



## What is the Big Switch Off?

The Big Switch Off is an energy efficiency campaign that encourages **everyone** across Leicester, Leicestershire and Rutland to switch off unnecessary electrical equipment and lighting to save energy and cut CO2 emissions. Everyone has a part to play in the Big Switch Off – local businesses, retailers, public sector organisations, community and faith groups, schools, colleges and the general public.

The Energy Saving Trust suggests that over **£1 billion worth of energy is wasted** by leaving appliances on standby and the Carbon Trust estimates that around 60% of energy, amounting to a staggering £180 million, is wasted by office equipment left on standby. The Big Switch Off aims to address this issue and encourage local organisations and households to reduce their energy use and ultimately their costs.

## When is it happening?

The campaign will run from Monday 12<sup>th</sup> October – Sunday 18<sup>th</sup> October 2009.

## Who is leading it?

The campaign is being led by a partnership of all local authorities across Leicester, Leicestershire and Rutland and is supported by Central Networks, Groundwork Leicester & Leicestershire, East Midlands Airport, Business Link and the Chamber of Commerce.

## How will it be monitored?

During the campaign, Central Networks will be monitoring electricity consumption at 41 bulk supply points across Leicestershire and Rutland, making a like-for-like comparison from the previous week's consumption. This will provide a clear indication of how much energy we manage to save during the Big Switch Off.

Local businesses are also encouraged to take and record their own electricity meter readings for two weeks – the week before and the week of the Big Switch Off. The results can then be compared and fed back to employees to encourage further energy savings. They can also be promoted through the Big Switch Off website.

[www.leics.gov.uk/bigswitchoff](http://www.leics.gov.uk/bigswitchoff)



## **What's in it for me?**

There are many reasons why you should take part in the Big Switch Off:

- Be part of a high profile, county-wide initiative
- The first 50 businesses to sign up are invited to attend a free Business Breakfast on Tues 15<sup>th</sup> September. There will be further information on how to run a staff campaign as well as an energy case study from Best Western Yew Lodge Hotel, who made energy savings of £26,000 over a period of six months.
- Reduced energy costs for your organisation
- Helps you to work towards internal sustainability targets
- Instant online publicity from pledging to take part
- Good PR opportunities

## **How can my business get involved?**

Individual organisations and businesses are encouraged to run a simple staff campaign to encourage employees to switch off lights and electrical appliances that are not being used or that have been left on standby. It is hoped that employees will then retain the message and take part in the Big Switch Off at home. Resources such as posters, stickers and fact sheets will be available to download free from the Big Switch Off website in due course.

In the run-up to the Big Switch Off, local businesses are invited to share their own case studies outlining how they have already made energy and cost savings within their organisation. These will be added to the Big Switch Off website (currently under development) and promoted through the local media. This provides an excellent opportunity to share good practice and highlight your organisation's environmental achievements.

## **How do I register interest?**

For further information or to register to take part, please log on to the campaign website: [www.leics.gov.uk/bigswitchoff](http://www.leics.gov.uk/bigswitchoff) or contact Gillian Squires, Sustainability Officer, North West Leicestershire District Council, on 01530 454771 or by email: [gillian.squires@nwleicestershire.gov.uk](mailto:gillian.squires@nwleicestershire.gov.uk)

[www.leics.gov.uk/bigswitchoff](http://www.leics.gov.uk/bigswitchoff)