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1. Introduction

The SAVES 2 project (www.saves-project.eu) brings together the Student Switch Off (SSO) and Student Switch Off + (SSO+) campaigns (www.studentswitchoff.gr) in fourteen different universities across seven European countries; Bulgaria, Cyprus, Greece, Ireland, Lithuania, Romania and the United Kingdom. This report provides a detailed overview of the student engagement activities performed as part of the Student Switch Off and Student Switch Off+ campaigns in Greece in the 2017-18 academic year.

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 to energy poverty.

Each country 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 Greece

2.1 Universities taking part

In Greece the SSO campaign is run in two different universities, the National and Kapodistrian University of Athens (NKUA) and the Technical University of Crete (TUC). There are five dormitories participating in the campaign that host 1,144 students in total. The campaign is coordinated by the two corresponding universities.

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
NKUA	4	4	1,068
TUC	1	1	76
TOTAL	5	5	1,144

Table 1. Number of students and dormitories taking part in SAVES 2 in Greece

2.2 Engagement activities

Throughout the academic year a number of activities took place in the dormitories in Greece, to raise awareness around 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 activities and the engagement levels reached in more detail.

2.2.1 Launch of the campaign

NKUA launched the SSO campaign through dormitory visits with the help of five student ambassadors in November 2017 (more detail on student ambassadors found in section 2.2.2). The visits covered all four dormitory buildings. During these visits students were informed about SSO and received a coaster with a link to the Greek SSO website where they could find the link to the Facebook page and more details about the

campaign. During these visits posters about the campaign were posted in the communal areas of the four dormitory buildings.

In TUC, these visits took place in November 2017; students were informed about SSO campaign and received a coaster or a bag with a link to the Greek SSO website where they had the opportunity to find more details about the campaign. During these visits posters about the campaign were posted in the dormitory area.

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 sessions in NKUA covered what the SSO campaign is about and trained students on how to communicate SSO to the residents of the dormitories. Two sessions were delivered by the dormitory coordinator, one before the launch of the campaign (five students trained) and one at the end of the first semester (three students trained). The ambassadors performed on site engagement activities, namely dormitory door-to-door visits. Details of these engagement activities are found in section 2.2.3 below.

Three ambassadors were trained in TUC across two different sessions. Like the training at NKUA, the purpose of the training at TUC was to learn more about the SSO project, in addition to how to communicate it. The two sessions were organised by the dormitory coordinator and took place at the beginning of the academic year and during the second semester (February 2018).

Name of University	Number of training sessions ran	Number of students attending
NKUA	2	8
TUC	2	3
TOTAL	4	11

Table 2. Ambassador training sessions that took place in Greece

2.2.3 Dormitory visits/on campus face-to-face activities

Six onsite engagement visits took place in NKUA during the 2017-18 academic year to raise awareness about SSO. The visits were supported by SSO student ambassadors as previous experience showed that students are more receptive to receiving the information from their peers and also preferred face-to-face interaction.

Three visits were door-to-door, and the other three involved holding informational stalls in communal areas of the dormitory buildings. In all cases SSO promotional materials (coasters and leaflets) were given to students and information on how to participate more actively in the campaign and save energy was provided. The dormitory visits to the communal areas of the buildings took place in the second semester of the academic year and during those visits dummy energy bills were also handed to students (details about the dummy energy bills are found in section 3.3).

In TUC, two dormitory visits took place in the 2017-18 academic year. The first one was a door-to-door visit and the second one involved holding an informatio stall in the communal area of the dormitory building. Student ambassadors came along to support the campaign on both occasions. As part of these visits, students living in the dormitory were given promotional SSO materials (including coasters and bags), and were informed on how to get involved in the campaign (e.g. take part in photo competitions rooms), and were offered some energy saving tips.

Name of University	Number of onsite engagement visits	Description of Activities	Number of students signed up to SSO
NKUA	6	Informed students on energy efficiency issues and on ways to participate in SSO	81

TUC	2	Dissemination of the Campaign, informed student energy tips and Sing up student	76
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Table 3. On-site SSO campus activities in Greek SAVES 2 universities

2.2.4 Social media competitions

Six energy saving themed photo competitions were launched on the NKUA SSO Facebook page during the 2017-18 academic year. The aim of the competitions was to raise awareness and normalise energy-saving behaviours in a visual way; competition posts can have significant reach on social media, appearing in many people's social feeds. The prizes for the photo competitions were EUR 10 vouchers offered by a large supermarket chain. Five of the competitions had energy saving themes (these included switch-off lights, put on more layers, boil only the amount of water needed) while one was specific on water saving. Only two photo entries were received. Clearly this has been one of the biggest challenges faced in the NKUA implementation of SSO this year. As of next year, NKUA will take more actions to increase student participation in photo competitions (see section 2.8 below for details).

Six similar photo competitions were organized at TUC; students were informed about them through emails and the TUC SSO Facebook page. The prizes for the photo competitions were tickets from ANEK LINES (ferries Company) for Chania-Athens-Chania. Five of the competitions had specific energy saving themes (these included switch-off lights, put on more layers, boil only the amount of water needed) whilst the final was a general energy saving action.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc)
NKUA	Photo competitions and themes: <ul style="list-style-type: none"> • X 1 Switch off lights and appliances • X 1 Put a lid on it • X 2 Layers challenge • X 1 EcoBrew (boil what you need) • X 1 any water saving action 	2	Facebook
TUC	Photo competitions and themes: <ul style="list-style-type: none"> • X 2 Switch off lights and appliances • X 1 Put a lid on it • X 1 Layers challenge • X 1 Eco Brew (boil what you need) • X 1 General energy saving action 	8	Facebook
Total		10	

Table 4. SSO Social media competitions in Greek SAVES 2 universities

2.2.5 Climate change quizzes

Two climate quizzes were launched on the NKUA Facebook page to raise awareness about climate change and energy saving; one in November 2017 and one in February 2018. One quiz was launched at TUC during the same period; the climate quiz was disseminated through Facebook and emails.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
NKUA	107	10%

TUC	27	35.5%
TOTAL	134	11.7%

Table 5. Climate change quizzes run in Greece

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. For the end of year celebration event at NKUA (taking place in June 2018), SSO giveaways were given to students living in the participating dormitory buildings. A note was left at the main entrance of each of the four dormitory buildings along with SSO promotional materials for students to take away (see photo 1 below). The note was thanking students for their efforts to save energy through their participation in the SSO campaign.

The staff of the dormitory buildings invited students to take an item of their choice. The following SSO promotional materials were offered in each of the four dormitory buildings:

- T-shirts: 15
- Umbrellas: 6
- Tote bags: 12
- Drawstring bags: 10
- Coasters: 20



Photo 1: Promo-materials as giveaways for the end of year in NKUA

The academic year in TUC ended with an SSO celebration event in June 2018. Student Switch Off ambassadors supported the event and a further 50 students came along. Students had a chance to pick up an SSO giveaway which included SSO t-shirts, bags and coasters. There were also flyers with information about the campaign, dummy energy bills and daily energy tips. A local company in Chania sponsored the refreshments at the event.



Photo 2: End of year celebration event at TUC

2.2.7 Other miscellaneous activities

TUC organized an additional information seminar in the middle of the academic year. The seminar was attended by ten students. Students interested in energy savings (not just those living in dormitories) were invited, and the main themes covered included:

- Saving energy in your apartment
- Energy Performance Certification of Buildings
- SAVES 2 actions



Photo 3: Seminar held in TUC delivered by the dormitory coordinator

2.2.8 Summary of SSO engagement statistics

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

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	Number of Facebook followers	% energy saved
NKUA	1,068	81	8%	8	107	2	248	4.46%
TUC	76	76	100%	3	27	8	223	8.11%
TOTAL	1,144	157	13.7%	11	134	10	471	4.87%

Table 6. Overview of SSO engagement activities in Greek SAVES 2 universities

2.3 Communication with students

In NKUA most of the engagement activities took place either face to face or through Facebook (<https://www.facebook.com/SSOnkua/>); face to face and Facebook were the communication channels most preferred by students living in the university dormitories.

Over the year, six face-to-face communication activities took place in NKUA that included both door to door visits and visiting communal spaces of the dormitories (see section 2.2.3). Furthermore, posters and dummy energy bills were posted in the communal spaces of the four dormitory buildings. The dormitory coordinator made sure that they remained posted and visible until the end of the academic year.

Every two weeks, information around energy saving and sustainability was posted on the NKUA SSO Facebook page; it covered topics related to fuel poverty, tips on how to select a home or appliances when moving into the private rented sector and facts about climate change.

At TUC information on the SSO campaign was disseminated through emails, website (<http://greece.studentswitchoff.org/>), TUC SSO Facebook page (<https://www.facebook.com/TUCSSO/>) and face to face meetings. The website and Facebook were updated every week with information around energy saving, climate change, and sustainability in general.

2.4 Engagement materials

A variety of branded marketing materials was created for the Greek campaigns at the start of the academic year to be used throughout the campaign to engage students. These include: jumpers, blankets, tote bags, draw string bags, umbrellas, t-shirts and coasters. These were handed out to students during face-to-face activities such as dormitory visits and end of year events.

In addition, a dummy version of an energy bill was created for students living in Greek dormitories giving advice on what to look out for when house hunting and what to expect when receiving their first energy bill (Image 4). Hard copies of it were handed out to students as flyers during three face-to-face visits at NKUA (one in March 2018 and two in April 2018). In addition, a poster designed with the help of student ambassadors in SAVES1 and the dummy energy bill were both posted in the communal areas of the four NKUA dormitory buildings (Photo 4). The poster and the dummy energy bill encourage students to like the SSO Facebook page and visit the local SSO website to find out more about the campaign and on how to save energy.

Prizes were provided for the Facebook photo competitions. These were EUR 10 vouchers sponsored by a large supermarket chain in NKUA, and ferry tickets (Chania-Athens-Chania) for students at TUC. The marketing materials printed for the NKUA students are shown in Image 1.



Image 1: SSO promo-materials printed by NKUA

2.5 The energy dashboard

The energy dashboard, created by Ecovisum, is a supporting tool for the SSO campaign. It makes use of dormitory energy data to feedback on energy performance of each building on an ongoing basis and drives competition to save energy.

The energy meters of the NKUA dormitories automatically transmit the metered data to the energy dashboard. This academic year faulty readings were traced for one of the meters. For this purpose, the energy dashboard was not promoted among students during the 2017-18 year. The source of the problem was identified and resolved closer to the end of the academic year. As of the 2018-19 academic year, the energy dashboard will be promoted mainly through Facebook. Every two weeks a post with the energy saved over that period of time will be communicated to students. The dashboard will also be embedded to the Greek SSO website [here](#).

At TUC the [energy dashboard](#) was updated once a week during the 2017-18 academic year and communicated to students via email and Facebook so that they were aware of their energy consumption.



Image 2: Communication of the TUC energy dashboard

2.6 Embedding SSO into wider university initiatives

SSO was not embedded into wider NKUA or TUC initiatives this academic year. Opportunities for synergies with other initiatives, such as the new students' orientation day, the students radio, will be investigated the next academic year.

2.7 Successes and innovations

The biggest success of the campaign in Greece has been the increased awareness of students with regards to everyday actions they can take to save energy and their familiarity with SSO. This is due to the fact that the majority of students (~80%) stayed in the dormitories the previous academic year therefore had already been involved, and/or heard about the campaign. The energy savings achieved for NKUA were 4.46% corresponding to 43.2 tCO₂ saved.

The greatest success of TUC campaign was also the energy saved in the dormitory during the 2017-18 academic year - 8.1%! This was linked to the regular campaign updates (both via email and on Facebook) on how to save energy.

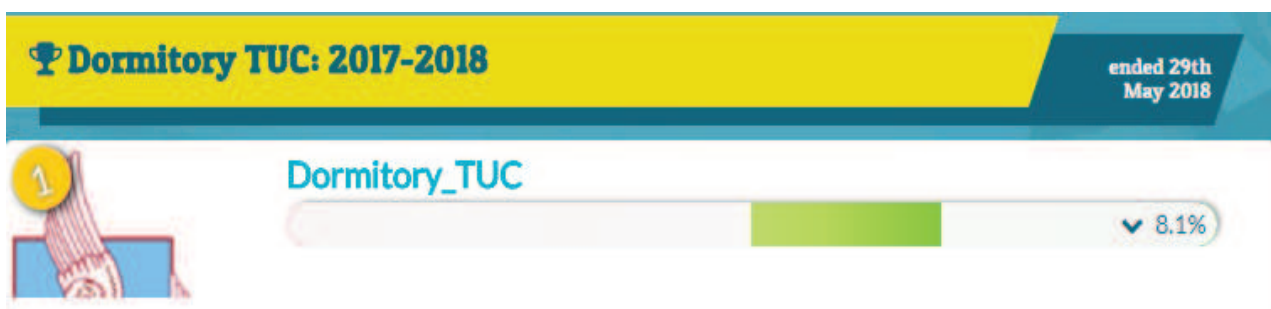


Image 3: TUC energy dashboard. Savings for academic year 2017/18

2.8 Challenges and lessons learnt

One of the biggest challenges faced by NKUA this academic year was student engagement in photo competitions. The plan for next year is to involve the SSO student ambassadors more actively in the process, for example ask them to share the announcement of the photo competition through their Facebook account and invite students performing an activity relevant to the photo competition theme to take a photo and post it while in the process of doing it (e.g. while cooking or boiling water in a kettle).

One of the main challenges at TUC will be to look how to further embed the campaign at the university; at the moment the dormitory coordinator is looking at ways to collaborate with the radio team of TUC and to increase the reach of the communication materials amongst students living in dormitories.

2.9 Photos of the SSO campaign in Greece



Photo 4: SSO poster in NKUA dormitories

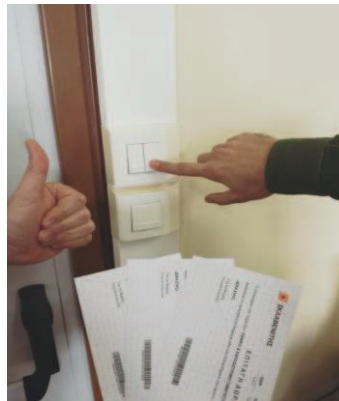


Photo 5: Announcement of first photo competition in NKUA and gift vouchers from the sponsor



Photo 6: Dummy energy bill for students looking to move out of NKUA dorms into private accommodation



Photo 7: SSO Seminar in TUC



Photo 8: TUC SSO students in action



Photo 9: Winning photo of the first SSO Photo competition in TUC



Photo 10: TUC SSO ambassadors training

3 The Student Switch Off+ campaign in Greece

3.1 Universities taking part

In Greece the SSO+ campaign is run in two different universities, the National and Kapodistrian University of Athens and the Technical University of Crete.

The number of students reached through SSO+ cannot be accurately measured. There may be students that were reached via more than one means (e.g. social media, email and posters). In order to find a balance and make sure that we are not double-counting students, in NKUA it was decided to report the following:

- Students living in the private rented sector receiving the SSO+ newsletter (47 students).
- Students living in the NKUA dormitories where the SSO+ dummy energy bill was posted in communal areas and handed out as a leaflet as well (1,068 students). The majority of students (~80%) was living in the dormitories the year before and may therefore be familiar with SSO as well.

At TUC there were more than 300 students living in privately rented accommodation who had signed up to the SSO+ after talking to the dormitory coordinator, and therefore received regular communication on SSO+.

Name of University	Number of students reached
NKUA	1,115 (students that either lived in dorms or received the SSO+ newsletter)
TUC	300 (sign up students)
TOTAL	1,415

Table 7. Number of students reached with information on SSO+ in Greece

3.2 Engagement activities

The main activities that took place as part of SSO+ campaign was the sending of regular emails to students already living or planning to move into the private rented sector, regular posts on social media (Facebook), face to face communications and a training seminar conducted at NKUA and TUC. Further information on impact of the campaign, can be found on the SAVES 2 website – three reports on the various activities, and their reach, were put together throughout the 2017-18 academic year, and have been uploaded online.

3.2.1 Emails, social media and face to face communications

In NKUA and TUC the following specific engagement activities took place:

Emails

- 47 students (NKUA) living in private accommodation were emailed in April 2018 and in May 2018 with advice on what to look out for when moving into a different property in the private rented sector and on how to save energy from cooling in the warmer months of the year.
- More than 300 students (TUC) who were living in private accommodation were emailed in the academic year 2017-18. Students were informed what to look out for when moving into a property in the private rented sector and how conserve energy in their homes.

Social media

- A video on [SSO+](#) (see section 3.3 for more detail) was posted on four NKUA Facebook pages in April 2018; two of them were specifically for students living in dormitories (SSO and dormitory reading room Facebook pages). The SSO+ video was posted on TUC Facebook page in 2018
- Tips on how to save energy and reduce energy costs were provided frequently through the SSO Facebook pages (11 posts over the year from NKUA and 32 posts from TUC)
- Copies of the dummy energy bills for students living in dormitories and in the private rented sector were posted on Facebook in November 2017 and in May 2018 by NKUA and September 2017 and March 2018 by TUC
- General information on energy saving and sustainability was posted on a regular basis on the SSO Facebook pages (6 posts over the year by NKUA and 10 posts over the year by TUC).

Face to face communications

- Copies of the dummy energy bill were handed out to students during the face to face events.
- The dummy energy bill for students living in dormitories was posted in communal areas of the dormitories in the beginning of the academic year. The dormitory coordinator made sure that it remained posted and visible until the end of the academic year.
- The dummy energy bill for students already living in the private rented sector was posted on announcement boards and communal areas of six NKUA departments in the beginning of the academic year.
- TUC organized a mini seminar in the middle of the academic year that covered information on energy saving tips, energy saving certification, and energy efficiency.

3.2.2 Training session

A training session on SSO+ was organized by NKUA in November 2017 (Photo 11), with ten students attending the seminar. Energy poverty in Greece was discussed, in addition tips on what to look out for when house hunting, how to select appliances and how to save energy at home through simple behaviour change actions.



Photo 11: SSO+ training seminar in NKUA (November 2017)

A similar seminar was conducted at TUC, and was attended by four students. The sessions covered the concepts of SSO+ campaign, with tips on how to communicate and 'market' it to students.



Photo 12: SSO+ training in TUC

3.2.3 Photo competitions

Four photo competitions themed around energy saving were organized at TUC and launched via the TUC SSO Facebook page and email. The prizes for the photo competitions were ferry tickets, sponsored by ANEK LINES (Ships Company), between Chania-Athens-Chania. Three of the competitions had energy saving themes (switch-off lights, put on more layers, boil only the amount of water needed) whilst the final was a general energy saving action.

The photo competitions were a 'bonus' activity as part of SSO+. We felt that it was important to have direct engagement from students as part of the campaign, and it also created a bridge with the SSO campaign, where students participated in similar activities whilst they lived in dormitories.

3.3 Engagement materials

The main marketing materials used by NKUA and TUC for SSO+ were the dummy energy bill and the SSO+ video. The purpose of the dummy energy bill was to raise awareness of how much students would have spent

on electricity if they were living in the private rented sector and paying for their utility bills. The bill included tips on what students could do to minimise their energy usage and costs when living in the private rented sector – including advice on smart meters and on energy performance certificates. Two version of the dummy energy bills were created; one for students looking to move out of NKUA dorms and one for students already living in the private rented sector (Image 4).

The SSO+ video provides advice on what to look for from a new property in order to maintain energy costs down and have comfortable warmth – e.g. encouraging students to request to see an Energy Performance Certificate (EPC) from their landlord, to choose a property with a good EPC rating and check on the energy rating of the appliances in the property. The url of the Greek version of the SSO+ video can be found here: <https://www.youtube.com/watch?v=zv65HYZY064&feature=youtu.be>

Finally, every month a newsletter to SSO+ students was sent from TUC coordinator with simple but impactful advice of energy saving tips.

student switch off+

Προς φοιτητές ένοικους της
Φοιτητικής Εστίας Πανεπιστημίου Αθηνών

Όπως θα γνωρίζετε, το οικονομικό κόστος από την κατανάλωση της ηλεκτρικής ενέργειας σε κτίρια φοιτητικών εστιών τις περισσότερες φορές δεν επιβαρύνει τους φοιτητές που διαμένουν σε αυτή. Ωστόσο θα ήταν χρήσιμο να γνωρίζετε την μέση ενεργειακή κατανάλωση σε κτίρια κατοικιών, έτσι ώστε να είστε προετοιμασμένοι για το σχετικό ενεργειακό κόστος που θα σας επιβαρύνει όταν μετακινηθείτε στον ιδιωτικό τομέα.

Παρακάτω υπολογίζεται η μέση ετήσια κατανάλωση ενέργειας και το κόστος της (συμπεριλαμβάνονται φόροι/εισφορές) ανά άτομο στην Ελλάδα, βάση στατιστικών στοιχείων από την ΕΛΣΤΑΤ, την Eurostat και το Παρατηρητήριο Τιμών Υγρών Καυσίμων του υπ. Ανάπτυξης και Ανταγωνιστικότητας. Ο σκοπός είναι να δώσετε την απαραίτητη προσοχή ως προς την κατανάλωση ενέργειας, ώστε να γνωρίζετε την τάξη μεγέθους του κόστους της ενεργειακής σας χρήσης στο μέλλον.

1. Μέσο συνολικό ενεργειακό κόστος ανά άτομο ανά έτος: **402 €**
Ηλεκτρική Ενέργεια: **245 €**
Φυσικό Αέριο: **18 €**
Πετρέλαιο Θέρμανσης: **139 €**

2. Μέση κατανάλωση ενέργειας ανά άτομο ανά έτος:
Ηλεκτρική Ενέργεια: **1427,4 kWh**
Φυσικό Αέριο: **26,4 m³**
Πετρέλαιο Θέρμανσης: **143,9 lt**

3. Πώς να μειώσετε την κατανάλωση ηλεκτρικής ενέργειας στον ιδιωτικό τομέα:

- **Ζητείστε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ)** των σπιτιών που σας ενδιαφέρει να ενοικιάσετε. Ανάμεσα στις πληροφορίες που παρέχει είναι και το πόσο καλά μονωμένο είναι το σπίτι. Η κλίμακα ενεργειακής κλάσης κυμαίνεται από το Α έως το Η, με Α την βέλτιστη ενεργειακή κλάση. Προτείνουμε να αποφεύγετε τις χαμηλές ενεργειακές κλάσεις, γιατί αυτές συνεπάγονται υψηλότερο κόστος για θέρμανση ή δροσισμό.
- **Προμηθευτείτε έναν έξυπνο μετρητή.** Μπορείτε να ζητήσετε έναν έξυπνο μετρητή από τον πάροχο ενέργειας. Οι μετρητές αυτοί παρέχουν πληροφορίες σε πραγματικό χρόνο σχετικά με το κόστος της ενέργειας που καταναλώνετε και άρα καθιστούν εύκολο τον εντοπισμό της άσκοπης απώλειας ενέργειας.
- **Απενεργοποιείτε.** Μην χρησιμοποιείτε άσκοπα την θέρμανση, τα φώτα και τις υπόλοιπες ηλεκτρικές συσκευές.

SAVES2 Funded by the Horizon 2020 Framework Programme of the European Union. Like our Facebook page – [Student Switch Off - EKT/TA](#). Για συμβουλές εξοικονόμησης ενέργειας κατά την μετακίνησή σας στον ιδιωτικό τομέα – [studentswitchoff.gr](#)

student switch off+

Προς φοιτητές
Εθνικού και Καποδιστριακού
Πανεπιστημίου Αθηνών

Θα θέλαμε να σας ενημερώσουμε για την μέση ενεργειακή κατανάλωση σε κτίρια κατοικιών, έτσι ώστε να είστε προετοιμασμένοι για το σχετικό ενεργειακό κόστος που μπορεί να επιβαρύνει όσους από εσάς ενοικιάσετε (ή σκοπεύετε να ενοικιάσετε) για φέτος κάποιο διαμέρισμα.

Παρακάτω υπολογίζεται η μέση ετήσια κατανάλωση ενέργειας και το κόστος της (συμπεριλαμβάνονται φόροι/εισφορές) ανά άτομο στην Ελλάδα, βάση στατιστικών στοιχείων από την ΕΛΣΤΑΤ, την Eurostat και το Παρατηρητήριο Τιμών Υγρών Καυσίμων του υπ. Ανάπτυξης και Ανταγωνιστικότητας. Στόχος της ενημέρωσης αυτής είναι να σας ευαισθητοποιήσει και να σας προετοιμάσει να χρησιμοποιείτε την ενέργεια σωστά.

1. Μέσο συνολικό ενεργειακό κόστος ανά άτομο ανά έτος: **402 €**
Ηλεκτρική Ενέργεια: **245 €**
Φυσικό Αέριο: **18 €**
Πετρέλαιο Θέρμανσης: **139 €**

2. Μέση κατανάλωση ενέργειας ανά άτομο ανά έτος:
Ηλεκτρική Ενέργεια: **1427,4 kWh**
Φυσικό Αέριο: **26,4 m³**
Πετρέλαιο Θέρμανσης: **143,9 lt**

3. Πώς να μειώσετε την κατανάλωση ηλεκτρικής ενέργειας στον ιδιωτικό τομέα:

- **Ζητείστε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ)** του σπιτιού που ενοικιάζετε (ή που σας ενδιαφέρει να ενοικιάσετε). Ανάμεσα στις πληροφορίες που παρέχει είναι και το πόσο καλά μονωμένο είναι το σπίτι. Η κλίμακα ενεργειακής κλάσης κυμαίνεται από το Α έως το Η, με Α την βέλτιστη ενεργειακή κλάση. Προτείνουμε να αποφεύγετε τις χαμηλές ενεργειακές κλάσεις, γιατί αυτές συνεπάγονται υψηλότερο κόστος για θέρμανση και δροσισμό.
- **Προμηθευτείτε έναν έξυπνο μετρητή.** Μπορείτε να ζητήσετε έναν έξυπνο μετρητή από τον πάροχο ενέργειας. Οι μετρητές αυτοί παρέχουν πληροφορίες σε πραγματικό χρόνο σχετικά με το κόστος της ενέργειας που καταναλώνετε και άρα καθιστούν εύκολο τον εντοπισμό της άσκοπης απώλειας ενέργειας.
- **Απενεργοποιείτε.** Μην χρησιμοποιείτε άσκοπα την θέρμανση, τα φώτα και τις υπόλοιπες ηλεκτρικές συσκευές.

SAVES2 Funded by the Horizon 2020 Framework Programme of the European Union. Like our Facebook page – [Student Switch Off - EKT/TA](#). Για συμβουλές εξοικονόμησης ενέργειας κατά την μετακίνησή σας στον ιδιωτικό τομέα – [studentswitchoff.gr](#)

Image 4: Dummy energy bill for students looking to move out of dorms (left) and for students already living in the private rented sector (right)

3.4 Successes and challenges

The biggest success of the campaign for NKUA and TUC was the large number of students reached. The biggest challenge however, was to understand the level of impact that the information received actually had on them. The impact of the campaign on students is part of a research exercise performed at the end of the academic year. In the design of the campaign for next year this aspect will be integrated more robustly based on the findings of this research.

3.5 Photos from the SSO campaign

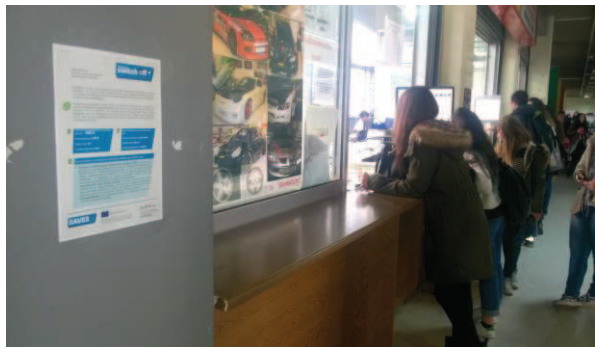


Photo 13: Dummy energy bills posted in the common areas of 6 NKUA departments



Photo 14: Photo from TUC SSO+ Campaign



Photo 15: Winning photo of first SSO+ photo competition in TUC

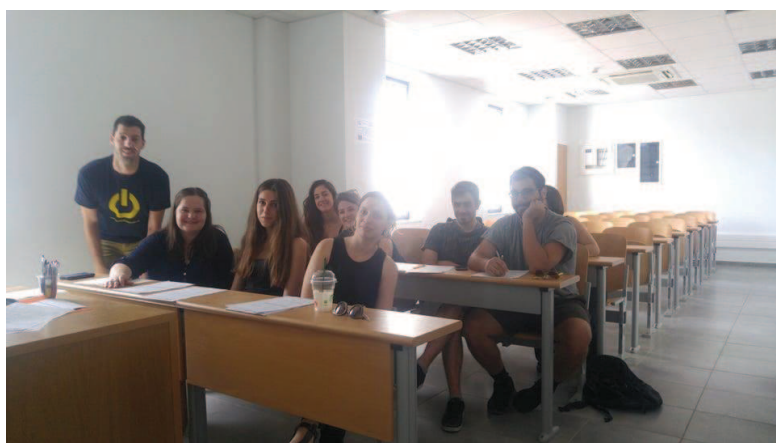


Photo 16: Last SSO+ Focus Group in TUC

4 Conclusions

The SSO and SSO+ campaigns ran in two Greek universities during the 2017-18 academic year; the National and Kapodistrian University of Athens (NKUA) and the Technical University of Crete (TUC).

Student Switch Off

Throughout the academic year a number of activities took place in the dormitories in Greece as part of the Student Switch Off campaign. These included photo competitions (10 photo entries), climate quizzes (12% of students took part), dormitory visits (2-6 visits per university), ambassador training sessions (two sessions run in each university), and beginning of year and end of year events. Fourteen percent of students living in the TUC and NKUA dormitories signed up to SSO and eleven ambassadors participated in training events and supported the delivery of the campaign. SSO promotional materials such as coasters, t-shirts and tote bags were used in the engagement activities. Posters and flyers were also used.

Students were informed about a number of SSO specific, but also broader energy efficiency related topics. SSO specific information included: photo competitions, climate quiz, tips on how to save energy at home, news from other countries' campaigns. Broader topic information included: reports on fuel poverty, tips on how to select a home or appliances when moving into the private rented sector and facts about climate change. The main communication channels used were face-to-face and Facebook.

The main challenge faced with regards to SSO this academic year was the participation of students in the photo competitions. This challenge was greater for NKUA. The plan for next year is to involve the student ambassadors more actively in the process like for example ask them to share the announcement of the photo competition through their Facebook account and invite students performing an activity relevant to the photo competition theme to take a photo and post it while in the process of doing it (e.g. while cooking or boiling water in a kettle).

Despite some challenges, energy savings were achieved in both universities. Namely, 4.46% energy savings were achieved in the NKUA dormitories and 8.11% in the TUC dormitories.

Student Switch Off+

The SSO+ campaign targeted two groups of students a) students already living in the private rented sector and b) students living in dormitories that will eventually move out of dormitories into private accommodation. The number of students reached in Greece is 1,415.

The main activities through which these students were reached in each of NKUA and TUC were a) SSO+ newsletter, b) regular posts on social media (Facebook), c) face-to-face communications and b) a training seminar.

The information that students received included: the Greek SSO+ video, tips on how to save energy and reduce energy costs at home, a dummy energy bill for students living in dormitories, a dummy energy bill for students already living in the private rented sector, advice on how to choose accommodation and appliances based on their energy efficiency.

The biggest success of the SSO+ campaign for NKUA and TUC was the large number of students reached. The biggest challenge however, was to understand the level of impact that the information received actually had on them. This aspect will be integrated more robustly in the design of the campaign for the next academic year.