructed using JOOMLA web 2.0 functionality. Research work was carried out to achieve a website design that would appeal to the target groups of Kids and Teens using a bottom up approached favoured by the project consortium. Simply speaking, this approach involved the conducting of surveys and school visits to determine suitable features and content ideas which would appeal to the target group users. This was coupled with feedback from
consortium partner schools and test group analysis which all yielded sufficient information for creating the campaign website. Over the course of the project, the web platform evolved significantly, and underwent a process of constant improvement and upgrading, as well as continuous generation of new content, tools and activities in order to enhance its impact among European Kids, Teens, Teachers and other stakeholders.

Via the web platform, participants had access to all manner of information pertaining to the campaign, all activities and competitions, interactive tools such as games, links, chat facilities, downloadable information on a range of content from the colourful characters to competition and activities (Energy Debates, Flick the Switch Week, Flick the Switch Poster Competition, Flick the Switch Champions), their rules, guidelines, deadlines. Teachers had access to an agenda of the official campaign activities and timelines to assist them in planning their participation in each and executing all activities.

In addition to the information available for download there were also several uploading facilities in the form of user friendly galleries provided to enable students to share creative material such as photos, videos and posters about the activities they were participating in. The website enabled maximum interactivity and content sharing among the participating schools. Students could also share presentations related to their energy saving efforts and ideas which took the form of PowerPoint presentations, stories, comics, songs and poems or other material they had created themselves. Colourful screenshots have been created for each presentation to entice students to view the content and to encourage them to submit their own work.

Schools had the option to either upload the content themselves or send it to info@flicktheswitch.eu or their regional contact point to be uploaded on their behalf.

Throughout the whole campaign students and teachers were encouraged not only to participate in the proposed activities but also to innovate and organise other activities and share them with everyone via the website. For this purpose, several tools and materials are available online, which are designed to motivate and assist schools in their energy saving actions:

The Flick the Switch campaign website consists of 3 target group sections which are as follow: Kids section, Teens section and Teachers and Other Flickers section, all of which can be accessed through the entry page of the website. The website has a truly European feel to it with all content available in English and extensive parts having been translated and made available in the following languages: Italian, Spanish, Norwegian, Slovakian, Slovenian, Estonian, Croatian and
Lithuanian. Regarding the overall layout, there are an array of informative and functional modules and panels available throughout the “Kids” and “Teens” and “Teachers” sections ranging from: Menu/submenu panel, also video, poll, “did you know”, a revolving globe and breaking news modules. Each module is regularly updated with new information to keep the attention of the user.

Meet Flick’s friends

Before advancing with further website feedback, it is time to meet Flick’s gadget friends, his team of fellow trusted sidekicks who are joined in a common endeavour to cut down on energy waste. The team is comprised of **Billy Bulb**, a bit of a bright spark when it comes to saving energy, **Vinnie Ventilator**, he will refresh your energy saving ideas; **Tom and Tanya TV**, both of which are always in the picture when it comes to energy efficiency; **Robbie Radio** who is always tuned in to energy efficiency; **iVan**, he likes to play the energy song; **Larry Laptop**, he is always connected to energy efficiency and last but by no means least, **Marty Mobile**, who likes to play on the energy saving team! These lively and colourful characters have had a major impact on kids and teens across Europe and it’s not difficult to understand why!

The following content and interactive functionalities were developed and incorporated into the **Kids** and **Teens** sections of the website:
- **Home pages**: Both sections contain lots of moving images which was one of the universal requested features to arise from the schools visits carried out. This is present in the form of, amongst other things, a revolving globe (which acts as an indicator of current online registered users), video panels, the most prominent of which displays the latest Flick characters escapades, and finally a series of Flick animated panels which link to games downloads and a chat module (“Chat to Flick”) where kids and teens were be able to communicate their questions directly to Flick via a secure environment, during the campaign.

![Fig. 1- Screenshot of the Kids section homepage](image)
- **About Flick**: This section offers a brief explanation about the project and campaign and presents a colourful and easy to use gallery of Flick and his gadget friends offering a short synopsis of each character.

- **Facts**: Kids and Teens have access to informative, colourful and easy to use “Flashbooks” offering precise and tailored explaining about climate change and other energy related themes.

- **Competition and Activities**: This section presents each campaign activity and fine examples of school feedback displaying energy saving actions. Students were encouraged to submit photos, posters and videos depicting their involvement in the various revised activities and competitions. The main interactive and common feature of this area is provided through the presence of galleries for both kids and teens. These user friendly tools are applied to great use for the purpose of displaying uploaded content from participating schools, relating to all competition and activities conducted during the campaign including school photos, posters entries in the poster competition page, school videos etc.

- **Games and Downloads**: Fun and interactive games are available in both kids and teens sections and additional energy quizzes created by students have been uploaded to both sections. The selection of games content has been acquired for use from past and current IEE projects and other energy related websites. Kids and teens have access also to a variety of downloadable features such as energy themed and entertaining ringtones, colourful Flick and Friends related screensavers, photos and lots more.

- **Videos**: This section houses a gallery of all uploaded energy themed videos from youtube and a variety of other website which appeal to the respective target age groups. The most popular videos chosen by kids and teens have been be displayed on a regularly updated video panel housed in both kids and teens home pages.

- **Chat to Flick**: During the campaign, students could instantly address a question or commit to taking action to save energy by simply sending a message to the campaign organisers (embodied as “Flick”). Messages were private and students could not interact with each other, an important factor for keeping a secure environment.

- **Useful Links**: This section contains screenshots with embedded links to energy related and IEE project websites of interest to both target groups with a brief description of each site provided.

- **Participating schools**: In this section kids and teens can view a list of all participating schools and during the campaign they could find out if their own school has registered or not. All kids and teens were be able to encourage their teachers to register for the
campaign. This section contains a colourful map of Europe which indicates the number of registered schools from each country. An interesting feature of this map is the colour variation used to indicate the level of registration taking place in each country.

Fig. 2 - Screenshot of the Teens section homepage
The **Teachers** and **other Flickers** section offers the following menu content:

- **Home page**: This section contains many of the modules common to the kids and teens section with the exception of a login facility. Most modules are only visible to the registered users and including a Flick the Switch Chat module where teachers and other users can put questions and queries to the Flick the Switch team, a follow flick panel which offers access to flick’s blog, facebook and twitter pages to mention a few, a revolving global (which acts as an indicator of current online registered users), video panels, the most prominent of which displays the latest Flick characters interviews. Following schools and partners suggestions, it was agreed that all twitter, facebook features etc. should only be made available for adult use, as, depending on national preferences, school students are not always permitted to use these tools in classroom or home environments.

![Fig. 3- Screenshot of the Teachers and Other Flickers homepage](image)
- **About Flick the Switch:** This section offers the user a variety of information covering all aspects of Flick the Switch from project, campaign information to official project documents as well as contact details of campaign organisers and advisory committee members.

- **Competitions/Activities:** This section contained information pertaining to all campaign activities and competitions, from timelines for all activities and how to get involved to prizes and other incentives available to participating schools. Regarding the activities and competitions open to participating schools, teachers were be able to upload content ranging from photos, videos etc. using the galleries video gallery housed in this section and the galleries in both the kids and teens section. It is important to mention that this upload function was only available to teachers while logged on to the website.

- **Facts:** This section offers teachers and parents and other flickers a detailed explanation on climate change and energy related themes covered in the kids and teens fact sections and this content allows the user to expand their knowledge and understanding of said topics.

- **Videos:** This section houses a gallery of energy related videos gathered from you tube and other website sources. This gallery is constantly updated with other relevant videos for teachers to use as lesson resources and are also at the disposal of parents and other stakeholders too.

- **Teaching Material:** This section offer teachers an array of Flick the switch designed course materials, ranging from presentations and exercises that can be carried out in the classroom to home assignments which may involve parents. It projects. This section also housed the complete collection of all official Flick the Switch Campaign posters, stickers and leaflets available to schools for downloading and printing purposes and proved helpful in promoting and maintaining the interest of their pupils throughout the campaign.

- **Energy Savings Calculators:** This simple and easy to use tool was designed to help schools monitor their monthly energy consumption during the campaign but is also of good use in any general monitoring process. It featured a simple table which schools used for the purpose of monitoring their energy consumption.

- **Links:** This section contains links to energy related and IEE project websites of interest to teachers, parents and other flickers, supplied with a brief description and screenshots of each site provided.
- **Forum**: This section offers teachers the opportunity to exchange ideas with other teachers and to put questions on the energy related theme to other users.

- **Contact**: This section offers the user the opportunity to send comments and feedback about the campaign and the website via the following email: info@flicktheswitch.eu

- **News & Media**: This section offers the user access to all Flick the Switch newsletters which are downloadable and can be used for publishing purposes. All press releases pertaining to Flick the Switch, the launch ceremony to give one example, are displayed in this section.

- **Participating Schools**: As mentioned in the kids and teens section above, the user could view a list of all participating schools and find out if their own school had registered for the campaign. As seeking further registrations is an ongoing process, this section is still very relevant to the user to determine their registration status. This section contains a colourful map of Europe which indicates the number of registered schools from each country. An interesting feature of this map is the colour variation used to indicate the level of registration taking place in each country.

- **Register to the Campaign**: For first time visitors, this section takes the user straight through the registration process which is comprised of a short and simple form to be completed. During the campaign teachers, parents and other flickers were invited to complete registration. Teachers were required to provide details about the school they are registering for the campaign. Following completion of this process, all registered users were approved to gain access to reserved support materials and tools protected via a login module housed on the home page. The ongoing process of targeting schools and stakeholders for registration is still in action.

---

**Tools and materials - A closer look**

**Energy Consumption Calculator**

The Flick the Switch team developed an energy consumption calculator, a very simple tool which allows schools and indeed households to measure and monitor their electricity...
consumption. This excel formatted table functions by allowing the user to input their monthly energy bill reading and those of the previous year for the purpose of drawing comparisons and enabling them to readily see the electricity savings they have made since becoming involved in the campaign. The table also displayed graphs that plotted the energy consumption and savings rate on a month by month basis and allowed the user to see at a glance the path their energy saving have taken. The calculator also highlighted which months had achieved energy saving and those that did not. The user could also determine the amount of energy saved per student.

Aside from schools’ independent use of the calculator, several schools across Europe were targeted to participate in a pilot programme designed to measure the energy saving results attributed to campaign participation. For the purpose of presenting tangible results, 6 pilot schools were selected to implement the Flick the Switch campaign and communicated it among their students. The results drawn from their energy readings were used to assist in a detailed EU-wide energy saving assessment of the campaign.

Course Material

The aim of the Flick the Switch Course materials was to support teachers in their efforts to encourage energy efficient behaviours in students and were designed to be incorporated into the students existing curriculum as the teacher require it. Its purpose was to support teachers in delivering short courses and seminars about the importance of rational use of energy at school and at home and as well to introduce simple but powerful actions that could be taken by their students to support energy savings. In addition, these course materials introduced all
aspects of the Flick the Switch initiative to students along with the trendy little characters Flick and his gadget friends.

- **FLICK THE SWITCH power point presentations**: These were designed with the purpose of introducing FLICK THE SWITCH to primary and secondary school students and contained key messages on energy efficiency, energy conservation, the impact of our energy saving actions have on the environment and FLICK THE SWITCH initiative itself. Two power point presentations were developed, one for primary school children and one for secondary school children. The language and graphics were applied to appeal to the different target age groups of the students.

- **Home assignment**: Both assignments for primary and secondary schools were designed to involve the optional participation of parents. The kids version focused on the completion of a simple energy saving action plan (a list of possible energy efficient measures that can be taken), whereby kids could simply tick what energy efficient actions they performed. The home assignment for the secondary school involved the easy application of a mini-energy audit in the home and in order to facilitate its implementation, a user’s guide was available as well along with a debriefing conducted by the teacher.

- **Student books**: A series of 7 class books were developed for both primary and secondary school use and presented information about climate change, the environment, the greenhouse gases, and the use of electricity. A “Did you know?” quiz was developed as well. All student books were available on the Flick the Switch website as interactive “flash book” versions in both Kids and Teens sections. All the user friendly books offer simple explanations for use in the classroom environment and approach each topic using simple language, with no technical terminology that might confuse the students.

5. Flick the Switch – larger than life!

The many faces of Flick

The extent of the visual impact of Flick the Switch can be seen through the many and diverse ways in which the campaign has been presented to all users, be it campaign promotional materials, powerful branding in the form of the FLICK THE SWITCH logo and characters, or the FLICK THE SWITCH costume. One thing we can all agree on is that the project has successfully reached a high standard in presenting the endearing qualities of this project and campaign.
The FLICK THE SWITCH Campaign Posters

Flick the Switch campaign posters are designed to support and assist the promotion of the Flick the Switch Campaign to primary and secondary school students and their teachers across Europe. The aim of these posters was to create a visually impactful reminder about the Flick the Switch campaign’s message of motivating European students to adopt simple energy efficiency behavioural changes. This was achieved through the designing of posters which contained a powerful image accompanied with a suggestive and impactful slogan to serve as an ever present reminder to all students and teachers of the need to switch of lights and electrical devices when not in use.

The idea of approaching primary and secondary school students to produce poster designs that could be used in the overall development of the Official Flick the Switch Campaign posters was hit upon as an excellent way of creating truly impactful images. In keeping with the successful collaboration with schools regarding the website development, it was agreed that students would be the best judges of what the Flick the Switch energy message means to them and would therefore be the ideal candidates to create impactful designs that would appeal to students in general. With this in mind partner schools within the consortium were asked to provide contributions from their students and a set of poster design criteria guidelines were drafted to assist with this process.

A selection of the most powerful and aesthetically pleasing designs were utilised as the Official Flick the Switch campaign posters. All schools and their students were congratulated for their enthusiastic, imaginative and artistic achievements and were awarded with Flick the Switch Certificates of Contribution for their efforts. Out of 100 posters received, a selection of 7 final designs were incorporated into the Official FLICK THE SWITCH Campaign posters accompanied with catchy and impactful slogans, flick and his gadget friend characters, along with additional features such as the Flick the Switch logo and IEE logo.

“63% of kids were exposed to the Flick the Switch message through posters, stickers or other dedicated educational material.”
Flick the Switch Campaign Stickers

Much like the posters, the Flick the Switch Campaign stickers also targeting kids and teens, were created with the campaign impact message in mind, incorporating a colourful and eye catching design accompanied with clever and catchy slogans. They were developed to be placed in prominent and key areas such as beside light switches and plugs, with the purpose of reminding students to switch off lights and electrical devices, when they are not in use.

A series of 18 stickers with slogans, designed in colourful shapes, incorporating Flick and his gadget friends (Larry Laptop, Marty Mobile, Robbie Radio, etc), were developed and in general these stickers proved very effective and stimulating in the classroom environment, for the purpose of projecting the Flick the Switch energy efficiency message to all students. This impactful resource also led to useful task of students being assigned the process of distributing and displaying then at various positions throughout the school.

Flick the Switch Teachers Leaflet

A leaflet was designed for distributing to teachers during the early stages of the campaign to stimulate their participation and that of their schools. This leaflet offered all teachers a brief insight into the objective of the Flick the Switch Campaign, its benefits and gave the reader a sneak preview of what would be expected from registering their school, the activities, didactic material and games and other exciting tools at their disposal and that of their students.

The Teachers leaflet was created in a simple, clear and colourful manner, incorporating Flick and some of his gadget friends and other website characters such as teachers and kids. This leaflet was uploaded to Teaching Material area of the “Teachers and Other Flickers” section, where it could easily be downloaded and printed by teachers using a standard printer. The leaflet was made available to the consortium for printing and distribution purposes.
The series of posters, stickers and leaflets were available in the following partner languages: Italian, Estonian, Spanish, Croatian, Norwegian, Slovenian and Slovakian. Schools have option to utilise this material in the original English language format, considering also the teaching material element it readily offers.

All Official Flick the Switch Campaign Posters, stickers and leaflets were available for downloaded and printing from the teachers section of the website for displaying in prominent areas of classrooms and assembly areas. They are available in a high resolution printable format and could be printed professionally or simply printed off using a standard printer and paper. In the case of the stickers, using A4 sticker paper was recommended.

They were also included in Flick the Switch “starter’s packs” which were distributed to the first 200 schools to register for the campaign. At least one of the official posters would be included in this pack along with other campaign promoting materials.

Further promotional materials
Based on the diversity of the FLICK THE SWITCH branding, the consortium developed a collection of colourful and useful gadgets to be distributed to schools and students across Europe.
The gadgets were comprised of pencils, pens, badges, bookmarks, cups, pocket calendars, mouse pads, bronze medals, stickers, sweets, and many more, all displaying the powerful flick branding of logo’s and characters plus the incorporation of the website address. These have proved very successful and could almost be described as collectors’ items following the demand by which they were sought after by students and teachers alike. They were initially designed to include in the exclusive FLICK THE SWITCH Starter’s packs created to secure the required 200 schools participating in the campaign but were also used to great effect at dissemination events, fairs and school visits organised by all partners. They were also distributed at the closing ceremony and workshop events and a selection of each was awarded to regional poster competition winners. Promotional stand-up banners were also designed by the consortium including the official campaign banner and additional banners for use at project and external events and ceremonies.

**Flick and his gadget friends**

Two groups of Flick and friends characters were designed in order to stimulate the interest of both age groups- kids and teens. Each “Kids” group and “Teens” group was comprised of the same characters but with the application of slightly different style features to distinguish between the different target group ages. The teen characters have additional features such as skateboards, sun glasses, and other accessories.

In order to add a human dimension to the pre-existing collection and to make them more representative of the diverse European culture, a series of additional characters such as kids, teens, teacher and parents and other Flickers were also created. Particularly with the adult characters, it was felt that their creation could emphasise the important role that adults play in encouraging students to be more energy efficient and to give a face to parents and stakeholders also being targeted by the website.

The characters were put to great use on the website sand were used to create many colourful and inviting screenshots heralding the addition of schools content. The inspirational and diverse use of the characters was highlighted with the addition of seasonal and festive themes to the website to mark the celebration of “Halloween”, “Christmas”, “Valentine’s Day”, “Carnival” and “Easter”. The approach added to the dynamic and versatile dimension of the campaign and website and of course added a playful and fun element too. The new character images were further put to use in galleries in the kids and teens sections accompanied with entertaining catch phrases. The FLICK THE SWITCH logo was cleverly designed to represent the simple energy efficiency action being presented in the campaign. It depicts FLICK THE SWITCH literally “flicking the switch” and is accompanied with a colourful font displaying the project title.
**Flick the Switch Costume**

A life-size costume of the FLICK THE SWITCH character was commissioned by the consortium to be used for school visits and attending events for the purpose of Campaign dissemination. The objective was to give Flick a real sense of life for kids, as well as to afford the campaign with a more interactive dimension. This costume was very effective in grabbing the attention of not only kids and teens but their teachers, parents and a wider audience in general. Flick generated a high level of interest whenever he went and the impact of his presence was first demonstrated to great effect when Flick made his special guest appearance at the Opening Ceremony in Malta. He was warmly greeted by all guests and proved to be a huge success among all in attendance by the reception he received and the number of photos he posed for during the course of the event. Aside from posed for many photographs, he conducted some interviews and was all-round very entertaining.

In addition, Flick created quite a stir at trade fairs in Spain where he was on hand to promote the website and campaign whilst personally handed out his own leaflets and fun materials to attendees. Again this life-sized character was a massive hit among adults and students alike.

The website is awash with photos of “Flick” ranging from the campaign opening and closing ceremonies to external events and trade fairs he attended plus school visits and not forgetting his final campaign appearance at the FLICK THE SWITCH Workshop event in the UK in September (2010). All interviews he conducted can be viewed on the home pages of all 3 website sections, Kids/Teens/Teachers and Other Flickers.
6. Flick – The European Tour!

Multicultural and Multilingual Flick

The Flick the Switch campaign has successful appealed to the diversity of cultures within the EU27 plus Croatia and Turkey which is perhaps the most challenging aspect of the any project. This required the provision of a content rich campaign and website which would appeal on an educational and recreational level to a multi-lingual Europe. This multicultural recognition also reached beyond the pages of the website and was applied and exchanged where possible at events and ceremonies organised by the consortium.

In order to overcome this challenge of implementing a European-wide campaign in such a multi-lingual Europe, Flick the Switch promotes the educational versatility of the campaign website as a tool. It has been designed for use in conjunction with English lessons at school to cater for the emphasis now being put on the English language as an important part of their curricula. It is impossible to cater for all European languages, but we can at least translate all content into partner languages (English, Italian, Spanish, Croatian, Slovenian, Slovakian, Lithuanian, Estonian and Norwegian). Our highly content rich campaign website with its 9 language options coupled with the addition of localised content from partners and schools provides a great language support tool for teachers across Europe. It’s further educational versatility can be seen in the amount of energy and energy efficiency related content which can be applied to many areas of the school curriculum. Not to be overlooked is the recreational value of the website which also has a purpose both for school and home use. The
addition of localised content to each of these language sections has helped to further cement this multicultural and multilingual structure by provide users with access to a range of suitable and relevant content with a familiar and comfortable local language element to add value to their Flick the Switch experience. This approach goes a long way to assisting with the smooth communication and running of the campaign all across Europe

**Flick – A man for all regions!**

The FLICK THE SWITCH website ensured the successful targeting of and communication with schools across the EU 27 plus Croatia and Turkey. The devised approach overcame the many obstacles present to the successful deployment and management of the project and campaign. Had this not been the case, reaching each country and maintaining open communication channels would have presented a logistical nightmare for the consortium.

The Flick the Switch consortium is comprised of 11 partners representing the following countries: Italy, Spain, United Kingdom, Croatia, Lithuanian, Malta, Norway, Slovenia, Slovakia and Estonia. Keeping lines of communication open with these countries alone would have been a simple enough task. But from the onset, the campaign also needed to appeal to an additional 18 countries which make up the target group scope of this project. Therefore, devising a way of addressed the challenges of catering for countries’ with no consortium representation was set upon by exploring a number of avenues open to us. It was decided that each consortium partner would be given the responsibility of overseeing the campaign in an allocated region comprised of their own country and neighbouring or adjoining countries to which they had an affiliation either through cultural ties and language connections or through direct internal or external links via staff members within their organisation. All countries were thus classified into 9 regions allocated to and managed by each consortium partner for the entire duration of the project. This regional allocation ensured that all countries received equal care, attention and communication during the project and campaign.

In line with this successful approach, it was perceived as a good idea to apply the same regional allocation approach for monitoring and adjudicating schools during the competition evaluation process of the campaign. In this sense each region received equal care and attention from the consortium and of upmost importance, schools had a familiar and direct line of communication within their region which they used regularly.
7. Flick - behind the scenes!

Methodology
The FLICK THE SWITCH project applied a bottom up research approach involving school interaction to assist in the crucial design and development of a campaign, website and associated support tools and materials from the initial stages of the project. Determining the needs and aspirations of the target group via this approach was paramount in ensuring the design of a robust, inspirational and memorable campaign and website. Students and teachers provided vital feedback ranging from what they would find enticing in the form of a campaign and website and how best to tailor the campaign by establishing the existing knowledge and understanding students already had on energy waste, preventative actions and climate change, whilst at the same time catering for a diverse European culture. Through this research drive, we saw the effective targeting and constructive dissemination of Flick the Switch to 2000 schools and 200 education boards. The following are the effective research methods used by the consortium to achieve this were questionnaires and online surveys directed at teachers.

Flick the Switch Databases

To begin with, the consortium identified who the target group should consist of and who would be useful in assisting us to reach this group. To this end, a series of databases containing contact details of European primary and secondary schools, Education boards and
key stakeholders were constructed and utilised to apply the bottom up research approach and communicate the project and campaign on an EU-wide scale.

**European-wide Market Study**

Market research in the form of European-wide survey targeting European schools and education boards/authorities was carried out by the consortium. A comprehensive and well planned questionnaire was disseminated among 2000 schools and 200 education boards across EU-27 (also Turkey and Croatia) with the objective of determining the starting point for devising how to prepare an energy saving campaign by investigating the needs, aspirations, motivations and limitations of students for the overall purpose of deploying and motivating their involvement in the FLICK THE SWITCH campaign, This research resulted in drafting an overview of the type of campaign schools would find useful, manageable, exploitable, as well as the kinds of support tools and materials they would find motivational and useful. A vital component of the survey was to determine existing energy saving knowledge and habits among students to best identify how they would be empowered to have sufficient influence over these practices in order to ensure that FLICK THE SWITCH campaign has a real and tangible impact. The questionnaire was successfully deployed using a highly effective and easy to use on-line surveying tool called SURVEY MONKEY ([www.surveymonkey.com](http://www.surveymonkey.com)). More than 500 schools and education boards responded to the questionnaires.

**Schools visits and interviews**

Further to the application of a bottom up approach, face to face school visits were also employed to generate awareness of the Flick the Switch initiative among European primary and secondary schools. A total of 18 school visits and interviews were carried out by the consortium applying the use of a specially drafted school visits script (a semi structured questionnaire). These school visits provided an ideal opportunity to discuss the proposed campaign and gather both teachers’ and students’ impressions, comments and suggestions on Energy Efficiency, the level of responsibility they felt and the role they would envisage playing to make changes to the environment. The consortium enlisted the use of prepared powerpoints introducing the project, its energy saving message and the colourful characters to assist in gauging student and teachers responses and generate interest in the initiative to a receptive audience. Partners had the option to complete one or more visits to each school depended entirely on how much time schools could devote to such visits.

The questionnaires and school visit scripts was translated into the several partners’ languages which at the time comprised of the following: Spanish, Catalan, Italian, Croatian, Lithuanian and Estonian. The reported findings and results gathered from each method were consolidated into design, layout and content specifications and applied during the development process of the campaign and all support tools.
Strands of Communication & Dissemination

Communicate strands included regular mass mailing exercises to maintain contact and provide a steady flow of campaign updates and feedback for all schools in the FLICK THE SWITCH target group. Via the website, such updates were provided by the use of a specially designed newsflash module alerting the user to any new additions to the campaign and the latest news both internally and externally related to the initiative by providing a short description with accompanying links to the newest content on the website.

Continuous communication was conducted during the entire 8 months of the campaign. This was necessary in the initial stages of the campaign launch to ensure that widespread communication of the campaign reached all schools in the target group database to successfully kick start the registration process and remind pre-registered schools to complete full registration. Secondly, schools were informed of the tools and materials at their disposal on the campaign website and what the campaign offered by way of competitions and activities. In order to successfully convey this message, regular mass mailing to schools and education boards was required on the part of the consortium to adequately convey all website additions and updates. Regular encouragement was sent to the target group database to keep up the registration process and the newsletter was put to good use in this task and that of keeping registered schools informed of the progression of the campaign.

FLICK THE SWITCH Newsletters

A series of 4 FLICK THE SWITCH newsletters were designed and published over the course of the campaign. All newsletters were published in English and were available to download from the website. Each issue contained a variety of articles from teachers participating in the campaign, energy experts, partners reporting on the progress of the campaign and the latest activities being initiated, feedback on the outcome of campaign competitions and events and useful energy related hints and tips. All newsletters were structure in an inviting and...
A colourful way with lots of photos, images of Flick and his friend and links to website content including school feedback and presentations, campaign and activity news and updates etc. The consortium disseminated each issue together with a cover letter to all the schools and stakeholders in their regions. Each newsletter played a vital part in generating more school registrations to the website and to encourage their participation in the campaign.

**Collaboration with Organisations**

For the purpose of widening the scope and reach of the campaign, the help and collaboration of several organisations was enlisted. Such networking allowed the consortium to distribute promotional materials and expand our avenues of dissemination and communication with our target group. Similar projects were also contacted to seek permission to use suitable tools and materials which would benefit the impact of our campaign and website. In turn, we have been able to offer similar dissemination support via our website and newsletters.

**School feedback**

Following the launch of the campaign website, consistent communication and feedback updates have been in steady flow from schools all across Europe, providing website contact on the various activities and actions they have engaged in throughout the course of the campaign. This content has taken the form of presentations, articles, videos, photos, poems, comics, posters and a whole host of imaginative and creative work. Teacher were pro-active in submitting articles and feedback for the various newsletters and ensuring the uploading of school content to the website. They also took part in the first stage of the adjudication process surrounding the FLICK THE SWITCH poster competition by selection the most suitable poster to represent their own schools at the regional level of the competition. More recently that have been active in communicating their overall analysis of the campaign through the process of completing the specially devised campaign evaluation questionnaires.
8. Flick the Switch – The Champions Campaign!

The Flick the Switch Campaign ran from October 2009 until the end of April 2010 and was comprised of several fun and stimulating activities and competitions all of which were designed to stimulate energy efficiency actions and behavioural change among primary and secondary schools across Europe. All activities were set up to keep the campaign momentum going throughout its duration. The following section outlines the activities in full:

**Campaign Activities**

A series of four *Flick the Switch Energy Debates* specifically targeting secondary school students were organised to take place over the course of the campaign. The debates offered students the opportunity to express their opinions and share their personal knowledge and experience on a series of topics relating to the campaign energy efficiency theme. All debate topics, questions, rules and guidelines were available to download from the website several days before each debate to allow students and teachers sufficient time to prepare their answers. Each debate topic was recommended as a useful classroom exercise whereby teachers encouraged all students to become involved in the initial preparation stage. Each debate was conducted in English and moderated by a teacher in the consortium and also included the participation of a consortium energy expert who was on hand to assist with the proceedings and to give energy advice and feedback. The life size costume of “Flick the
Switch” was also a visible presence during all 4 debates and could be viewed by all participants via a live webcam feed.

Following each debate an article summing up the main participant comments and conclusions was written by Young Reporters for the Environment (YRE). It was published on the Eco-Schools, YRE and Flick the Switch website. All content and articles relating to the debates was accessible and downloadable form both the Teen’s and Teacher’s sections of the website.

The following topics were successfully discussed during the debates:

- **Energy Debate No.1: 18th February, 2010** - The first debate was centred on a discussion about the main message of the project: “Why Save Energy: Students’ Daily Actions on Saving Energy”. Students answered questions ranging from the daily actions they carry out to save energy, to their views on the need to limit the use of technology, etc.

- **Energy Debate No.2: 25th March, 2010** - As it took place during the “Flick the Switch Week” this initiative was appropriately chosen as the topic of the second Energy Debate. The significance of this week was discussed along with questions covering the topic of ‘EU Sustainable Energy Week.’ Students also talked about the activities their schools had instigated for this important Flick event. The general consensus was that this event created a positive impact on their energy consumption behaviour, as it focused student’s thoughts on the unnecessary use of lighting and therefore would lead to an end result of cutting down on energy waste.

- **Energy Debate No.3: 22nd April, 2010** – As the deadlines for schools to participate in both the Flick the Switch School Champions evaluation and the poster competition had just passed, it was decided to ask for students’ opinions on the “Flick the Switch Campaign and its impact”. Students commented on questions ranging from interesting energy saving facts that they had discovered through participation in the campaign, to their impression of the poster competition and the campaign’s overall impact on student energy efficiency behaviour. The debate’s energy expert concluded from student input that they saw clear benefits to involving communities in the Flick the Switch energy saving message.

- **Energy Debate No.4: 11th May, 2010** – The final Energy Debate was used to gauge student interest in participating in a new campaign and to gather advice and feedback on how to make campaign improvements: The topic “The Future for Flick the Switch” allowed students to discuss whether or not they would feel motivated to continue saving energy and suggested ways to motivate those non-receptive to the Flick energy saving message. The overall conclusion was that the campaign had a positive impact on students and their families through increased awareness and all the important energy saving actions they learned and that they would be eager to participate in such an initiative again in the future.

**Flick the Switch Week** took place from 22nd to 26th March, 2010 which coincided with the European Union’s Sustainable Energy Week. Schools were invited to take part in this event and to organise activities which would help them to generate awareness of the Flick the Switch Campaign’s energy saving message among their students, parents and the community in general. Schools were informed about this week-long event via the website and the Flick
the Switch newsletter, in addition to extensive e-mail communication from their regional representative partner.

Flick the Switch Week offered an ideal setting in which registered schools could organise a series of special activities or simply take part in one activity on a day of their choosing, with the aim of empowering and encouraging their students to save energy and to show them that simple changes in behaviour can contribute to reducing energy consumption. As the campaign was well under way at this point, Flick the Switch Week allowed schools to renew their energy saving efforts and apply fresh approaches to encouraging and motivating their students to save energy; suggestions for these were supplied via the website and in content from actively participating schools. Furthermore it gave lately registered schools the encouragement they needed to gain a head start in their campaign actions. During this time many schools took the opportunity to design and select their poster entries for the Flick the Switch poster competition. They organised meetings and conferences with parents, field trips to power plants, and many other activities which can be view on the website. Schools made good use of the tools and materials at their disposal and uploaded photos, videos, materials, presentations, articles, poems, songs, comics and posters of the activities they organised for publishing on the website resulting in many schools benefitting from Flick the Switch Week. It was also successful in raising awareness among non-registered schools and thus generating new registrations.

The Flick the Switch Poster Competition was organised with the aim of motivating students on an individual basis to stimulate their energy saving awareness and empower them to take action through creativity and imaginative means. To this end, students of all ages demonstrated their commitment to the campaign´s main objectives by creating drawings accompanied with a slogan or a short message related to the importance of responsible energy consumption behaviour.

The competition consisted of two categories, targeted in parallel at primary and secondary level schools. Each category had three levels of evaluation:

- **School Level**: All schools participating were responsible for choosing the poster to submit to the competition to represent their school. Each school category (Primary or Secondary) could only submit one poster.
- **Regional Level**: All European countries were grouped into nine different regions. Once a school submitted a poster it was automatically allocated to its respective region. In each region, two regional winning posters (one per category) were selected from among all posters submitted by schools in that respective region.
- **European Level**: Two winning posters from each region competed at European level (one per school category).
A Picasa gallery was created to showcase all poster entries categorising them by region and isolating the finalists’ posters by school level. Out of a total of 658 posters, 173 were selected from schools to go forward for evaluation.

![Poster entries breakdown by region](image)

**Figure 1: Poster entries breakdown by region.**

Schools were provided with the rules for participation, guidelines, poster criteria, and awards which were available online in the Teacher’s section, housed in the Poster Competition page.

All regional winning posters were exhibited at the Closing Ceremony in Estonia. The possibility of displaying all winning posters at the European Commission Office in Brussels has been discussed with the Project Officer; other options for exhibiting the posters are also under review.

Many of the posters designed by schools have been uploaded and housed in the galleries provided in the Kids and Teens sections of the website. Partners were encouraged to display the posters on their website and other communication channels.

The **Flick the Switch Champions** initiative was organised in order to recognise and award the European schools most committed to motivating their students to adopt energy efficient behaviour.

Schools taking part in the overall evaluation process were invited to complete an “Evaluation report” that was submitted to their regional representative. Schools could download the template of the Evaluation Report from the website (under Flick the Switch Campaign) and also receive it via email from their regional representatives. The report was designed to allow
schools to summarise all activities they took part in during the campaign and present the results they achieved. The report also included information such as the number of students, parents, school staff and other organisations involved in their activities, etc. following the evaluation criteria outlined and presented to all registered schools in the early stages of the campaign via the website:

The evaluation consisted of two levels:

- **Regional Level**: All European countries were grouped into nine different regions. Once a school submitted a report it was automatically allocated to the respective region. In each region, two regional winning schools (one per category) were selected from among all reports submitted by schools in the respective region.

- **European Level**: Two winning schools from each region competed on a European level (one per school category).

The jury panel that evaluated the reports was the same as the one constituted to evaluate the posters for the Poster Competition. In total, 105 reports were received from all regions.

![Figure 2 - Evaluation report breakdown by region.](image)

Both competitions also involved the organisation of regional and European Jury members’ panels. Each partner was responsible for forming the jury panel from their region, organising the evaluation procedure and to collect the results and submitting them to FEE. Regional juries were comprised of representation from the Project Partner Consortium, Project Advisory Committee, National Government Educational or Environmental Departments, Energy Agencies from one of the countries in their region, NGOs working on Education for Sustainable Development or/and Environmental Education. The European jury as made up of the following members: Oonagh Mc Nerney Project Coordinator (IPIC), Henry Kromhout (FEE), Project Officer Martin Eibl (EACI) and Sofia Aslanidou (European Schoolnet, EUN).
Regional poster competition finalists received a FLICK THE SWITCH certificate as well as a hamper of FLICK THE SWITCH goodies and materials. Partners included such items as bronze medals, pencils, badges, stickers and a host of other promotional material designed during the project and campaign. Regional school champions finalists received a FLICK THE SWITCH certificate and flag and were invited to attend the closing ceremony in Estonia to officially accept their prizes. Exhibitions of all regional finalists work for both competitions were displayed at the event. The European winners for both competition were officially announced at the Closing Ceremony with all winners receiving an official FLICK THE SWITCH European Certificate with plaques for the school champions and trophies for the poster competition winners. All competition participants not among the winners received a certificate of participation. As regional poster competition winners were not invited to the ceremony, each partner was responsible for sending the awards to those in their region and IPIC ensured that both European winners received their trophy and certificate. All partners also took on the responsibility of posting or distributing certificates of participation to all participant schools not among the winners.

All winners will be published in the Flick the Switch newsletter. Partners have also been encouraged to announce the winners on their website and other communication channels.

**Flick guest appearances**

Flick was on hand to entertain and engage with many guests and in particular to stir up attention among the target groups attending both the campaign opening and closing ceremonies, and the workshop event. He has created a selection of humorous and informative videos recorded at all ceremonies and this proves his versatility as an entertainer and promoter of the campaign.

The **FLICK THE SWITCH Campaign Opening Ceremony** was organised in Malta on the 7th of October. The aim of the event was to successfully launch the campaign and website and thus to generate a wave of awareness drawing much needed attention to the registration process for the campaign. A total of 119 schools and education stakeholders from Malta and from other European countries participated in the event, including all consortium partners with culminated in representation from the following countries: Malta, Italy, Spain, Estonia, Lithuania, Estonia, Norway, Croatia, UK, Slovenia and Slovakia. The opening ceremony was organised in collaboration with Eco-Skola Malta and with the support of the Curriculum Management and eLearning Department within the Ministry of Education in Malta and was considered successful by the participants. The agenda of the ceremony featured a series of speeches from education and energy authorities, from members of the FLICK THE SWITCH
consortium and key note speakers at the event included the Minister for Resources and Rural Affairs, Hon. Mr. Georgo Pullicino. A food fair was organised after the launch and the consortium hosted stands from their countries and brought typical food, drink and informative materials from their regions putting emphasis on the multi cultural aspect of the project. They also displayed materials and tools produced in other educational projects.

The **FLICK THE SWITCH Campaign Closing Ceremony** was hosted in Estonia on the 21st May 2010. The objective of this event was to mark the end of the campaign and to recognise, honour and award the most active and energy-conscious school participants throughout Europe. It was also an excellent platform in which to encourage schools to continue their energy saving endeavours. Approximately 150 guests including FLICK THE SWITCH project partners, representatives from the FLICK THE SWITCH School Champion finalists, Rakvere City’s Mayor and Vice Mayor and the Councillor of the Ministry of Education. Among the Estonian primary and secondary school teachers and educational stakeholders present, the following regions were also represented: Spain, Croatia, United Kingdom, Norway, Italy, Malta, Lithuania and Romania. The ceremony agenda featured student performances, presentations about the results of the campaign and the announcement of the regional and European competition winners. The consortium also coordinated the publicising of the event on the Sustainable Energy Europe website which led to the ceremony being recognised as an “Energy Days” event.

Finally the **FLICK THE SWITCH Workshop** was hosted on the 23rd September 2010 in Essex, UK. The aim of this event was to disseminate the results of the FLICK THE SWITCH campaign to European schools, key actors and stakeholders. The workshop explored the achievements of the project across Europe and highlighted several contributions schools made to the FLICK THE SWITCH campaign to save energy. The consortium further discussed ways in which the project could be improved and used in the future. Overall, the workshop gave guests the opportunity to reflect on the project and reminded them to continue spreading the energy saving message particularly students with the use of several fun and engaging activities specially organised to stimulate and encourage their energy saving actions following the campaign.
Success through the eyes of Flick!

The main success story behind FLICK THE SWITCH, which is visible on the campaign website, is naturally enough relating to the energy saving efforts and content received from schools across Europe. This has come about through the hard work and determination of teachers, students and project partners alike with the support of Intelligent Energy Europe. This wonderful collaboration of efforts to help cut down on energy waste and the harmful CO2 emissions is the true success story of the initiative.

The success story can be broken down into individual examples in order to pay homage to the schools involved and recognise their achievements as the first FLICK THE SWITCH Champions. The winner of the secondary school category of this competition was “Vilnius Minties Secondary School” in Lithuania for their continued dedication and ingenuity in the efforts to save energy and cut down on waste and harmful emissions. Their FLICK THE SWITCH journey began with the promotion of the project throughout their school with the use of stands and wall displays to engage the support and involvement of students. They organised a school lecture on the topical and highly relevant theme “The positive and negative effects of our planet caused by humans” and took part in a promotional day called “Saving energy at school” to really get the message across to all students. A powerpoint presentations about “Saving Energy at Home” was conducted to begin the domino effect of taking energy saving actions to the home. This school was also very active in all virtual energy debates, of which there were a series of 4 scheduled at varying intervals throughout the campaign. Students were also pro-active in making videos and such themes as “What each of us can do to save the planet”, “In the world of energy” and “Light life dance”. They created their own dissemination materials such as desk and door reminders made up of short notes to keep the energy saving message visible at all times. In general students created meaningful and though provoking material which has value to the website and will continue to do so for the lifetime of FLICK THE SWITCH.

The winner of the primary school category of the FLICK THE SWITCH Champions was “St Francis Primary School” in Malta. This school presented a step by step account of their actions in the form of video presentation which were eventually reformatted to simple
powerpoint presentations. These actions ranged from their use of the teaching materials, campaign promotion materials and games to their methods of communicating the campaign message and its actions to their entire school. They created many wonderful FLICK THE SWITCH inspired poems, scripts, and even produced their own comic dedicated to their schools energy saving actions. They constructed models of power stations in conjunction with their study of the class books relating to “Electricity” and tackled other environmental and energy related issues which are very important to a small island nation. They involved the participation of parents in many of their home assignments. In all they have accumulated quite a collection of work carried out during the campaign which is evident from the photos of the FLICK THE SWITCH Champions exhibition held at their school. On further exploring at their input to the website, it not difficult to see the education benefits schools such as this have derived from participating in the campaign and the powerful legacy that they have left in the wake of the campaign.

The FLICK THE SWITCH Poster Competition generated the most school responses with the submission of over 600 posters reflecting the individual and creative efforts of students all over Europe. Of these, 183 entries were considered for the regional stage of the competition and the overall winning posters at the European level were designs created by 7 year old Daria Anamarie Dobre aged 7 years old representing her primary school Mihai Eminescu National College, Bucharest in Romania. In the secondary school category, the winning entry was designed by Michaela Dima aged 14 years old from Scoala Duleiu Zamfirescu, Focsani also in Romania. It was a very difficult final choice, but the two winners captured the essence of FLICK THE SWITCH very well. All runners up in the competition have been displayed on the website in various articles and presentations and have received the recognition they all deserve. The true success of this competition can be gauged by the packed poster galleries in both the kids and teens sections of the website. It has been the single most impactful activity of the campaign in terms of the empowerment qualities it has been able to offer students through their single minded thoughts and approach to each design. Taking part in such an action as this allows the participant the time and space to consider the theme, what it means to them and how they should represent it.

**Campaign Results**

In terms of the successful output of this campaign the following results were achieved:

- The Flick the Switch website currently has 889 registered users, which are comprised of primary, secondary schools, special and other schools.
- Some 705 schools registered to participate in the campaign and organised activities with about 310,000 students.
- A series of posters, leaflets and Flick the Switch Stickers have been designed to promote the campaign.
Powerful branding in the form of colourful and eye catching characters, a strong logo and a life size FLICK THE SWITCH costume, was created.

The FLICK THE SWITCH Course Materials are available for teachers: presentations, home assignments, class exercises, etc.

Further promotional material such as pencils, badges, bookmarks, pens, mouse pads, bronze medals, postcards, calendars and lots more were designed to assist the dissemination of the campaign. These materials were also included in Starter’s Packs sent to the first 220 schools to register for the campaign.

We conducted a pre campaign energy audit in a school in Croatia to find out how much energy could really be saved through behavioural changes!

A total of 658 posters from 173 schools and 105 evaluation reports were received from schools all across Europe for consideration in the Flick the Switch poster competition and the Flick the Switch School Champions.

Vilnius Minties Secondary School in Lithuania and St Francis Primary School in Malta were officially announced as the 1st European winners of the “Flick the Switch Champions”.

A colourful and glossy Flick the Switch Comics were created based on inspiring scripts written by students around Europe.

A whole host of feedback on energy saving actions from schools all around Europe in the form of posters, videos, photos, powerpoint presentations and imaginative creations such as comics, song, poems, articles, games, quizzes etc, have been uploaded to the website.

The far reaching impact of the Flick the Switch campaign message has benefited 6933 European schools, 308 education boards/authorities, 728 stakeholders and countless numbers of parents through the targeted dissemination drive of the project.

The potential impacts of 310,000 students turning off unused lights and devices in the campaign schools has resulted in an average of €3.65 million in energy savings during the campaign, as well as a reduction of some 1280 tonnes of CO2.

Feedback from schools
Among the large and inspiring collection of photos, posters, presentations, videos to mention but a few examples, that have added true mean and value to the website the following are examples of what is to be found on the campaign website:
“A visit to the Reverse Osmosis”
by St. Francis Primary School Cospicua in Malta.

Due to a perpetual water deficit in Malta, the Water Services Corporation has to convert seawater into high-quality drinking water to meet the ever-increasing demand, mostly from farmers and tourists. This modernisation Reverse Osmosis Plant, the ‘Water Service Corporation’ placed great value on the reduction of water costs, which was to be achieved by savings on energy and maintenance costs as well as putting tap priority on the long durability of the pumps and energy recovery devices. It was also interested to learn about the process of how seawater is converted to drinking water. The process involves the use of very high pressures to enable the production of potable water from seawater. It was also shown and made clear to Year 6 students and teachers, that by saving water we save energy. From the explanation and presentation that was delivered to them, students and teachers besides various descriptions, discussions and presentations, they came out with the caption ‘Save Water to Save Electricity’ which resulted that they are acutely aware of the importance of environmental protection. As a follow up of this activity various charts and models were done with the help of their parents. Thus children became more aware of the intrinsic message of how much electricity is being used so that all citizens have access to drinkable water.

Earth Poem was created by CRISTINA CEAPA of the 7TH GRADE at School No13 “Stefan Cel Mare”, Galanti in Romania

EARTH POEM
Look what we’ve done to this world! Why don’t you say a single word? Have you ever stopped to notice All the beautiful things we had seen before? Now I don’t know where we are I live like in a small jar This global warming is killing me Don’t you see?

EARTH POEM
Look what we’ve done to Don’t you see?
Imagine a world without any source of energy. There would be no light, no warmth, no life. Are we protected from such future? Are our energy sources being used efficiently?
To begin with it is known that nowadays more and more environmental problems occur in our life. All these burning problems are caused by the consumer society which usually ignores the fact that these problems need to be solved. In my opinion most people became too selfish and too busy with their daily routines to notice the damage being done to the nature. I believe that if more people tried to notice the most important issue of energy efficiency there would be much more energy saving enthusiasts in the world. What is more this “Flick the Switch” project showed that energy efficiency and the idea of saving energy can easily spread all over the world. Furthermore this project encouraged me to think about saving energy at home as well. Due to the difficult economic situation and to the increase of the electricity taxes lots of families were made to think about saving it. My family was also not an exception. Moreover we started using the method according to the “Flick the Switch”. In addition no unnecessary light is left flicked on and many switch-plugs are pulled out from the electricity nests. What is more energy efficient light bulbs were put everywhere in our house. Furthermore these little saving actions have already become very common to me. Adding to all that we noticed that now we pay less than we did earlier. In my opinion everyone could do his best when saving energy. I am sure that little things matter a lot. All in all, some people think that individual actions will not make any difference in solving such big problems. I believe that every action is worth taking it up. The most important thing is that we could save our tiny and fragile world for future generations.
8 students of the 10th form with the assistance of their teachers Ms. K. Dauksaite and Ms. E. Bauziene from Meškuičiai secondary school (Lithuania) created the following song entitled “A dream”. It was performed at school’s Flick the Switch Day on the 25th March.

“**A Dream**”

In the world we have a dream-
No rubbish and no scream
If we all work together
We can save our Earth forever.
Don’t be afraid to take rubbish,
Don’t be lazy to flick the switch,
Don’t be afraid to take rubbish
Don’t be lazy to flick the switch.

When you see rubbish-
Then you start the work,
When the work is done
Then the world is great.
Don’t be afraid to take rubbish,
Don’t be lazy to flick the switch,
Don’t be afraid to take rubbish,
Don’t be lazy to flick the switch.
Creative ideas inspired by Flick the Switch

Presentations about Flick the Switch
Questionnaire evaluation

Probably the best example of the campaign’s impact can be judged through the feedback and comments gathered from the kids, teens, teachers and parents around Europe participating in the project. A series of 4 campaign evaluation questionnaires were especially designed for this purpose. The questionnaires were disseminated to over 700 registered schools, with a total of 4050 questionnaire responses received from kids (1510), teens (1480), teachers (580) and parents (480).

Feedback from primary school students showed that 97% would turn off lights and devices if they are not in use by other people. 94% said they would encourage their parents and teachers to turn off unused lights and devices every time they leave the room, indicating that they have taken on ownership
responsibilities outside the school environment. More than half the students visit the website regularly, with the campaign message reaching 66% through support materials used by teachers. Flick the Switch branding also left a strong and memorable impression on 75% of the kids and 88% said they liked the campaign. This, combined with successful dissemination actions, meant that 95% of students surveyed had heard about Flick the Switch at least once in school.

Among the feedback from secondary school students, it was observed that 85% recognise that something needs to be done to fight climate change. Most importantly, over two thirds of them understand that their actions are also responsible for this problem. Over half of the students agree they should turn off all lights and devices that are on stand-by every time they leave the classroom or home with less than half neither agreeing nor disagreeing. This indecision could be a result of the fact that not all students are able to control light use at school. In regards to the domino effect, over half of the students recognise the influenced to switch off lights through the actions of their friends.

With regards to the website, 39% of the students reported visiting the website often or very often, whereas 43% visited the portal not so often and 18% did not visit it at all. Having said this, the website has managed to successfully communicate the campaign message, as 72% understood this message to be about switching off lights and devices when they are not in use. 64% recognised the “saving energy, saves our future” concept, 41% agreed that old inefficient light bulbs should be replaced and 32% agreed with the idea that their parents should use energy efficient kitchen devices. All these concepts were expressed via the campaign and the website. The campaign itself was also successful, with 52% of students finding the campaign interesting. 96% of student awareness of the campaign came from the school environment.

Among teachers, the successful application of the campaign, website and its support tools and materials was mainly achieved in science related classes (65%). For 45% of teachers, Flick the Switch offered them the opportunity to put energy saving actions more squarely on their school’s agenda. 80% of teachers felt well informed about energy efficiency topics following their involvement in the campaign. This bodes well for the campaign and its future, as most teachers have the necessary knowledge to continue to inform their students about energy saving and related actions. 91% of teachers think that they will continue to teach their students about energy saving and the importance of turning off lights and devices when not in use after the campaign came to an official end.
85% of the teachers that participated in the study would also recommend other colleagues to participate in an initiative similar to Flick the Switch. This shows that teachers consider the overall topic as being very important and are enthusiastic to access similar community programs.

Overall, the campaign website was well received, with over 70% of teachers finding it useful, informative and well-stocked with the necessary campaign information and materials. 82% found the website to have an attractive and interesting design. 84% of teachers from non-English speaking countries confirmed that it was extremely useful to have the main contents available in their respective national languages. 80% confirmed that that their Flick the Switch national contact point kept them regularly informed about the latest campaign developments.

84% of teachers agreed that Flick the Switch had a strong impact on the behavior of students and will continue to do so in the future. 73% of the teachers also think that Flick the Switch raised awareness of the various school facilities where energy is consumed and often wasted unnecessarily. In addition to that, 81% think that Flick the Switch also fostered more conscious energy consumption behavior among teachers and school staff.

From the perspective of parents, 84% that took part in the evaluation questionnaire had been informed about the Flick the Switch campaign by their kids. This is an important result, as the project also puts emphasis on the domino effect, which would see students replicating the energy efficient behaviour they have learnt at school in their homes. The positive impact of the campaign on the energy consumption behavior of parents themselves had been observed by 49% of parents, with 58% of them thinking that the campaign had a positive impact on their child. This confirms that in order to get children interested in topics such as energy saving, parents and teachers alike need to motivate them and guide them towards a more energy efficient and sustainable future. In this respect, future initiatives in this area are likely to be successful as 88% of the parents think that learning about energy efficiency in school is important.
9. Lessons learnt along the way

Through the experiences we have gained during the execution of the Flick the Switch project, we have observed a number of key lessons that we would like to share with other projects or initiatives, thus enriching the Intelligent Energy Europe Programme (IEE).

Seeking the cooperation of your target group

It is important to make the target group your focus from the very start and in particular to gain their support and feedback by applying a bottom up approach designed to research their needs. In the case of Flick the Switch, this was successfully achieved with the ultimate result in producing a website and campaign closely built on the recommendations and specifications of our target group.

Always be mindful of the steps that need to be taken to engage the support of your target group. In the case Flick the Switch, it was crucial to get the cooperation of teachers, without whose support, we could not hope to reach their students. In order to achieve this we had to promote the educational significance of our initiative, to show the teachers was in it for both themselves and their students. It is therefore of upmost importance to take into account the pre-existing curriculum and subjects when wishing to provide a campaign with educational elements to generate the assistance and commitment of teachers. Remember that their time is valuable and therefore must be engaged in a useful and beneficial ways to the advantage of their students. Flick the Switch offered teachers access to useful didactic tools and materials showing the clear educational benefits for their students and thus worthy of their cooperation and involvement.

From a project management point of view, it is very beneficial to involve the target group in your consortium. Having schools as partner members provides an open door to reaching your target group which makes the whole process easier to achieve. There are 3 schools and 1 education advisory
organisation as members of the Flick the Switch consortium and they have provided valuable advice and feedback on all aspects of the campaign and website design. Through their position in the sphere of education, they have reached many schools through their respective education networks and through exchange programmes. They have also been very active in leading by example thus carrying out campaign activities and contributing content to the website.

The establishing of a Flick the Switch Advisory Committee can all play a vital support role in combating some of the main obstacles confronting initiatives by acting as a voluntary consultative body that would ensure the good deployment across EU-27, Turkey and Croatia and providing advice on website design and structure when requested via email and during dedicated project meeting. Having such advisory presence at different Flick the switch meetings allowed members comprised of experienced Academic Experts, Local Education Authorities, Teachers, and Coordinators of other European Projects, to individually or collectively contribute to the development progress of the initiative.

**Putting Flick the Switch on the curriculum.**

Securing the involvement and commitment of teachers is best achieved by presenting a Flick the Switch project and campaign which offers a clear benefit to primary and secondary school students within their existing curriculum. Firstly, the Flick the Switch has a highly relevant energy saving theme which all participants can benefit and learn from and therefore it has a definite place in the daily actions and education of kids and teens across Europe regardless of nationality or language. Tailoring a Flick the Switch campaign to suit the educational needs of schools has largely been achieved by the input and feedback from close communication with the teachers across Europe and the partner school members within the consortium of which there are 3 representative schools and 1 educational advisory service organisation. The Flick the Switch website has been successfully designed and presented as an education tool with teaching materials which function well as a useful resource for such curriculum subjects as English language studies, Science based subjects, art and creative based subjects and indeed any subjects which focuses on the environment and related issues.

**Keeping the attention of your target group.**

During the deployment of an initiative that requires the continued focus of the target group, it is important to plan and schedule activities to ensure this outcome is achieved. In terms of Flick the Switch, the positive focus of schools was required over a 7 month campaign period from October 2009 until May 2010, which is a long time to keep the attention of students.
When planning our activities, we carefully positioned them at varying intervals throughout the campaign and in particular scheduled our Flick the Switch week from 16th to 22nd March to coincide with the EU Sustainable energy week and encourage schools to use this energy efficiency themed week to engage in further activities and refocus their own efforts in the final months of the initiative.

Furthermore, powerful branding and a well designed and interactive website packed full of content and activities that will stimulate the involvement of students is paramount for any initiative such as Flick the Switch. The design process of the Flick the Switch logo and characters went through a stage of evolution prior to the campaign launch during which time they were revamped to maximise on their appeal to their intended target group. Coupled with this a human element was added to the characters with the design of several kid, teen and adult characters to interact with Flick and his gadget friends.

Nothing grabs the attention of an audience better than the sight of a life size costume of a project mascot. They are used to great effect in promotional events and general create quite a stir with target groups of all ages. In the case of the Flick the Switch, this life size costume which is modelled on a conventional light switch, was an extremely effective dissemination tool. He was highly entertaining and fun to behold and was most definitely the centre of attention at all venues and events attended during the course of our initiative. Students and adults alike loved him and he posed for many photos. He left a lasting impact wherever he went and is a great ambassador for energy saving.

Testing your theories

As with any initiative you will always encounter challenges along the way. It is important to be prepared to handle all eventualities and anticipate problems before it is too late to address them. Carrying out test runs among a select number from a target group is always a good approach to finding out if ideas and plans are being mapped out correctly. This is also a valuable means of applying risk analysis particularly when your project involves measuring results and gauging performance from your findings. Using a pilot group or in the case of Flick the Switch a pilot school in which to conduct a dry run of our planned energy audit proved very fruitful in clarifying the best means of monitoring and calculating expected energy saving within that school during an exposed period to our energy saving initiative. Following the imposed test period, during which time the monthly energy readings of the school in question were recorded, the result was that the school achieved the desired energy saving but over one particular month a noticeable increase in consumption was observed. They occurred due to the installation of
new computers. This outcome allowed us to prepare a contingency plan which would allow us to factor in any such obstacles encountered for the later campaign energy audit.

Clever dissemination tactics

Hitting the right note with your target audience goes a long way when designing tools and material that are effectively going to be used to attract their attention. Allowing them direct input into the overall development of such materials is sound practice particularly when these very materials and tools will be used to stimulate and motivate your target groups. The level of direct involvement that you allow the target group to have in this design process will attach significance to your initiative and will greatly help in the crucial dissemination stage of the initiative. Particularly when your target group is largely comprised of kid and teens, they like to showcase their creativity and enjoy a challenge, so who better to come up with design ideas for dissemination material targeting them then the students themselves. They have a unique and fresh perspective on issues and teachers will enjoy seeing the fruits of their time and effort being justly recognised and rewarded too.

Approaching students to design posters to promote a campaign targeting them was a novel idea the Flick the Switch consortium came up as a way of creating solid and effective dissemination material. This approach worked on two level as a competition was organised to achieve this. Not only were the official campaign posters comprised of designs created by students for students but it was also good publicity for the campaign as schools took an interest in the initiative prior to its launch and teachers were pleased to see student designs being promoted all over Europe. In all, this exercise served as a good forerunner for the campaign Poster Competition and offered great insight into planning, criteria and evaluating actions. This is indeed good practice for any dissemination materials used to target kids and teens. Who better to come up with ideas!

Maximising on the impact of your website.

It is important when designing a website to cater adequately for your target group. Tailoring your website to suit your target group will very much depend on the breakdown of your target group members. The Flick the Switch target group, for example, is made up of primary and secondary school students and teachers, so to best suit their needs we created 3 dedicated sections for each group category. In reaching this decision, we took into consideration the fact that there are variations in the education system from country to country with some
following a two tear system while others adopt a three tear system. As a consequence of this we opted to address our students groups as “Kids” and “Teens” rather than trying to apply school categories that might confuse the process. In keeping with the simplicity of the campaign theme, we effectively put in place a system of website sections which allowed the individual student to determine what best suited their needs and thereby allowing each individual, particularly students in the transition age group between being a kid and a teen, to choose which of the two dedicated sections most represented them.

Get straight to the point in order to keep the attention of your audience and provide lots of interactive features whilst at the same time making the website pleasing to the eye. Provide a fast loading, user friendly and content rich website that is not weighed down with long, boring and irrelevant text. Bear in mind that kids will quickly grow bored with a static web environment so use of flash images, galleries, interactive modules and downloadable material will provide a dynamic and stimulating experience. It is a good idea to provide upload facilities which allow teachers the power to upload student content to the website thus involves them in an authoritative role of controlling what student content reaches the target group. This was further seen in the poster competition where teachers were asked to assist in the first adjudication stage to determine which poster should represent their school at the regional level of the competition.

Keep a close eye on the day to day mechanics and functionality of the website to ensure that everything is running smoothly. This consideration will work best if the website is built and managed by a consortium partners and not subcontracted. In the case of Flick the Switch, we encountered some teething problems with our registration facility, nothing that could not be resolved, but in the early stages with a big registration drive in progress, close monitoring of the procedure was undertaken to resolve any administrative problems which occurred and to remove scam registrations. Likewise with the login process, close monitoring of early difficulties largely resulting from users forgetting their usernames and or passwords was carried out and all such issues were dealt with swiftly.

**Timelines and deadlines**

Play close attention to deadlines to ensure that they are attainable for your target group and try to avoid same day submission for competitions as this can lead to confusion and ultimately delay your adjudication process. Ensure the allotting of sufficient time to the task of adjudicating to realistically cater for an unknown or unspecified number of competition entries. When planning a campaign centred around schools, it is of utmost importance to position you initiative to maximise on the layout of the school year and terms. As start and finish dates for schools terms and holidays vary from country to country it is best to factor
this in to any plans and dates being set for your campaign. At the end of your campaign bear in mind that if you are seeking feedback analysis from schools make sure that you allow sufficient time before the end of the school year to acquire this.

Catering for all eventualities

It is sound consortium practice to contingency plan for any anticipated problems and eventualities which can arise during the course of a project. It is important to tap into the experience of consortium partners particularly those representing your target group and any partners with past project involvement. Even initiatives involving the most simple of actions do not progress without encountering obstacles. When looking at the simple message and action that Flick the Switch promotes, switching off lights and devices when not in use, there is the realisation that no particular uniform approach can be applied to this action. Although the action in itself is fairly simple to carry out, the opportunity to do so is not always within our control. However this is not a wide spread problem, but none the less it has to be taken into consideration when addressing the obstacles encountered. In schools for example, students do not always have access to the light switches if there is a system in place to centrally control the operation of lights. In this case we do need to consider what to do in cases where students do not have access to switches- so how can we have any impact in schools where students have no access to switching off lights and devices? A special approach will be required for schools not enabling their pupils to access the switches and turn off lights and devices. While we have to say that not a lot of schools fall under this category, nevertheless we need to address this challenge. We need to cast students in the role of being empowered although they are not the ones carrying out the action, so the next best thing is to encourage students and schools to organise student committees that can advise the school about how switching off lights and devices will save the school money, as well as identifying any wastage and areas for improvement. So we want to encourage students to take the initiative to approach their schools and get the caretakers to be more efficient about when lights are turned off centrally, etc.
10. Flick’s next mission!

The FLICK THE SWITCH initiative offers a wealth of exploitable results and order to ensure its exploitable factor is sustained and built upon post project, the website will continue to be hosted, maintained, updating and deployed by the consortium among primary and secondary schools. Furthermore, the FLICK THE SWITCH consortium is dedicated to continuing its active role of disseminating the FLICK THE SWITCH project and campaign energy saving and awareness generating message, its website and content to the existing member base and will continue to target and gain new registrations.

The aim for future exploitation of the initiative is to push the boundaries of energy saving by introducing challenges and setting achievement levels for European primary and secondary
schools to reach, to take the initiative beyond that of simply switching off lights and electrical devices, by encouraging further challenges energy saving.

Plans are being considered to strengthening and enhancing the collaboration between FLICK THE SWITCH and Young Reporters for the Environment (YRE) used for conducting the energy debates and introducing the use of social media to promote the student work and creativity during their involvement in a second initiative. This would offer a platform for experience exchange and provide students with the opportunity to share their opinions through the medium of videos and social media. Partnership with a social media organisation would be required to successful exploit this opportunity.

With the advancements in energy saving being proposed for FLICK THE SWITCH an upgraded and better designed energy consumption calculator, which could offer the user more feedback, for example; measuring the cost of light used based on the number of light bulbs and type, should be considered.

Having successfully reached a large target group throughout Europe and built up a solid reputation among students and teachers, FLICK THE SWITCH is now in a strong position to offer commercial companies a means of bringing their energy saving products to the attention of schools and homes across Europe. Among the existing target group, FLICK THE SWITCH could collaborating with energy efficient product manufacturers and companies for promoting and endorsing their products and services applying a form of FLICK THE SWITCH quality approved standards.

It is viewed as vital in a new initiative to provide teachers with the knowledge of new approaches and directions for energy saving. Ideas include incorporating in-service-training courses to successfully utilise equipment and training for multimedia development involved Young reporters for the environment. Other training services being considered include providing knowledge on EU issues that could related to FLICK THE SWITCH, for example new legislation on product requirements regarding electricity consumption.

FLICK THE SWITCH have been considering deepening the existing primary and secondary school route to encompass the parents of European primary and secondary school students, whilst at the same time maintaining the invaluable involvement of teachers. As parents have been influenced by the energy saving actions and ideas their kids have brought home, they could be targeted to play more of a hands-on role in a future FLICK THE SWITCH initiative involving their kids and their schools.
The good news continues with the further communication that several organisations have expressed an interest in collaborating with FLICK THE SWITCH to ensure the continued growth and future exploitation of the initiative.

The roll out strategy for FLICK THE SWITCH is being devised to carefully consider the transferral of the FLICK THE SWITCH project to other sectors. While its role out in the hotel sector, as well as offices and industry could indeed hold potential, the strongest roll out option for FLICK THE SWITCH would be to focus it along the education value chain, targeting third level education in the next edition. Student attitudes towards energy saving in this area could clearly benefit from the FLICK THE SWITCH energy saving message with particular emphasis on student halls of residence and other student accommodation. Pre-existing material, tools, character etc could all be revamped along with the creation and development of additional support materials to assist this target area.

In conclusion there are several viable options open to provide a bright and successful future for FLICK THE SWITCH is whatever avenue is pursued. The future is indeed bright for FLICK THE SWITCH!
The FLICK THE SWITCH Consortium

**Project Coordinator:**

Iberian Productivity and Innovation Centre, Spain

**Project Partners:**

Projects in Motion, Malta

Foundation for Environmental Education - Fee Secretariat, Denmark

University of Zagreb, Faculty of Mechanical Engineering and Naval Architecture, Croatia

Energy and Environment Agency of Province of Perugia, Italy

Climate Energy Ltd, UK

PPS Karmoy, Norway

Rakvere Secondary School, Estonia

Istituto Comprensivo Statale Gagliano del Capo, Italy

Kuršėnai Pavenčiai Secondary school, Lithuania

Rakvere City Government, Estonia

**Contact:** info@flicktheswitch.eu
Acknowledgements

The FLICK THE SWITCH Consortium would like to thank all individuals and organisations that have collaborated with the project over the course of the past 24 months, especially those organisations who have participated in surveys and test groups and those who have formed part of the Advisory Committee. We would also like to thank those organisations that have assisted in the wide spread dissemination of the project and granted us permission to utilise their tools and materials on the website. We would like to thank the Intelligent Energy Europe Programme for co-funding the project, as well as our Project Officer and Financial Officer, for their support and advice during the implementation of the project.

Finally, we would especially like to thank all the registered schools, students and teachers for participating in the initiative and helping to make it a success.