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## D2.3 Annual student engagement report 2017-18: Cyprus

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**Authors:**

Name	Organisation	Country
Costas Charalambous	University of Cyprus	Cyprus
Christina Lambrou	University of Cyprus	Cyprus

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## 1. Introduction

The SAVES 2 project ([www.saves-project.eu](http://www.saves-project.eu)) brings together the Student Switch Off (SSO) and Student Switch Off + (SSO+) campaigns (<http://cyprus.studentswitchoff.org/>) in fourteen different universities across seven European countries; Bulgaria, Cyprus, Greece, Ireland, Lithuania, Romania and the United Kingdom (UK). This report provides a detailed overview of the student engagement activities performed as part of the Student Switch Off and Student Switch Off+ campaign in Cyprus.

The SSO campaign is an inter-dormitory energy-saving competition, that focuses on a predefined set of activities, encouraging students to save energy in their dormitories. The dormitory that saves the most energy on each campus, is announced winner and rewarded for their efforts. Energy savings are determined by comparing pre-intervention electricity consumption, with post intervention electricity consumption, in each dormitory.

The SSO+ campaign aims to raise awareness amongst students in the private rented sector helping them reduce their energy costs. It focuses on making students aware of energy performance certificates (EPC), smart meters and energy efficiency, thus helping reduce their exposure the energy poverty.

Each of the seven countries participating in SAVES 2 has a dedicated dormitory coordinator to deliver the SSO engagement activities and country manager to oversee the SSO+ activities.

Chapter 2 describes the activities undertaken as part of SSO and Chapter 3 describes activities undertaken as part of SSO+.

## 2. The Student Switch Off campaign in Cyprus

### 2.1 Universities taking part

During the 2017-18 academic, the University of Cyprus was the only university in Cyprus to run the Student Switch Off campaign. The university itself is the owner and the operator of the 12 student dormitories that participated. In total 208 students live in the 12 dormitories. The 2017-18 campaign was a continuation of the successful campaigns that took place within the context of SAVES I project<sup>1</sup>.

Name of University	Number of dormitories	Number of dormitories taking part in SAVES 2	Number of students living in dormitories taking part in SAVES 2
University of Cyprus	12	208	208

Table 1: Universities in Cyprus taking part in SSO

### 2.2 Engagement activities

Throughout the 2017-18 academic year several activities took place in the dormitories at the University of Cyprus to engage students in energy saving. These included photo competitions, climate quizzes, dormitory visits, ambassador training sessions, beginning of year and end of year events. The sections below describe these in more detail and what engagement levels were reached.

#### 2.2.1 Launch of the campaign

Before the campaign was launched, various preparatory meetings were held between the country manager, the dormitory coordinator and other key personnel at the university, in July and August 2017, to prepare for the commencement of the campaign. A plan of the activities was put together that took into account specific local needs and restrictions.

<sup>1</sup> <https://saves.nus.org.uk/about/what-is-saves>



Resident assistants, that were later recruited as Student Switch Off ambassadors (discussed in more detail in section 2.2.2), received training from the dormitory coordinator on the 28th of August 2017. Resident Assistants (RA's), are students that are selected each year by the University and have a number of administrative responsibilities, while promoting the community spirit in the dormitory (for example by planning parties and events for all residents). During the training, they received introductory information about the SAVES 2 program and information on how energy is used in the student dormitories.

On admission day (1<sup>st</sup> September 2017), SSO promotional material was handed out to the students moving into dormitories by the Housing Office Personnel; these materials included leaflets with information about the SAVES 2 program.

### 2.2.2 Ambassador training sessions and ambassador engagement

Student Switch Off ambassadors play a key role in making the SSO campaign a success. Their role is to engage their peers in the dormitories, by raising awareness on SSO and encouraging them to save energy.

The ambassador training session organised at the University of Cyprus covered what the SSO campaign is about and trained students on the best way of effective communication. Residence Assistants (mentioned in the section 2.2.1) took a role of Student Switch Off ambassadors, and attended the training session run by the dormitory coordinator at the beginning of the academic year (11<sup>th</sup> of October 2017). The SSO ambassadors supported events throughout the year organised by the dormitory coordinator. Fifteen students in total became SSO ambassadors at the University of Cyprus.

Name of University	Number of training sessions ran	Number of students attending
University of Cyprus	2	15

Table 2: Ambassador training sessions run at the University of Cyprus

### 2.2.3 Dormitory visits/on campus activities

Face-to-face visits were conducted at the dormitories to raise awareness of the SSO campaign, throughout the 2017-18 academic year. These visits were preplanned, and all residents of each dormitory building were invited on a specific day/time to their dormitories' common area, to learn more about the campaign, sign up as ambassadors, and find out how to keep up to date with the campaign (e.g. follow the SSO social media pages, the SSO website). In total there were four visits organised by the dormitory coordinator throughout the year.

The visits proved to be effective since they instigated a personal relationship between the staff and the students participating in the campaign; this was possible as there is only a relatively small number of students living in dormitories at the University of Cyprus (208 students in total).

Name of University	Number of onsite engagement visits	Description of Activities	Number of students engaged
University of Cyprus	4	Stalls in common areas of participating dormitories	80

Table 3: Dormitory visits/on campus activities at the University of Cyprus

### 2.2.4 Social media competitions

During the 2017-18 academic year, several online engagement activities took place. Seven photo competitions (themed around energy saving) were run on the University of Cyprus SSO Facebook page. The aim of the competitions was to raise awareness and normalise energy-saving behaviours in a visual way. Competition posts had significant reach on social media, appearing in many people's social feeds. On average there were two entries per competition. Table 4 describes these in more detail.



Winners of photo competitions (chosen by most 'likes') were awarded with different prizes such which included power banks, selfie sticks, memory USB sticks, portable speakers, wireless mouse, and SD memory cards.

Name of University	Competition type and theme	Number of entries	Social media platform used
University of Cyprus	1 <sup>st</sup> Photo Competition Switch off Lights and Appliances  2 <sup>nd</sup> Photo Competition Put a Lid on a Pan  3 <sup>rd</sup> Photo Competition Don't overfill the kettle  4 <sup>th</sup> Photo Competition Put on extra layers instead of turning on the heat  5 <sup>th</sup> Photo Competition Switch off Lights and Appliances  6 <sup>th</sup> Photo Competition Don't overfill the kettle  7 <sup>th</sup> Photo Competition Put a Lid on a Pan	12	Facebook

Table 4: Social media competitions run at the University of Cyprus

### 2.2.5 Climate change quizzes

Two climate quizzes (one in each semester) were launched during the 2017-18 academic year to raise awareness about climate change and energy saving. The quizzes included six questions on energy usage. Two students who entered the quiz at the University of Cyprus were randomly selected, and awarded a Virtual Reality Headset as a thank you for entering the quiz. There was good student engagement with the quiz - more than 1 in 5 students living in the dormitories took part in each of the quizzes.

Name of University	Number of students that took part	Proportion of students that took part
University of Cyprus, quiz #1	56	27%
University of Cyprus, quiz #2	48	23%

Table 5: Climate change quiz participation at the University of Cyprus

### 2.2.6 End of year event

The end of year Student Switch Off events are a fantastic opportunity to celebrate student involvement in the campaign.

An end of the year celebration event was organised on the 23<sup>rd</sup> of May 2018, to celebrate the achievements of the dormitory that saved the most energy at the University of Cyprus. Fifteen students from the winning dormitory attended the event. Students were treated to some food, and each received a certificate and a bag of prizes containing USB sticks, SD Cards, Power Banks, Selfie Sticks and t-shirts.

### 2.2.7 Summary of SSO engagement statistics

The table below gives an overview of the SSO engagement achievements in Cyprus.



Name of University	No. students living in dormitories	No. students signed up to the campaign	% students signed up to the campaign	Number attending the Ambassador training	Online climate quiz entries	Photo/online competition entries
University of Cyprus	208	208	100	15	104	12

Table 6: Summary of SSO engagement statistics

## 2.3 Communication with students

A variety of communication channels were used to make students aware of the Student Switch Off campaign at the University of Cyprus.

Facebook ( [UCY Student Switch Off<sup>2</sup>](https://www.facebook.com/UCYSSO) ), emails, and face to face communication were all used to engage with students; emails were primarily used to send announcements and general information on the campaign and the University of Cyprus SSO Facebook page proved to be an effective and interactive communication channel.

The SSO ambassadors relayed information to other students on a peer-to-peer level. A Twitter page (@ucysso) was also set up for more visibility of the campaign by sharing articles from other partner universities and general articles/news about energy issues and sustainability.

### 2.3.1 Face to face communication

As mentioned in section 2.2.3, face-to-face visits were conducted at the dormitories to raise awareness of the SSO campaign, throughout the 2017-18 academic year. During those visits, the dormitory coordinator and ambassadors reminded students of the campaign and the various actions they could take to save more energy. Students were also reminded of the energy dashboard (further details in section 2.5), that fed back how much energy they are saving on a regular basis, and were encouraged to use it more often.

### 2.3.2 Online communication

Facebook was the most effective online tool, because of its popularity amongst students – it was easy to access via their laptops and phones. Emails were a very good communication tool as well, since students check their university emails often at the University of Cyprus. Twitter was not as successful for interaction with students, since it is not very popular within the student population in Cyprus. Twitter, however adds some visibility of the project to other external stakeholders such as academic staff, energy experts which is why a decision was made to set up an account.

## 2.4 Engagement materials

A variety of branded marketing materials were used during the campaign to drive student engagement and increase the campaign's visibility.

These materials included:

- Leaflets for the campaign, that were given during the admission day at the dormitories,
- Cotton bags with the SSO logo, that were given as prizes for photo competitions throughout the year,
- Coasters with the SSO logo, that were given as prizes for photo competitions throughout the year,
- Cotton t-shirts with the SSO logo, that were given as prizes for photo competitions throughout the year. All ambassadors were also given a t-shirt after they came to the ambassador training.

Further materials will be created for the start of the 2018-19 academic year.

<sup>2</sup> <https://www.facebook.com/UCYSSO>



## 2.5 The energy dashboard

The [online energy dashboard](#), created and maintained by Ecovisum, is a fantastic tool to engage students, letting them know how much energy they are saving throughout the year in their dormitories. The energy dashboard has been a key element of the Student Switch Off campaign at the University of Cyprus.

The dashboard is embedded into the University of Cyprus Student Switch Off Facebook page where it receives most of the visits from the students. Additionally, the dashboard has been promoted by the ambassadors and by the university staff during face to face visits.

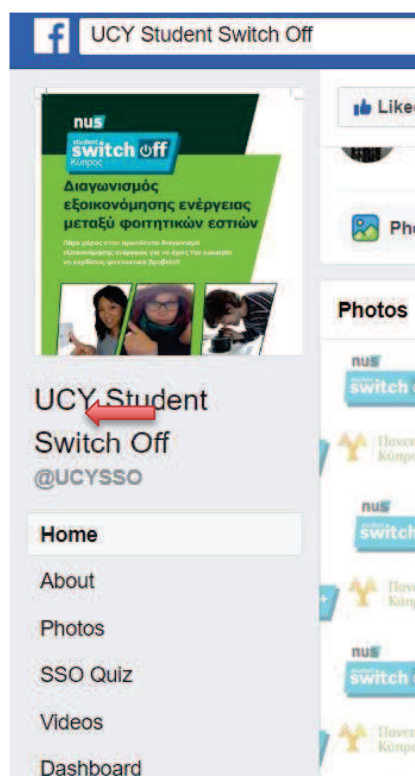


Photo 1: Screenshot of University of Cyprus Facebook page with the Dashboard tab

## 2.6 Embedding SSO into wider university initiatives

The country manager and the dormitory coordinator were actively communicating with the Rectorate of the University throughout the 2017-18 academic year. The Rector had been interested in the project as it is well placed within the agenda of the University to become an institute that fosters and disseminates environmental behaviors. For this reason, he has been regularly informed about the project performance.

The project team has also been very active engaging external communication channels that the University maintains. A case study about the project has been sent and accepted to be included in a publication of International Association of Universities (IAU) on SDG 13 - Climate Change. Additionally, the project has won an award for Excellence in Student Leadership as part of the International Sustainable Campus Network (ISCN).

The initiatives described above, that brought substantial dissemination to the general public and other external stakeholders, were realized because of the commitment of the staff involved and the support of the senior management of the university.





## 2.7 Successes and innovations

The Student Switch Off campaign ran very successfully at UCY in 2017-18. Students showed a lot of enthusiasm and participated in the various engagement activities. All the planned activities and tasks were carried out without any significant problems.

With regards to dissemination, as stated previously, the University of Cyprus won the prestigious ISCN award in the category of Excellence in Student Leadership for the SAVES 2 project. Additionally, a case study about the project will be included in the publication of IAU on SDG 13 – Climate Change.

It is difficult to precisely determine the overall energy reduction for the end of the year due to significant infrastructure changes that occurred in several metered buildings. The changes are because of the installation of new air-conditioning units in several buildings and their contribution towards energy consumption is not easy to ascertain. Taking these changes into account, approximately 8% of electricity was saved at the 12 University of Cyprus dormitories during 2017-18, when compared to the pre-intervention baseline. Detailed calculations can be provided upon request.

## 2.8 Challenges and lessons learnt

At times it was challenging to maintain the interest of the students during the academic year since the project is now running its fourth year. Even though the University of Cyprus managed to secure some more appealing prizes, it seems that they still need to look for more interesting incentives and sponsorships.

A technical challenge is to develop an unbiased methodology to calculate the actual energy savings that can be attributed only to the behavior changes of the students, considering the infrastructure changes that occurred in several buildings.

## 2.9 Photos from the SSO campaign

Here are some photos from SSO campaign at University of Cyprus during the 2017-18 academic year!



Photo 2: Winners of the 2<sup>nd</sup> Photo Competition "Put a Lid on Pan" 25<sup>th</sup> of October 2017





Photo 3: Winner of the 4<sup>th</sup> Photo Competition "Put on Extra Layers" 29<sup>th</sup> of November 2017



Photo 4: Ambassador Training Event, 11<sup>th</sup> of October 2017, Student Halls Common Center

**SAVES2**



Photo 5: Party for the Winning Dormitory Building, 23<sup>rd</sup> of May 2018  
Student Halls Common Center

### 3 The Student Switch Off+ campaign in Cyprus

#### 3.1 Universities taking part

The SSO+ campaign in Cyprus was launched by the University of Cyprus in September 2017. The university reached and promoted the campaign to students that took part in SSO in the previous academic year, and now are living on their own, in addition to students living in the private sector that weren't involved with SSO.

A list of the latter students was compiled by the university, and was used to reach out to students. In addition, the University of Cyprus compiled a list of housing contacts, through private owners that advertise their own housing to the university, that also sent out information about the campaign to their own residents/students.

In order for the emails to be sent regularly, the University of Cyprus created a newsletter specifically with this purpose, from which we can deliver engagement statistics.

Name of University	Number of students reached
University of Cyprus	4,500 students emailed each month  450 actively reached students (emails opened, clicked, shared etc.) per month

Table 7: Summary of emails sent

#### 3.2 Engagement activities

Unlike SSO, the vast majority of SSO+ engagement is done online via email and social media; this is predominantly because unlike dormitories, that are normally localised and easily accessible, privately rented accommodation is spread all across town, and is not easily accessible. The main activities that took place as part of SSO+ was the sending of regular emails to students living in the private rented sector, regular posts on social media (Facebook and Twitter) and a training seminar conducted for students at the University of Cyprus.

### 3.2.1 Emails and social media

Monthly emails were sent between September 2017 and May 2018, and [Facebook](#)<sup>3</sup> posts were also done on a monthly basis. The information provided general advice and tips to students on how to save energy in their everyday activities and inform them about their rights as energy consumers. Guidance was also provided about selecting energy efficient appliances and the usefulness of energy performance certificates (EPCs) when looking for a new apartment. All this information was also posted on the Cypriot Student Switch Off [website](#)<sup>4</sup>.

### 3.2.2 Training session

A face-to-face training session was organised on the 22<sup>nd</sup> of November 2017, that focused on energy saving practices in houses in the private sector. Six students showed up, one of which also became an ambassador for the SSO+ campaign; this student was given a more detailed presentation a few days later. The ambassador helped disseminate information and advice about energy saving practices through posting our leaflets in the common area building of the University of Cyprus and talking / reminding their neighbors about saving energy throughout the year.

## 3.3 Engagement materials

The University of Cyprus mainly used social media (Facebook, Twitter), emails and a specifically created SSO+ [video](#)<sup>5</sup> to reach out to students about the campaign. The video presented four most common ways for students to save energy and choose an energy efficient house.

In addition, a dummy energy bill was created to help students understand how to read an electricity bill. The dummy bill was sent to students at the beginning of the academic year and was also posted on Facebook, in order to help students that were just moving into private accommodation.

## 3.4 Successes and challenges

As this was the first year that University of Cyprus ran the SSO+ campaign, it was important to appropriately plan the communication activities to the students living in the private rented sector. The creation of a newsletter service reaching out to most of the university students was a key success for this year. The setup of informational material for this first year can also be deemed as a success, as there is a good foundation to build up future activities. Another success is the communication that the university had with other two universities in Cyprus (the European University of Cyprus and the Cyprus University of Technology) about expanding SAVES 2 into these two institutions with a good chance of success.

Another success is that a similar project was identified ([IDEA – funded by Erasmus+](#))<sup>6</sup> that the University of Cyprus participates in. The project deals with the development of ICT tools to combat energy poverty. SAVES 2 was presented to the IDEA partners when a partner meeting was held in Cyprus. There are opportunities for synergies that can be followed up, as both projects evolve.

For the next academic year (2018-19), there is an opportunity to improve the impact and the visibility of the project to the students. It is important (as it turned out from the opinion of the students participated in a focus group run about the campaign) for the project to acquire a stronger visual identity at the campus.

<sup>3</sup> <https://www.facebook.com/UCYSSO>

<sup>4</sup> [http://cyprus.studentswitchoff.org/find-a-university/university\\_of\\_cyprus/save-energy/](http://cyprus.studentswitchoff.org/find-a-university/university_of_cyprus/save-energy/)

<sup>5</sup> <https://www.facebook.com/UCYSSO/videos/1635972253185977/>

<sup>6</sup> <http://www.project-idea.eu/>





### 3.5 Photos from the SSO+ campaign

Here are some photos from SSO campaign at University of Cyprus during the 2017-18 academic year!



Photo 6: Training Session Seminar for Private Sector Students on the 22<sup>nd</sup> of November 2017



Προς Φοιτητές  
Πανεπιστημίου Κύπρου

**Ενδεικτικός Λογαριασμός  
Κατανάλωσης Ενέργειας**

Όσοι από εσάς διαμένετε στις φοιτητικές εστίες του Πανεπιστημίου μας, δεν επιβαρύνεστε ξεχωριστά με το οικονομικό κόστος που αντιστοιχεί στην ενέργεια που καταναλώνετε. Ωστόσο αυτό πιθανώς δεν θα ισχύει για όσους διαμένετε στον ιδιωτικό τομέα.

Για να προετοιμαστείτε για το ενδεχόμενο αυτό, έχουμε ετοιμάσει ένα ενδεικτικό λογαριασμό για να σας δώσει μια ιδέα για το επόμενο κόστος ενέργειας που αναμένεται να καταναλώσετε. Ο λογαριασμός, βασίζεται σε υπολογισμούς για ένα τυπικό διαμέρισμα και έχει ως στόχο να σας προετοιμάσει και να σας ευαισθητοποιήσει να χρησιμοποιείτε την ενέργεια συνετά.

1. Υπολογιζόμενο Ετήσιο Κόστος Ηλεκτρικής Ενέργειας ανά Φοιτητή

**€375,00**

2. Υπολογιζόμενη Ετήσια Κατανάλωση Ενέργειας ανά Φοιτητή

**Ηλεκτρική Ενέργεια : 1,815 kWh**

3. Τρόποι Εξοικονόμησης Ενέργειας:

- **Ζητείστε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ)** από τον Ιδιοκτήτη. Τα Πιστοποιητικά αυτά κατατάσσουν τα κτήρια σε κατηγορίες αναλόγως της ενεργειακής τους απόδοσης. Οι κατηγορίες κυμαίνονται από το Α μέχρι το Η. Αποφύγετε κατά το δυνατό τις χαμηλότερες κατηγορίες Ε, Ζ και Η γιατί θα σας κοστίζει αρκετά για να κρατάτε τον χώρο σας ζεστό τον χειμώνα και δροσερό το καλοκαίρι.
- **Εξοικονομήστε Ενέργεια** χρησιμοποιώντας συνετά την θέρμανση και τον κλιματισμό. Μην αφήνετε τα φώτα και τις ηλεκτρικές συσκευές άσκοπα σε λειτουργία.

SAVES2



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Like our Facebook page – [facebook.com/UCTYSO2](https://www.facebook.com/UCTYSO2) – για συμβουλές εξοικονόμησης ενέργειας κατά την μετακόμησή σας σε ιδιωτικό κατάλυμα

[saves.nus.org.uk](https://saves.nus.org.uk)

Photo 7: Energy Dummy Bill sent to students in the beginning of the academic year





Photo 8: Focus Group held in May 2018

3080tk=13b4c293a68

AVES - SAVES Document... phpList Saves Dashboard Θερμό Σχολείο

### Συμβουλές για εξοικονόμηση ενέργειας και χρημάτων

ID	739
subject	Συμβουλές για εξοικονόμηση ενέργειας και χρημάτων
fromfield	News :
Message	<p>Λαμβάνοντας υπόψη ότι αρκετοί από εσάς θα αποφοιτήσετε ή/και θα αποχωρήσετε από το Πανεπιστήμιο Κύπρου, και κατ'επέκταση από τη Φοιτητική Εστία, πιθανόν να χρειαστεί να αναζητήσετε ιδιωτική κατοικία μέσα στους επόμενους μήνες.</p> <p>Επει σας αποστέλλουμε βασικές συμβουλές ώστε να εξοικονομήσετε χρήματα και να έχετε συνθήκες άνεσης στο μελλοντικό σας υποστατικό. Αυτές είναι οι δικές μας συμβουλές:</p> <ul style="list-style-type: none"> <li>• <b>Έλεγχε το Πατισιοητικό Ενεργειακής Απόδοσης (ΠΕΑ)</b> – όλα τα ενοικιαζόμενα υποστατικά θα πρέπει να έχουν Πατισιοητικό Ενεργειακής Απόδοσης και ο ιδιοκτήτης, με βάση το νόμο, οφείλει να παρέχει το αντίγραφο του. Το ΠΕΑ έχουν μια κλίμακα βαθμολόγησης από το Α στο Η, όπου το Η είναι το χαμηλότερο επίπεδο στην κλίμακα ενεργειακής απόδοσης και το Α είναι το καλύτερο. Οπότε για μείωση του ενεργειακού σας κόστους αναζητήστε μια κατοικία που να έχει τον καλύτερο δυνατό βαθμό απόδοσης.</li> </ul> <div> </div> <ul style="list-style-type: none"> <li>• Όταν είστε στη διαδικασία ελέγχου κάποιου συγκεκριμένου υποστατικού, αναζητήστε κατά πόσο μπορείτε να δείτε την <b>Ενεργειακή Απόδοση των Ηλεκτρικών Συσκευών</b> (π.χ. ψυγείου, πλυντηρίου κλπ.). Το σύστημα βαθμολόγησης κυμαίνεται από το A+++ (καλύτερη κατάσταση) μέχρι το Δ (χρόστερη). Μια συσκευή με υψηλή βαθμολόγηση θα καταναλώνει και θα στεγάζει λιγότερο.</li> <li>• Όταν ελέγχετε το υποστατικό είναι επίσης σημαντικό να αναζητήσετε σημεία που υποδεικνύουν κακή μόνωση, ή να φαίνεται ότι είναι δύσκολο να ζεσταθεί, ή να παρουσιάζει υγρασία και μούχλα. Αποφύγετε κατοικίες που έχουν όλα τα πιο πάνω χαρακτηριστικά γιατί η διαμονή σε ένα τέτοιο περιβάλλον μπορεί έχει αρνητικό αντίκτυπο στην υγεία σας.</li> </ul> <p>Καλή αναζήτηση σπιτιού!</p> <div> </div> <p>Υ.Γ. Για περισσότερες πληροφορίες για το πως να εξοικονομήσεις ενέργεια και χρήματα στο ενοικιαζόμενο σου υποστατικό, επισκέψου μας στο <a href="#">site</a> μας.</p> <div> </div>

Photo 9: Print Screen of Email Advice sent to students through our newsletter (April 2018)

## 4 Conclusions

Overall the implementation of SAVES 2 for the 2017-18 academic year in Cyprus, has been very successful. Both campaigns (SSO and SSO+) run successfully without significant issues. At the same time, big successes have been accomplished with regards to communicating the project outside the boundaries of the University of Cyprus. The most important success was the award that the University of Cyprus received from ISCN in the category of Excellence in Student Leadership. This effectively presented the SAVES 2 project to over 100 leading universities in sustainability, from all over the world. Also, the SAVES 2 project will be featured on an IAU publication on SDG13 Climate Change, furtherly increasing the visibility of the project around the world.

Furthermore, work has been done into expanding the project into two more local universities, the European University of Cyprus and the Cyprus University of Technology with positive prospects.

This first year of project implementation, identified weaknesses and challenges as well. These can be addressed effectively and become opportunities for delivering even better results. For example, it has been derived from the communication with the students that the project does not have a strong visual presence on campus and certainly work will be done to address this issue.

Finally, as a concluding remark it shall be stated that the project is well placed in the local context and the upcoming campaigns and activities will be more effective and more fruitful.

