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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 (<http://lithuania.studentswitchoff.org/>) 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+ campaign in Lithuania.

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 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 of the seven countries taking part 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 Lithuania

2.1 Universities taking part

Vilnius Gediminas Technical University (VGTU) is responsible for coordinating the Student Switch Off campaign in Lithuania; it is the only Lithuanian university currently taking part. Six dormitories are involved; five of the dormitories are situated on the university campus (it takes about 7-10 min to walk to the building of administration of the university and faculties) and one dormitory is located further out near the International Airport. Approximately 3,740 students are living in VGTU dormitories taking part in Student Switch Off.

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
Vilnius Gediminas Technical University (VGTU)	6	6	3,740

Table 1: Number of students and dormitories taking part in SAVES 2 in Lithuania

2.2 Engagement activities

Throughout the academic year a number of activities took place in the dormitories in Lithuania 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

The SSO campaign was launched at VGTU in September 2017 for the 2017-18 academic year. Preparatory meetings were held between the country manager and the dormitory coordinators as well as management of the university and administrator of dormitories prior to the campaign launching. Communication materials,



which were used as prizes during the student engagement activities, were prepared and the Lithuanian Student Switch Off website¹ was updated with information about SAVES 2 project and SSO activities.

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 VGTU covered what the SSO campaign is about and trained students on the best way of effective communication. The sessions were delivered by the dormitory coordinators and country manager at the beginning of both semesters. Ten students were trained as part of the first session (October 2017), while a further seven were trained as part of the second one (February 2018). All participating students were given a SSO t-shirt to increase the visibility of the campaign. The SSO ambassadors were a great help during SSO events organised by the dormitory coordinator (especially dormitory visits) throughout the year.

Name of University	Number of training sessions ran	Number of students attending
VGTU	2	17

Table 2: Ambassador training sessions run at VGTU

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

Face-to-face visits were conducted at the six dormitories to raise awareness and engagement in the SSO campaign. At each dormitory a stall was organized with student ambassadors inviting residents of the dormitories to take part in different SSO activities, such as photo competitions and quizzes. SSO promotional leaflets were given to students and information on how to participate more actively in the campaign and save energy was provided. Most active students who pledged to save energy and followed VGTU SSO Facebook page were awarded with SSO T-shirts.

Name of University	Number of onsite engagement visits	Description of Activities	Number of students signed up to SSO
VGTU	6	Stalls at each dormitory	3,740

Table 3: Dormitory visits at VGTU

2.2.4 Social media competitions

Throughout the year six photo competitions were organized at VGTU to raise awareness about energy saving actions. The competitions were launched both by email and Facebook. Competition posts appeared in participating students and their friends social feed, reaching a number of people. On average there were three entries per competition.

In Table 4 a description of the competitions carried out, the platforms used to host them, and number of entries are given.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc)
VGTU	1 st Photo Competition Switch off Lights	16	Facebook
	2 nd Photo Competition		

¹ (<http://lithuania.studentswitchoff.org/>)

	Put a Lid on		
	3 rd Photo Competition Put on extra layers		
	4 th Photo Competition Don't overfill the kettle		
	5 th Photo Competition Switch off Lights		
	6 th Photo Competition Put a Lid on a Pan		

Table 4: Social media competitions run at VGTU

2.2.5 Climate change quizzes

Two climate quizzes were launched during the academic year (one per semester) to raise awareness about climate change and energy saving. The quizzes were disseminated by an email to all students living in dormitories. Six students who entered the quiz were randomly selected and awarded with SSO jumpers and thermo-mugs.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
VGTU	138	3,45%

Table 5: Climate change quiz participation at VGTU

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. The end of year event at VGTU, celebrating the winning dormitory, took place in June 2018. Students from the winning dormitory were invited to have a BBQ held at the VGTU student campus. Thirty-two students attended the event and received free food and gifts as a reward for their energy saving efforts.

2.2.7 Summary of SSO engagement statistics

An overview of the SSO engagement achievements in Lithuania is presented in Table 6.

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 social media followers (please specify which one)
VGTU	3740	3,740	100	17	138	16	310 (Facebook)

Table 6: Summary of SSO engagement statistics

2.3 Communication with students

There were four main communication channels through which students were engaged with the campaign and competitions at VGTU:

- VGTU SSO Facebook page (www.facebook.com/studentsswitchoffLietuva/),



- Student Switch Off webpage (<http://lithuania.studentswitchoff.org/>)
- Emails
- Face-to-face events

The Facebook page was mainly used for launching the photo competitions. It was also regularly updated with sustainability related articles, information about activities of other partners of the project.

Students who signed up to the campaign also received emails informing them of each competition/energy saving tips. On specific events (launch of the campaign, ambassador training, announcing of results, climate quiz launch) residential services sent an email to every single student living in dormitories thus widening the reach.

Over the year, six face-to-face communication activities (stalls in each of the dormitory) took place in VGTU which were run by the dormitory coordinator and student ambassadors (see section 2.2.3).

2.4 Engagement materials

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

These materials included:

- Leaflets - were given during the stalls and left in the common areas at the dormitories;
- Cotton t-shirts with the SSO logo - were given as prizes for photo competitions throughout the year;
- Cotton jumpers with the SSO logo - were given as prizes for photo competitions throughout the year;
- Thermal cups with the SSO logo - were given as prizes for photo competitions throughout the year;
- Power banks with the SSO logo - given to SSO ambassadors.

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

2.5 The energy dashboard

The energy dashboard (<https://switchoff.nus.org.uk>), created and maintained by project partner Ecovisum, is the main tool to engage students, letting them know how much energy they are saving throughout the year in their dormitories. The energy meters in the dormitories of VGTU automatically transmit the metered data to the energy dashboard, showing the total energy consumption in the dormitory.

Students of VGTU were able to view the energy savings of their dormitory over the year through the online dashboard (<https://switchoff.nus.org.uk/vgtu>). The information about winning dormitory was included in SSO newsletters. Additionally, the dashboard has been promoted by the student ambassadors during the face to face dormitory visits.





Fig. 1. Presentation of Dashboard during the dormitory ambassador training

2.6 Embedding SSO into wider university initiatives

The aims of the SAVES 2 project are supported by the administration of VGTU and as they are part of the strategy to become a green university. The VGTU Senate endorsed the Concept of Green University in 2014, which aims to contribute to the sustainable development of society, modernization and development of existing and planned infrastructure management with particular attention to the responsible and rational use of natural resources. Some ideas for the updated Concept were proposed by SAVES 2 project team. The measures adopted have a wide spectrum - from energy-saving lamps with motion sensors or rain water collection and use, smart meters, to the electronic documents system, promotion of cycling and electric vehicle charging station installation in campus.

2.7 Successes and innovations

The biggest success in the SSO project was the student ambassador engagement in the campaign. Seventeen student ambassadors were trained and all of them were enthusiastic and did great job engaging other students to participate in the SSO related activities.

Another success of VGTU SSO campaign is the energy saved in the dormitories during the 2017-18 academic year. The saving is 7.64% which resulted in a saving of 24,410kg of CO₂. This saving can be linked to the regular campaign updates and tips on how to save energy sent via email to all students living in dormitories.

2.8 Challenges and lessons learnt

The main challenge of the SSO campaign is to have good engagement of students in the various SSO activities: photo competitions and climate change quizzes. Despite the possibility to win attractive prizes, students in general were not interested in entering the competitions.

Some students also seemed to be demotivated to participate in the overall aims of the SSO campaign (helping their dormitory achieve the biggest energy savings), as their accommodation fee is constant and not related to the energy consumption. Regardless, students did save energy in their dormitories, as can be seen from the nearly 8% saving of electricity, when compared to a pre-intervention baseline. New innovations and opportunities will be explored, to further encourage students to save energy during the 2018-19 academic year.

2.9 Photos from the SSO campaign

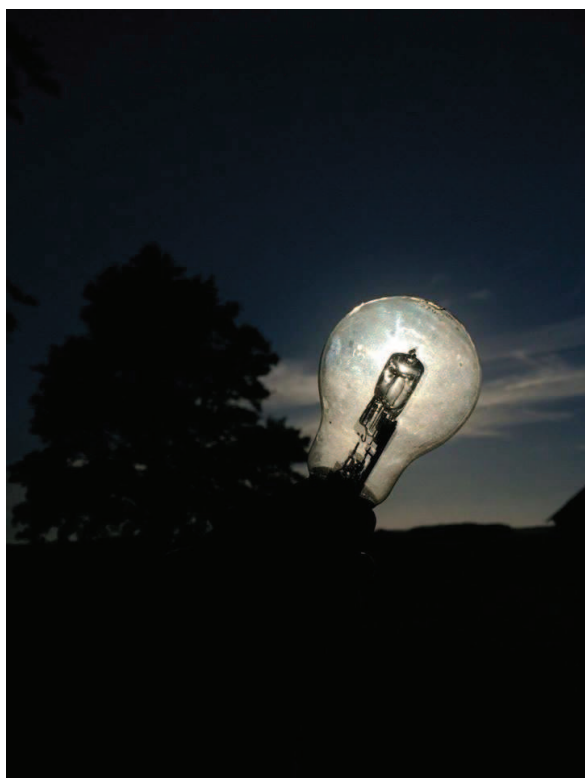


Fig. 2. Picture from a 1st Photo Competition "Switch off Lights"



Fig. 3. Picture from a 2nd Photo Competition "Put a Lid on"



Fig. 4. A stall in one of the dormitory visits

3. The Student Switch Off+ campaign in Lithuania

3.1 Universities taking part

The aim of the SSO+ campaign is to reach and promote energy efficiency, smart meters, and information about energy performance certificates to students living in the private rented sector, thus helping them address potential energy poverty challenges.

The SSO+ campaign at VGTU launched in September 2017. To reach the students living in privately rented accommodation, the university's central database of student e-mail addresses was used and 6,000 students were reached. The database is renewed every academic year. In order to send the emails regularly, a newsletter was created.

Name of University	Number of students reached
VGTU	6,000

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

3.2 Engagement activities

Unlike SSO, the vast majority of SSO+ engagement is done online via email; 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 and a training seminar conducted in Lithuania.

3.2.1 Emails and social media

Emails to students living in private rented sector were sent every two months between October 2017 and June 2018. In total 6,000 students were informed about SSO+ via emails. Newsletter focused on basic advice, which should be taken daily and could lead to some valuable energy savings. Guidance was also provided about selecting energy efficient appliances and the usefulness of energy performance certificates (EPCs) when looking for a new apartment. As it is possible to reach all students of VGTU, e-mails are considered as very effective way of communication.



Tips on how to save energy and reduce energy costs were provided through the VGTU SSO Facebook page (<https://www.facebook.com/studentswitchoffLietuva/>). A specifically created SSO+ video, focusing on main ways to save energy in the private rented sector, was created (more information on section 3.3) and was posted on social media (Facebook), to increase its reach.

3.2.2 Training session

A training session took place on in December 2017, that focused on energy saving practices in the private sector for students at VGTU. The topic of energy poverty in Lithuania was introduced, in addition to tips on what to look out for when choosing accommodation and selecting main electric appliances were discussed. Six students took part in the training activity. Participating students were awarded with branded T-shirts.

3.3 Engagement materials

A number of materials were created to support the SSO+ campaign throughout the 2017-18 academic year:

- A dummy energy bill (Figure 5) that helps students understand how to read a bill was circulated prior to the start of the academic year, to coincide with students moving into private accommodation;
- An energy saving video was created and circulated:
<https://www.youtube.com/watch?reload=9&v=IP7qLF3j8gI&feature=youtu.be>, it was also embedded on the Lithuanian SSO+ website: <http://lithuania.studentswitchoff.org/kaip-taupyti-energija/>

3.4 Successes and challenges

The biggest success of the SSO+ campaign was the number of reached students in private rented sector (6,000 students were reached via emails). Given that SSO+ is mostly an online campaign, it has been challenging to know what exact impact the campaign has had in terms of true engagement, however the surveys that are being conducted as part of our monitoring and evaluation efforts will help with this.

3.5 Photos from the SSO+ campaign



Fig. 5. Energy Dummy Bill sent to students in the beginning of the academic year



Kaip taupyti energiją savo būste?

Mielas studente, siunčiame keletą patarimų, kaip gali taupyti elektros energiją Tavo naujuose namuose:



Pakeiskite kaitrines lemputes į energiją taupančiąsias.
Nuolat nuvalykite dulkes nuo lempučių ar stiklinių gaubtų.

Išjunkite šviesą tuščiuose kambariuose. Jei reikia elektros šviesos, įjunkite tik tiek lempučių, kiek yra būtina. Jeigu naudojate kaitrias lemputes, geriau naudokite vieną stipresnę lemputę nei daug silpnesnių, nes šių lempučių spinduliuojamas šviesos srautas nėra tiesiogiai proporcingas jų galiai. Naudokite vietinio apšvietimo šviestuvus.

Student Switch Off komanda

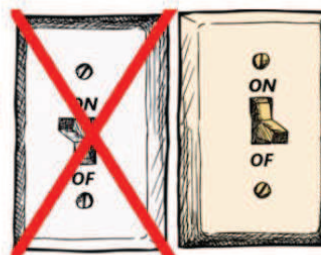


Fig. 6. Print screen of advice sent to students via email

4. Conclusions

The implementation of SAVES 2 in VGTU for the 2017-18 year has been successful. Both SSO and SSO+ campaigns run relatively successfully without significant issues.

The biggest success for SSO was the number of reached students living in dormitories. In total 3,740 students were reached. Another success was the engagement of student ambassadors; 17 students were trained and all of them were enthusiastic and did great job engaging other students to participate in the SSO related activities. The energy saving was 7.64% which results in 24,410 tones of CO₂. The main challenge faced in SSO this academic year was the participation of students in the photo competitions and climate change quizzes. It is important to innovate the campaign and think of new methods how to engage students.

For SSO+ campaign the biggest success is the reach (6,000 students in total). It has not been possible to accurately measure the energy saving impact of the SSO+ campaign, however it is strongly believed that the project had a positive impact on energy and, thus, carbon savings.