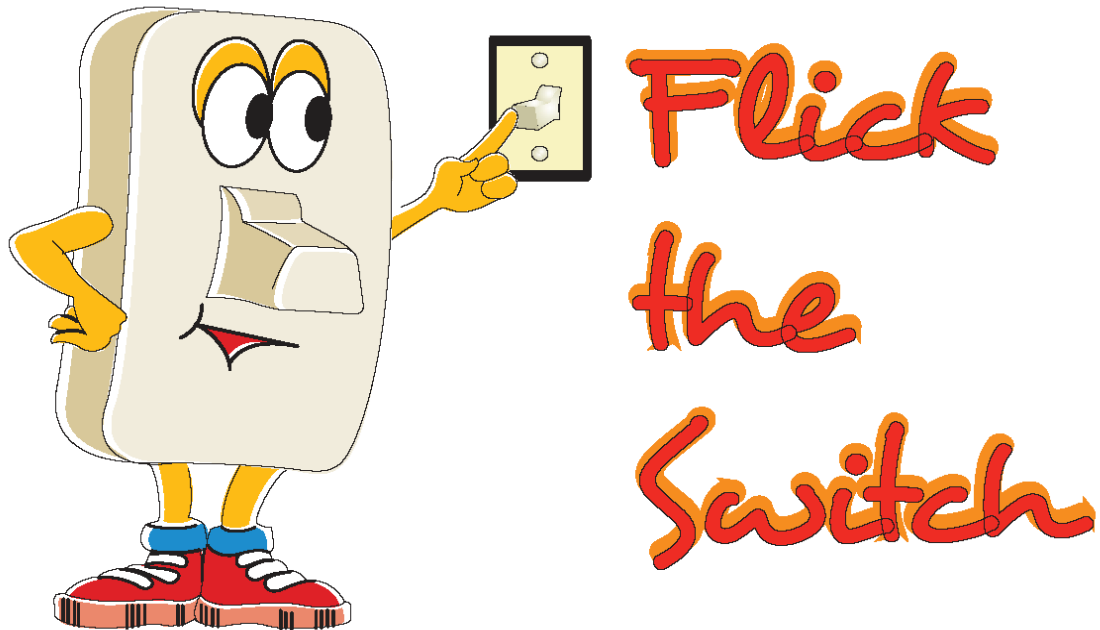
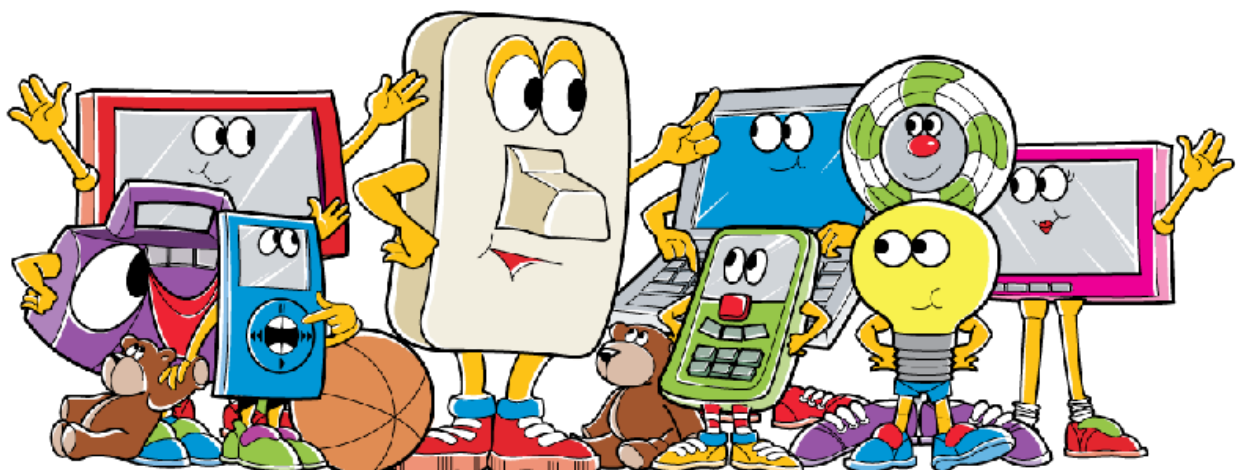


## Encouraging Simple Energy Efficient Behavioural Practices in Schools



*Hello and Welcome to the Second  
Flick the Switch' Newsletter!*



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## Editors Note



Welcome to the second edition of 'Flick the Switch', the free e-newsletter brought to you by leading energy experts and educational stakeholders. The New Year has started with a bang for saving energy with Flick at schools, with over 300 schools now registered to the Campaign from over 20 countries from across Europe. Schools have been participating in all kinds of creative activities to engage their students in the issue of climate change, from Ecological Christmas Trees, comics and posters, to meter readings and songs (find out more on page 6).

In addition, the Campaign website has been evolving in order to incorporate functionality to enable schools to upload pictures, photos, posters, stories, as well as videos. We are also working on increasing the content, tools and information available to schools in order to support them in teaching their students about energy related issues. So do keep an eye out on the Campaign website and join in the fun at [www.flicktheswitch.eu](http://www.flicktheswitch.eu). Also do feel free to contact us with your suggestions for how to improve the website and to make it more stimulating for your students. So drop us a line at [info@flicktheswitch.eu](mailto:info@flicktheswitch.eu). Also if you would like to send us any content to be featured on the site, then please do so and we will upload it on your behalf!

There are plenty of ways in which you can get involved in the 'Flick the Switch' Campaign. If you have not already done so, start by registering at the Campaign website. It's quick and easy...and free! Are you a school or a household that wants to track the savings you make? Maybe you want to find out about the other activities that Flick has planned for the coming months, including 'Flick the Switch' week?

**Read on to find out more...!**



## Follow the Campaign Trail...

Have you already registered your school in the 'Flick the Switch' Campaign? In case you haven't, you can do it straight away by visiting at: [www.flicktheswitch.eu](http://www.flicktheswitch.eu) Start joining in the fun by taking part in our activities!

### What activities are currently under way?

#### The 'Flick the Switch' Poster Competition

As a part of the 'Flick the Switch' Campaign, a Poster Competition is being organised which will unite schools from all over Europe in showcasing the creativity, imagination and talent of their students by depicting energy efficiency and savings in artistic and graphical posters. Moreover, students will accompany their works with a slogan or a short message related to the importance of assuming responsible behaviour in terms of energy use.

The regional winning posters will be exhibited at the Campaign Closing Ceremony that will take place in Estonia **in May, 2010**. To learn more about the Poster Competition, please visit the Campaign Section of the 'Flick the Switch' website at: [www.flicktheswitch.eu](http://www.flicktheswitch.eu)

**Deadline for schools to submit their posters: the 20<sup>th</sup> of April, 2010.**

#### The 'Flick the Switch' Energy Forum debates

A series of four on-line debates are scheduled to take place on the Campaign website, the first of which will be held in February and the topic up for discussion will be "Why save energy?" Flick invites

secondary school students from all across Europe to take part in this live debate and to share experiences on their energy use behaviour, as well as their efforts to save energy... not only in the school environment but also at home and elsewhere. Three further debates are scheduled for March, April and May consecutively. The topics of which will soon be listed on the Campaign website, so do keep an eye out! If you would like your students to take part in one of the debates please send us an email at [info@flicktheswitch.eu](mailto:info@flicktheswitch.eu) as soon as possible.

**The first debate is scheduled to take place on the 18<sup>th</sup> of February, 2010.**

#### The 'Flick the Switch' Week (22<sup>nd</sup>- 26<sup>th</sup> of March, 2010)

All 'Flick the Switch' registered schools are invited to organise 'Flick the Switch' related activities with the overall aim of empowering and encouraging students to save energy and to show them that simple changes in behaviour can lead to great contributions to reducing energy consumption. These activities can be of any nature- from designing a poster, writing a story, holding a dedicated seminar on energy related issues, organising a debate, or even visiting a local energy company or authority, etc. We would also encourage schools to log on to the 'Flick the Switch' website and to communicate and share their experiences with other schools, so we can all benefit collectively from the 'Flick the Switch' Day.

**Would you like to join us for the 'Flick the Switch' week? Please send us an email at [info@flicktheswitch.eu](mailto:info@flicktheswitch.eu) to register your interest!**

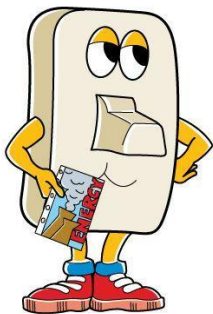
## Become a Flicker!

*Have you still not registered for the 'Flick the Switch' Campaign?*

*Please visit [www.flicktheswitch.eu](http://www.flicktheswitch.eu) to register. Registration is fast, easy and it's free!*

### What's in it for my school?

The 'Flick the Switch' Campaign is designed to motivate Primary and Secondary school students to adopt responsible energy behaviour by switching off lights and unused electrical devices. Thus, your school will be contributing, along with hundreds of other 'Flick the Switch' registered schools, to making important energy savings all across Europe! As a registered user of the website you will have access to a wide range of didactic materials on energy saving education and can take part in or organised activities.



- ✓ Don't leave your appliances on standby – They may appear to be switched off, but they are, in fact, wastes a lot of energy!
- ✓ Having a shower is far kinder to the environment than running a bath – not only does it save water but it also uses less energy in heating less water!
- ✓ Only put as much water in your kettle as you need – overfilling it wastes energy!
- ✓ Start using energy efficient light bulbs – they are far cheaper in the long run and they save energy!

### *I'm not a teacher, but I want to get involved too - How?*

You can of course get involved with 'Flick the Switch' even if you are not a teacher. We are all about involvement and inclusion!

First visit our website at [www.flicktheswitch.eu](http://www.flicktheswitch.eu). You can **share your ideas and suggestions** with us by sending us an email to: [info@flicktheswitch.eu](mailto:info@flicktheswitch.eu)

Maybe you would like to **become a sponsor of the campaign** – If you would like to find out how then send us an email at: [info@flicktheswitch.eu](mailto:info@flicktheswitch.eu) if you require more information.

**Are you a parent who is interested in saving energy at home?** Visit the section dedicated to parents on [www.flicktheswitch.eu](http://www.flicktheswitch.eu)





## Flick the Switch schools

What have they been up to?

*Find out what the students from Vaiguva Secondary School in Lithuania have been up to!*

**A**fter joining the campaign in December students and teachers have begun to turn off lights when not in use, and even now they are still seeing the result -everyday during the first lesson all lights are being turned off.

On the 8<sup>th</sup> of January, 'Flick the Switch' was introduced to every class and students were told about the importance of saving electricity. Some classes participated in the games competition 'Save the energy- save the Earth'.

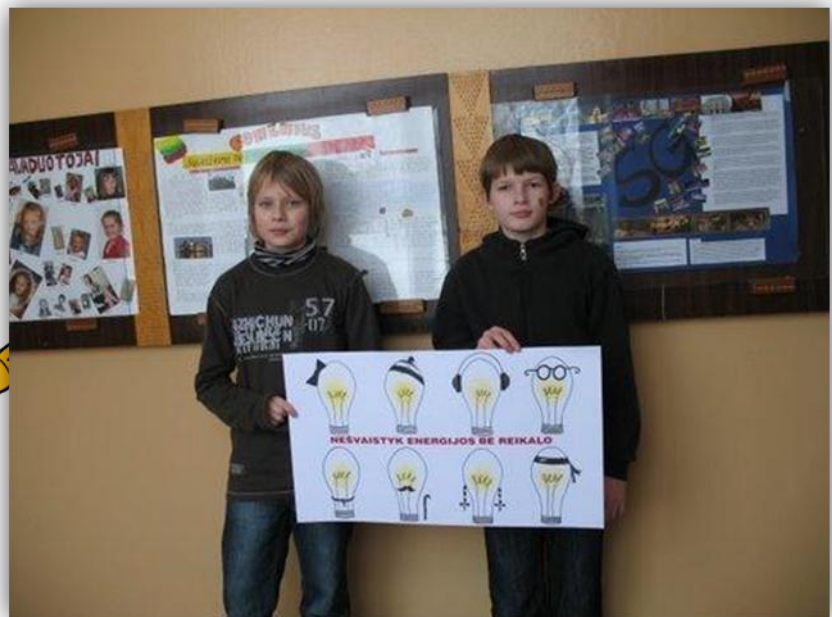
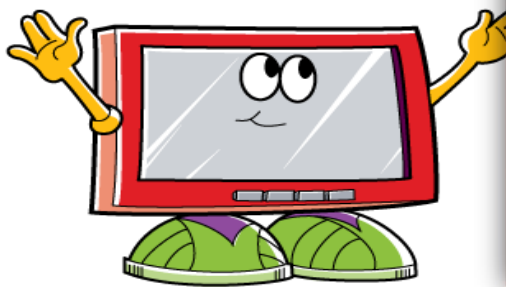
Members of the Students' Council are researching ways into saving energy at home and at school, looking into the domestic electric appliances that are in use, along with light bulbs, the heating of rooms and windows being left open, etc. This information, together with recommendations will be given to parents. Moreover, they will compare the usage of electricity from December and January.

**These drawings were created by the students of Vaiguva Secondary School in Lithuania. Well done!**



*Flick the Switch' and students from Vilnius 'Minties' High School in Lithuania realise the importance of saving energy*

Flick the Switch' was implemented at the end of December with a presentation about the effects that human activities have on the planet. Students liked the idea of a project aimed at saving energy by changing usage habits and, at the same time contributing to saving our Planet. Some students came up with advertisements to present the activities of the project. Others delivered presentations, created sculptures, photos and posters in an attempt to attract more community members to join the campaign.

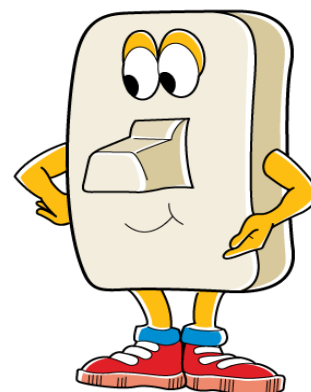


**Vilnius "Minties" Highschool students presenting their work**

At the end of this month students are gathering for a discussion in order to exchange experiences and impressions about saving energy. They are going to share how they managed to save energy, to identify what they did wrong and how to achieve better results in saving energy.

We are very pleased to have an opportunity to participate in such an interesting project, therefore, we wish all the participants many pleasant and creative moments throughout the campaign.

**Vilnius "Minties" High School sends best wishes and good luck to all Flick the Switch Schools!**



*Ms Vilma Simkuvienė, a teacher from the Gruzdziu Gymnasium in Lithuania tells us what they have been getting up to.*

"Last autumn our Gymnasium became active participants in 'Flick the Switch'. Since climate change is the greatest threat to our planet, we can not afford to be indifferent observers. Teachers and students of Gruzdziu Gymnasium, are applying simple actions and have performed various energy efficiency activities both in school and in our homes. We have also invited the parents of our students to get involved in this worthwhile campaign. In order to act as a constant reminder, pupils from our primary school have made bands from cotton material with labels on them displaying important 'Flick the switch' messages. Pupils have begun checking the corridors and turning off lights that are not in use. They now remind the older school children of the importance of saving energy. Meanwhile, the eighth-formers prepared some visual material on energy saving issues and consequently made a few presentations to the youngest pupils. On the corridor walls next to the light switches we display electricity saving logos designed by students.

The senior students have designed illustrations on the theme of electricity

saving and have mounted them on a display board for the benefit of everyone in the school. Since December the Gymnasium classes have been observing electrical energy consumption in their homes and will continue to do so over a three month period."

*English teacher, Egle Bauziene explains how pupils have implementing 'Flick the Switch'.*

"The students and teachers of Meskuiciai Secondary School actively participated in the 'Flick the Switch' project. They have designed posters for the 'Flick the Switch' poster competition, highlighting the energy waste problems of our planet. Students of the 10th and 11th forms have written and performed their own 'Flick the Switch' songs. The 6th formers and their art teacher made stickers which are now fixed to the light switches throughout the school for the purpose of reminding all students to "Flick the Switch". The 9th form made leaflets called 'Do not forget' to give to their friends and parents, again in an effort to remind them of the need for energy efficiency. The 'Flick the Switch' project has helped to develop pupils' communicative skills and expanded their knowledge of energy efficiency!



*Kruonis Gymnaasiu and "Flick the Switch"*

*Rimanta Vaitkeviciene from Kruonis Gymnasium, Lithuania, tells us how 'Flick the Switch' can make a difference to our environment.*

In today's changing world, the environmental problems that exist make me, as a teacher of physics, think of various ways which could help me and my students better understand the environment and our surroundings. My desire to change our schools behavior became even stronger when I found some information about 'Flick the Switch.' This project is one of the best ways to look more deeply into environmental problems. The project gave me a lot of opportunities for initiating interesting talks with students about saving electric energy and water. I introduced students and colleagues to the aims of the project and we are now successfully implementing the campaign.



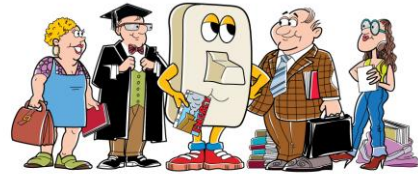
*Italian schools, from the Province of Perugia (Italy) tell us that Flick has become a new 'friend' for students!*

Mrs Loretana Pacioni, an Italian secondary school teacher at 'B. Bonfigli' School is very enthusiastic to participate in the 'Flick the Switch' campaign and to see the active engagement of her students. Flick has become a new friend and a 'mascot' of energy saving for the students! So much so, that the students even decided they would like to design and produce a Flick costume and puppets for a local carnival.

The students have been very enthusiastic about saving energy, for example they have already designed a first draft of their 'Flick comic' that will target all school staff, parents and neighbours. It's a nice publication that contains images, rigmaroles, precepts, 'good energy practice', the story of 'energy', plus information on energy saving.

At the 'Borgo Giugno' Primary School, also from the Province of Perugia, Flick has become a friend of the environment. Students have already designed posters to display in their school as well as cards to give to their friends and parents.

Mrs Gabriella Novembri, the headmaster of 'Borgo Giugno School', is proud to be taking part in the 'Flick the Switch' initiative and to see the enthusiasm with which their children carry out good energy behaviour practices as they become conscious of the need to switch off lights!



*'Switch off the light'*

"Mažeikiai Kalnenu Secondary School (Lithuania) has participated in the programme of ecological schools (GMP) since 2004. Therefore this subject is well-known to us for a long time. The fifth formers have created labels expressing the need for economic use of lighting energy, and have displayed them beside every light switch. Every year the labels become more beautiful and influential. The whole school participates in saving energy and we try not to leave lights switched on unnecessarily in the corridors, toilets, classrooms, canteen or cloakroom. The teachers and students who are last to leave the classroom are responsible for switching off the lights. The data relating to our monthly energy consumption is recorded and displayed in the lobby on the first floor of our school for all to see! We all take great pleasure when the monthly data readings from our meter has not increased. Students have suggested ways to save much more electric power which we will integrate into this project."

**"Working together we are all together more powerful!"**



*Students from the Istituto  
Comprendivo Statale Gagliano del  
Capo (Italy) have been creative in their  
efforts to get everyone switching off  
their lights!*

"Our school activities for 'Flick the switch' are progressing successfully and are involving new classes of pupils and attracting the interest of the parents as well. 'Flick' is now a familiar character in School, especially among the Primary School children – they have even created a life size Flick character! Once a week, a selected pupil visits all the classes throughout the school reminding pupils to save energy at school and at home, so everyone at school now knows 'Flick' and what his aims are.

Another important and useful activity carried out by our pupils is to check the lights! In fact, each day two pupils per class have the task to check that the lights and electric devices at school are turned off, especially



in the Computer Lab. These two pupils are called the 'guardians of the light', and they are very strict at enforcing the flick message of energy efficiency! Students have put Flick stickers everywhere, so it is easy now to remember to switch off all the lights and electrical devices when they not in use. 'Flick mania' has taken over our school!

Students also created an 'Ecological Christmas Tree' for Christmas, **but how you ask?** Instead of the traditional Christmas tree, pupils and teachers brought some branches to school and we decorated them with Christmas balls and wreathes

made of popcorn, decorations made of salt dough and old clothes. Instead of the usual Christmas lights brought in the shops, we decorated the branches with glossy coloured paper. During the

Christmas holidays, all pupils were assigned the task of checking that their parents remembered to switch off the Christmas tree lights at night, resulting in saving a lot of energy!

**By Anna De Masi**



*Secondary and Primary schools in the UK Match  
Success of the 'Flick the Switch' Campaign*

**M**ore than 20 Primary and Secondary schools in the United Kingdom have participated in the 'Flick the Switch' Campaign with the aim to reduce energy consumption through implementation of no cost actions. In each school more than 100 students participated in a series of sessions and more than 100 low energy light bulbs were distributed.

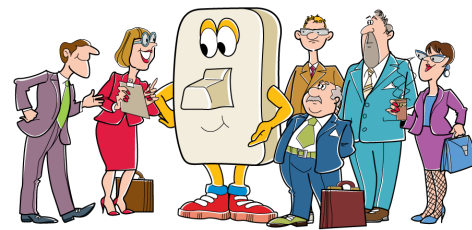
Sessions covered global aspects of climate change, What is the Greenhouse Effect?, an energy audit of the school, identifying no-cost energy saving actions, and running a publicity campaign in school to promote the actions. Feedback from both students and teachers has been excellent.

## 'Flick the Switch' in Slovakia

Following the official start of the 'Flick the Switch' Project this initiative became a reality in Slovakia. Firstly, it was introduced to the local Eco-Schools coordinators and through this channel the information was passed on to individual participating schools. All elementary and high schools in Slovakia were also informed.

The following Slovakian pilot school was selected for the project: Vetricnova elementary school in Bratislava. This school, which is also a holder of an Eco-school certificate has been gradually introducing Flick the Switch to it's students through a series of seminars on the initiative. Within the environmental education curriculum, students are benefiting from the use of the Flick course material on the greenhouse effect, climatic changes, energy and means of saving it. They will also carry out home assignments, including a home energy audit as well as other individual assignments. Every year the school also organises it's own school conference, where students deal with specific issues. One of the topics of this year`s conference is the idea of Flick the Switch and energy saving. For practical purposes every switch in the school has a sticker placed next to it motivating the students to switch off the light. Currently there is an environmental audit taking place in the school to analyse it's the impact of the school on the environment impact so that a positive change towards better and more effective planning can be made. It is important to note, that students themselves are participating in the audit.

By Juraj Šreter



## Flick the Switch in Malta

The Kullegg San Benedittu Boys' Secondary School in Malta recently organised a number of 'Flick the Switch' activities.

In December, Engineer Stefan De Marco gave a talk about energy efficiency in school supported by local 'Flick the Switch' partner Projects in Motion. The talk has been videotaped and can be accessed via: <http://www.vimeo.com/7981515http://www.vimeo.com/8032094>

In addition, the school has also made a video as part of a course led by Mr. Keith Scicluna. This video has been submitted in a video competition organised by the US Department of State. 'Change Your Climate, Change your World' can be accessed via: <http://connectcontest.state.gov/contests/change-your-climate-change-our-world/entries/flick-the-switch?ap=1>

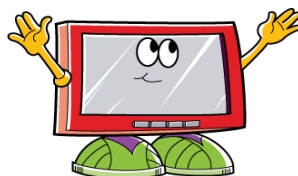


## Out and About with Flick

Since attending the 'Flick the Switch' launch ceremony in Malta last October, Flick has been very busy with all aspects of Campaign preparation and implementation. He has also been busy answering the many emails that he receives from students from all over Europe (and even beyond!) who like to keep in touch with Flick and explain to him the initiatives that they are carrying out in their schools in order to save energy and contribute to a healthier environment.

In order to assist him, Flick now has a volunteer, Beatriz - a 17 year old student from the British School of Barcelona. Beatriz is planning to pursue University studies in the environmental field and she is very keen to learn about the importance and benefits of energy efficiency and the role that schools and their students can play in saving energy and reducing CO<sub>2</sub> emissions through initiatives like the 'Flick the Switch' project. Flick is also delighted to have Beatriz helping him in her spare Time and indeed having an extra pair of hands on the job is really coming in handy for him.

**Well done Beatriz!**



Towards the end of 2009, Flick went out and about attending a series of public engagements. He created quite a sensation at the '**Fira de Girona**' Trade Fair that was held in Spain in late October, which opened its doors to thousands of visitors from industry, agriculture and the general public. It was his first public appearance since the Opening Ceremony in Malta and he was on hand to help spread the message about energy efficiency to all the kids, parents and teachers present, as well as to promote registration to the 'Flick the Switch Campaign'. He posed for many photos and distributed many leaflets and treats.

**What a trooper!**



## Out and about with Flick

In November 2009, **Flick travelled to Stavanger in Norway** where he attended a regional Education exhibition and assisted in the presentation of the 'Flick the Switch' Campaign to all teachers and principals present. Flick took the opportunity to hand out leaflets and invited all those in attendance to join his campaign and help him to spread the word about this worthwhile initiative to their friends and colleagues.



## Tracking your consumption!

One of the major goals of the 'Flick the Switch' campaign is to change people's behavior in order to make them aware about all the unnecessary energy being wasted in schools and households. Although savings might not be significant at individual schools or household levels, if we combine the savings made in schools and households across Europe, then their impact is indeed massive, not only in terms of monetary and energy savings, but also in terms of environmental protection. But how can we quantify the impact of behavioral changes in terms of corresponding energy savings?

In order to answer this, the 'Flick the Switch' team has made a simple and easy to use tool that can assess the average savings



made by a school or a household during their involvement in the campaign. The tool itself represents a simple database for schools and households that will enable them to monitor their energy consumption and see the real results of their efforts and behavioral changes. The analysis is performed by comparing current school or household electricity consumption with previous consumption levels. If you would like to receive the measurement tool, please send us an email at [info@flicktheswitch.eu](mailto:info@flicktheswitch.eu)

## Interview with a Headteacher: Mr Paul Jackson, UK

Gallions Primary School in Newham, East London in the United Kingdom, has shown what can be achieved after an effective involvement in the 'Flick the Switch' campaign and energy audit and implementation plan.

Mr Jackson comments: "We are delighted to be chosen among others as we are passionate about the 'Flick the Switch' project and energy efficiency. By taking far to reach steps to improve energy efficiency, the school will achieve a 20% reduction in energy consumption which means that we can spend more on the children's education as well as reducing our carbon footprint so the children can contribute to help arrest global warming."

### Flick Recommends:



There are lots of other ongoing European projects in the field of energy education and 'EYEManager' project is one of them.

This project involves schools from 9 different European countries - Bulgaria, Greece, Italy, Poland, Portugal, Romania, Slovenia, Spain and Sweden. The basic project idea centers on the organisation of an international competition to find the best European Young Energy Manager. Each participating country rises to the challenge of energy management in the school and home, whereby teachers and experts from energy agencies support their students in becoming young energy managers. On the 25th of November 2009, students and tutors gathered at Velenje (Slovenia) in order to officially start the 'EYEManager' Championship. Some 120 students were present, along with their teachers and representatives from Energy Agencies and different institutions. The EYEManager project also strongly encourages their teachers to register their school for the 'Flick the Switch' campaign, to organise activities with their students and to exchange experience with the 'Flick' schools.

The Project Officer of the EYEManager Project, Mr Martin Eilb, said "The competition and the game dimension in an international background is the key element to facilitate the transfer of energy skills and the growing of energy consciousness among students. Both 'EYEManager' and 'Flick the Switch' have this element. Moreover, cooperation between different European initiatives is important for achieving optimal results".





## What's next for 'Flick the Switch'?

Flick has a very busy schedule ahead of him – here are just some of the activities that he will be involved in over the course of the Campaign.

Flick is working hard organising the **'Flick the Switch' Poster Competition**. He is inviting European primary and secondary school students to submit poster entries based on his campaign message about energy efficiency and is looking forward to seeing all the wonderful, imaginative and creative talent students have to offer. Flick hopes to exhibit all winning posters at the European Commission Headquarters in June. Further information about the poster competition and how to get involved can be found at

[http://www.flicktheswitch.eu/index.php?option=com\\_content&view=article&id=130&Itemid=294&lang=en](http://www.flicktheswitch.eu/index.php?option=com_content&view=article&id=130&Itemid=294&lang=en)

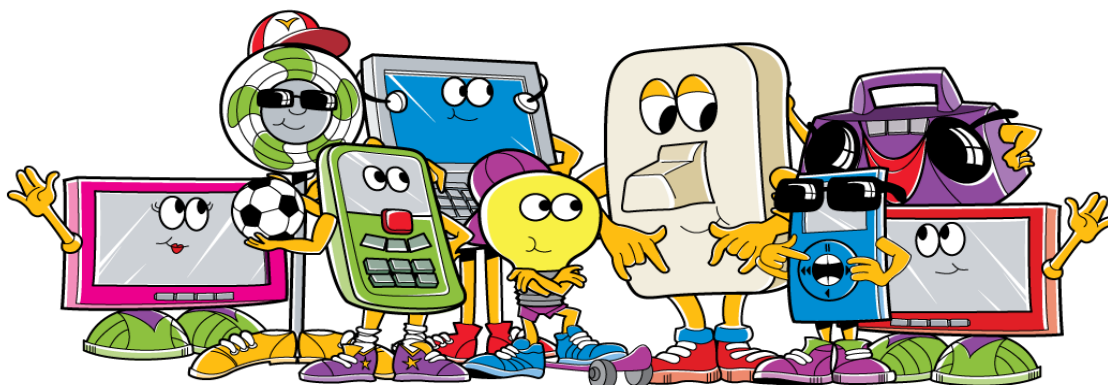
Flick is also looking forward to participating in the **'Flick the Switch' Virtual debates** that are being organised in collaboration with the Young Reporters for the Environment Programme. Further information on these debates can be found at:

[http://www.flicktheswitch.eu/index.php?option=com\\_content&view=article&id=128&Itemid=296&lang=en](http://www.flicktheswitch.eu/index.php?option=com_content&view=article&id=128&Itemid=296&lang=en)

Flick is also busy organising **'Flick the Switch' week (22-26<sup>th</sup> of March, 2010)**, whereby registered schools are encouraged to organise activities with their students, with the final aim of empowering and encouraging them to save energy and to show them that simple changes in behaviour can contribute to reducing energy consumption. We would also encourage schools to log on to the 'Flick the Switch' website and to communicate and share their experiences with other schools, so we can all benefit collectively from the 'Flick the Switch' Week.

Flick and his Estonian partners, 'Rakvere Gumaasium' and 'Rakvere City Government' are busy preparing for the **'Flick the Switch' Closing Ceremony** that will take place in Estonia on the 21st May 2010. Flick, who will be at the ceremony, will present an award to the 'Flick the Switch' Campaign school winners.

*Obviously Flick has a lot to look forward to!*



## Who's behind 'Flick the Switch'?

### Project Coordinator:

Iberian Productivity and  
Innovation Centre (IPIC), Spain  
[www.ipic.cat](http://www.ipic.cat)



### Project Partners:

The Eco-Schools Programme  
International  
Coordination  
[www.eco-schools.org](http://www.eco-schools.org)



Kursenai Pavenciai Secondary School,  
Lithuania  
[http://ole.mok.lt/Lithuania/Lith\\_En.htm](http://ole.mok.lt/Lithuania/Lith_En.htm)



Projects in Motion, Malta  
[www.pim.com.mt](http://www.pim.com.mt)



ICS Gagliano Del Capo, Italy  
[www.comprensivogagliano.it](http://www.comprensivogagliano.it)



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Perugia (AEA), Italy  
[www.aea.perugia.it](http://www.aea.perugia.it)



Rakvere Gümnaasium, Estonia  
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