

How Switch Off Fortnight can help you develop new skills

Switch Off Fortnight is an energy-saving campaign that takes place every November. It can be led by students – so it’s a great way to develop new employability skills!



12 reasons to take part:

- ▶ Build your confidence
- ▶ Get a job
- ▶ Boost your CV
- ▶ Develop employability skills for the future
- ▶ Achieve awards – such as Duke of Edinburgh, and Scout or Guide badges
- ▶ Give you something important to include on your UCAS personal statement
- ▶ Learn more about yourself: what motivates you and your values
- ▶ Earn a huge sense of achievement
- ▶ Build new friendships
- ▶ Help protect the planet
- ▶ Be part of a national movement #iwill
- ▶ Support your school in achieving an Eco-Schools award

Want to give it a go? Read on to find out more...

What skills does Switch Off Fortnight give me?

Running a Switch Off Fortnight campaign will help you develop a range of 'employability skills' (the qualities and behaviours that employers are looking for in a CV or job application).

1. Decide on the team that's going to run the campaign, and divide up tasks and responsibilities (e.g. you might want one team to be 'operations' and responsible for carrying out the energy audits, while a second is the 'marketing' team, responsible for communicating the campaign to the rest of the school).



2. Understand the challenge and decide on your approach. Consider what uses electricity at your school and what might motivate students and teachers to use less energy. Think about how you will measure your success.



3. Create a timetable and an action plan! This will help you achieve your goals on time, but also break down the steps you need to take to achieve your goal.



4. Take audits and report on where electricity is being wasted. This gives you something to measure your campaign against. If fewer lights and appliances are left on at the end of the fortnight, you'll have saved energy!



5. Communicate the energy-saving campaign to everyone at school. Tell other students what they need to do to join in! Consider ALL communication channels you could use: from posters in classrooms to a news story on the website.



6. Communicate the results of the campaign with everyone. Share the good (or bad) news with the rest of the school: is your school using less electricity after the fortnight? Did your campaign persuade them to change anyone's behaviour?



7. Conduct post-campaign analysis. Consider what worked, what you'd do differently next time and what learnings you could apply to any other campaigns or community initiatives.



Other skills you could develop:

- ▶ **Confidence** in working with others and putting forward your viewpoint
- ▶ **Presentation skills** if you are leading an assembly or talking to groups
- ▶ **Analytical skills** in interpreting results and evaluating your campaign
- ▶ **Leadership qualities** if you're responsible for leading the team
- ▶ **Commitment** to completing a task.

Employability skills



Positive attitude



Team working



Emotional intelligence



Self management



Problem solving



Entrepreneurship



Business and customer awareness



Communication

For a step-by-step guide to running a Switch Off Fortnight campaign, get your teacher to download our **Quick Guide**

How Switch Off Fortnight can support you with...



Duke of Edinburgh (DoE) Award

Switch Off Fortnight can help towards a Bronze DoE award in two areas:

Volunteering: Your activity can only be for a charity or not-for-profit organisation, so you'll need to check if your school falls into one of these categories. If not, consider helping to organise a Switch Off Fortnight campaign for a local youth club or uniformed group (e.g. Beavers or Brownies).

Skill: Your skill could be learning about saving energy – and Switch Off Fortnight could show how you've furthered your understanding of the topic, demonstrated your commitment with the campaign and measured its impact through the energy audits.

Find out more on the [DoE website](#) and talk to your DoE assessor

Scouting achievements

Switch Off Fortnight can be used towards the following badges and awards:

Environmental Conservation Activity Badge: To get this badge you need to find out about an environmental issue (saving energy), take part in an activity or project to tackle it and get involved in a campaign to make others aware of it (e.g. Switch Off Fortnight).

Teamwork Challenge Award: Being part of a Switch Off Fortnight organising committee could be used as one of the examples of being part of a team.

Personal Challenge Award: You could give a presentation on Switch Off Fortnight to your patrol or use the work you do at school in running a campaign as one of the two personal challenges required to complete this award.

Find out more on the [Scout website](#) or by talking to your Scout leader



Girl Guide achievements

Switch Off Fortnight can be used towards the following Girlguiding badges and awards:

Go For It! Be The Change Badge: As part of this award criteria, you need to run a campaign on an issue you feel strongly about – this could be a Switch Off Fortnight campaign.

Campaigning Badge: Check your Guide badge book to find out if your work in organising a Switch Off Fortnight could count as one of your three challenges for achieving this badge.

Influence Stages Badge: Depending on your role in Switch Off Fortnight, elements of your campaign could be used to help you earn this badge.

Go For It! Teamwork Badge: If you worked in a team for your campaign, this could count towards this badge.

Find out more on the [Girlguiding website](#) or by talking to your Guide leader



Eco-Schools Awards

The Pod's activities have been written to compliment the Eco-Schools programme and the award criteria in England. By completing a Switch Off Fortnight activity such as 'Goodbye Standby', schools will have completed most, if not all, of the steps needed to achieve a **Bronze or Silver Award**.

Find out more about the Pod and Eco-Schools



If you enjoyed this, find more **volunteering ideas** – and other **national campaigns** you can get involved in.