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SAVES2

Contents

1.	Introduction	3
2.	The Student Switch Off campaign in Romania.....	3
2.1	Universities taking part.....	3
2.2	Engagement activities	3
2.2.1	Launch of the campaign	3
2.2.2	Ambassador training sessions and ambassador engagement.....	4
2.2.3	Dormitory visits/on campus activities.....	4
2.2.4	Social media competitions	5
2.2.5	Climate change quizzes.....	6
2.2.6	End of year event.....	6
2.2.7	Other miscellaneous activities.....	7
2.2.8	Summary of SSO engagement statistics.....	7
2.3	Communication with students	8
2.4	Engagement materials	8
2.5	The energy dashboard	8
2.6	Embedding SSO into wider university initiatives	9
2.7	Successes and innovations	9
2.8	Challenges and lessons learnt	10
2.9	Photos from the SSO campaign.....	10
3.	Conclusions.....	12

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.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 campaign in Romania.

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 campaign runs in parallel with the academic year – it starts around September/October time and finished in May/June.

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 country has a dedicated dormitory coordinator to deliver the SSO engagement activities and country manager to oversee the SSO+ activities; in the case of Romania, all the responsibilities of the dormitory coordinator and of the country manager are jointly carried out, the team project members being dedicated to efficient teamwork according to the tasks.

Chapter 2 provides a detailed over view of the Student Switch Off campaign in Romania, and describes the student engagement activities performed. SSO+ activities will start in Romania in 2018/19 academic year, therefore they are not part of this report.

2. The Student Switch Off campaign in Romania

2.1 Universities taking part

The Student Switch Off campaign was run in Romania (at the University of Bucharest only) for the first time during the 2017-18 academic year. From the 18 dormitories operated by the university, 16 were involved in the SSO campaign, as one was being renovated and the other had was in a multi-purpose building therefore it was not possible to accurately measure the student specific consumption.

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 Bucharest	18	16	4288

Table 1. Universities in Romania taking part in SAVES 2

2.2 Engagement activities

Throughout the academic year a number of activities took place in the dormitories of the University of Bucharest (UoB) to engage students in energy saving. These included photo competitions, climate quizzes, dormitory visits, ambassador training sessions, beginning of year, during 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

UoB launched the campaign at the beginning of the academic year 2017-2018, after several discussions with the administrative staff and the students' union representative about how to manage the campaign's activities.



Dormitories taking part in the campaign were selected, and launch activities were initiated:

- The university website¹ was used to communicate the project to the student community in May 2017. In October 2017, a press statement was released on university website to inform students that the project is launching and get them engaged in the campaign; it also included a short description of the main activities of the project.
- A few meetings and training events were held with the student ambassadors (further detail in section 2.2.2) taking part in the project, from different faculties across the university, to ensure their support throughout the academic year
- In September and October 2017, the project was introduced to all the deans of faculties, rectors and vice-rectors as well as the head of administration at the university Administrative Council meeting to ensure that the project was supported at highest levels at the university.

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 throughout the academic year.

The ambassador training sessions at UoB covered what the SSO campaign is about and trained students on the best way of effective communication. UoB organized several sessions (four in total) in the first semester as there was ongoing interest from students in becoming SSO ambassadors. The sessions were delivered jointly by the country manager and the dormitory coordinator. One session amongst the four was co-delivered by a guest, a director invited from a private company acting in the energy industry in Romania; at this session, students discussed the reasons why energy must be saved, not just that it is a necessity.

After the sessions, ambassadors started to encourage their peers to get involved with the SSO campaign, in their dormitories or faculties. A Facebook group was set up for the ambassadors, that turned to be a very effective communication channel throughout the academic year. Another effective way of engaging ambassadors was to meet with them face-to-face across the academic year.

Name of University	Number of training sessions ran	Number of students attending
University of Bucharest	13 October 2017	9
University of Bucharest	30 October 2017	6
University of Bucharest	1 November 2017	15
University of Bucharest	19 December 2017	13
TOTAL		43

Table 2. Ambassador training sessions and participants at UoB

2.2.3 Dormitory visits/on campus activities

During dormitory visits, the dormitory coordinator held discussions with students on ways of how to save energy, organized small localized energy saving competitions (three such competitions were set up, each of them lasting one month, involving three dormitories each time) with prizes from local sponsors (such notebooks, umbrellas, laptop bags) and/or SSO promotional materials (t-shirts, cups, memory sticks, bags). On occasions, the dormitory coordinator also invited the students to take part in an online climate quiz, and discussed the inter-dormitory competition aspect of the campaign.

UoB used practical examples of saving energy so that the students could remember and implement them easily. Table 3 offers a short description of the activities carried out during the visits.

¹ <http://infoub.unibuc.ro/?s=saves>



Name of University	Number of onsite engagement visits	Description of Activities	Number of students engaged
University of Bucharest	19 halls visits	<ul style="list-style-type: none"> - A short briefing meeting with ambassadors from dormitories was held before every visit - Short description of the reason why we all met - Short description of the previous events and the future activities - Short session of Q&A about energy saving in order to allocate the prizes from the team project members or from the sponsors - Flyers handed out to students 	In total 77 students came along on one or more visit(s)

Table 3. Activities and students participating during the hall visits at UoB in SAVES 2

2.2.4 Social media competitions

UoB ran fourteen photo competitions between November 2017 and May 2018, with sixteen prizes on offer supplied by local sponsors (backpacks, memory sticks, agendas, umbrellas, laptop bags, pizzas) and/or SSO promotional objects (t-shirts, mugs, memory sticks). The photo competitions were based on 'likes' – the photo with the most 'likes' received the prize. In total there were 41 entries which amassed over 3,000 likes which was a great success. The themes of the competitions varied, and can be noted in Table 4.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc)
University of Bucharest	Photo competitions themes: <ul style="list-style-type: none"> - Stinge lumina! (Translation: Turn off the light!) - Economiseste energie cand gatesti! (Translation: Save energy when you cook!) - Imbraca-te adecvat anotimpului! (Translation: Dress properly for the season!) - Apa inseamna viata! (Translation: Water means life) - Nu mai lasa stecherul in priza! (Translation: Do not leave the plug in the socket!) - Mai bine laptop, decat calculator PC! (Translation: Better laptop than PC) - Nu mai lasa incarcatorul telefonului mobil in priza! (Translation: Do not leave the mobile phone charger plugged in!) 	41	Facebook https://www.facebook.com/UOBSSO

	<ul style="list-style-type: none"> - Lumina naturala este mai sanatoasa! (Translation: Natural light is healthier!) - Monitorizarea consumului de energie pe dashboard. (Translation: Monitoring power consumption on the dashboard) - Hai sa aerisim camera asa cum trebuie! (Translation: Let's air the room as we should!) - Schimba becul incandescent! (Translation: Change the incandescent bulb!) - Pleaca in weekendul prelungit economisind energie! (Translation: Extend your weekend away saving energy!) - Stii cum sa economisesti energia in caminul in care locuiesti?(video) (Translation: Do you know how to save energy in the home you live in?) - Îți mulțumim că ai fost alături de noi! (Translation: Thank you for joining us in the first year of the project!) 		
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Table 4. Social media competitions – themes, entries and platform used at UoB in SAVES 2

2.2.5 Climate change quizzes

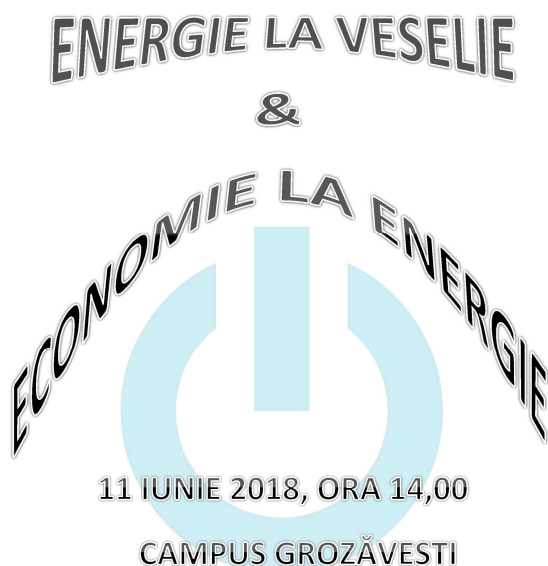
Two climate quizzes were run at UoB during 2017-18 to raise awareness about climate change and energy saving. Two hundred and fifty students participated in the online quiz, and a further 58 students took part in the quiz face-to-face as part of the dormitory visits. The prizes were offered by a local sponsor (OTP Bank Romania) during the dormitory visits: umbrella, laptop bags, agendas and memory sticks. Table 5 shows the number of student participants.

Name of University	Quizzes	Number of students that took part	Proportion of students that took part
University of Bucharest	Face to face quiz 2	58	1.35%
University of Bucharest	Online quiz 1 and 2	250	5.83%
TOTAL		308	

Table 5. Climate change quizzes and students' participation at UoB in SAVES 2

2.2.6 End of year event

The end of year celebration event took place in June 2018 and was held at the university's Grozăvești campus. It was attended by thirteen students, many of whom were SSO ambassadors. As part of the event, students were awarded with certificates of recognition. During the event staff at UoB had a discussion with the student participants about what went well and what needs to be done better to prepare for the 2018-19 campaign.



www.studentsswitchoff.ro

EVENIMENT ORGANIZAT ÎN CADRUL PROIECTULUI **SAVES 2**
 PENTRU A MARCA UN AN DE IMPLICARE ȘI SUSȚINERE ÎN DEMERSUL
 UNIVERSITĂȚII DIN BUCUREȘTI DE A ECONOMISI EFICIENT



Photo 1. End of year event poster/invite (Translation: Energy to Joy & Saving to Energy).

2.2.7 Other miscellaneous activities

UOB gathered feedback from students on the SSO campaign on an ongoing basis, through discussions with their SSO ambassadors. This has helped shape the campaign for the 2017-18 academic year, and will continue to do so for the 2018-19 academic year. Some of students' testimonials were integrated on the SAVES 2 website².

2.2.8 Summary of SSO engagement statistics

Table 6 provides an overview of the SSO engagement achievements in University of Bucharest, Romania.

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	Climate quiz entries	Photo/online competition entries
University of Bucharest	4288	659	15.37%	43	308	41

Table 6. Overall student engagement statistics at University of Bucharest

² <https://saves.unioncloud.org/articles/in-conversation-with-student-switch-off-student-ambassadors>



2.3 Communication with students

The 2017-18 SSO campaign at the University of Bucharest was communicated to students using different communication channels (both online and through face-to-face) that included: emails, Facebook group (<https://www.facebook.com/groups/778811192298662/>) (for the project ambassadors), Facebook page (<https://www.facebook.com/UOBSSO>), the Romanian SSO website (<http://romania.studentswitchoff.org>), and face to face meetings during the dormitory visits.

It was felt that the most efficient way of communicating the campaign was the face to face meetings and Facebook (the most used social media platform in Romania). In addition to dormitory visits, face-to-face meetings were also done at the beginning of classes, as well as through appointments and calls. The dormitory coordinator posted tips, information and articles on recycling and protecting the environment, on the UoB SSO page on a regular basis (about once a day).

2.4 Engagement materials

A number of marketing materials were used to help engage students in the campaign. These included:

- Posters - these were personalized for UoB and sent to be posted in every dormitory and in faculty buildings
- Leaflets - these were personalized and offered by ambassadors to students living in dormitories in the process of signing up
- Roll-up banner- this was personalized and used by the UoB project team in all relevant activities: e.g during training for ambassadors or group meetings
- Ambassador challenge card - these were given to ambassadors to keep track of what activities they did as part of the SSO campaign
- Bags - these were made of cotton and offered to student ambassadors, and to students during the visits in dormitories, to the students taking part in engagement activities
- T-shirts - these were offered to ambassadors and also offered as prizes to some students who did well in the face-to-face climate quiz during some visits in dormitories
- Mugs - were offered as prizes for the Facebook photo competitions
- 4 GB memory sticks - were offered as prizes for the Facebook photo competitions

Through sponsorships UoB was able to provide additional giveaways: backpacks, external batteries, pen and agenda from Enel Energie Muntenia SA, and European movie festival tickets.

2.5 The energy dashboard

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

In all the meetings with ambassadors and discussions during visits in dormitories, a short description of the dashboard was provided. The dashboard was embedded on the UoB SSO website and on the UoB Facebook page as the following link and print screen (Photo 2) show:

- <http://romania.studentswitchoff.org/competition/>



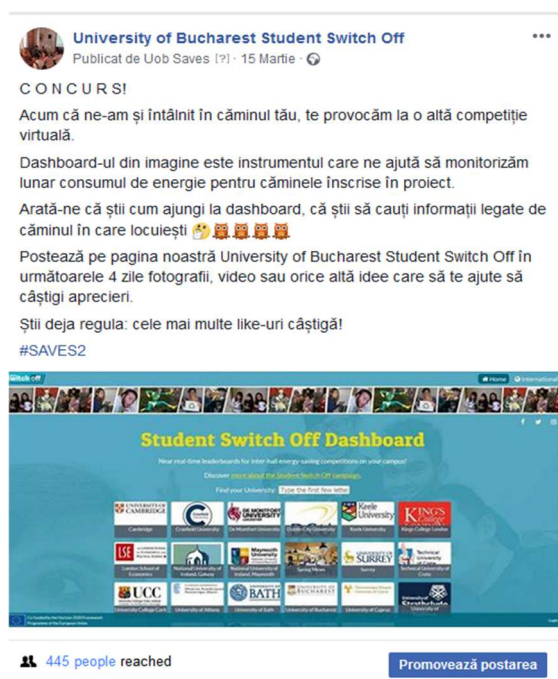


Photo 2. Facebook photo competition (March): Monitoring power consumption on the dashboard

2.6 Embedding SSO into wider university initiatives

UoB took the opportunity to communicate the SAVES 2 project to other universities in Romania in November 2017, when UNIVERSITARIA CONSORTIUM took place; this is a network of five big universities in Romania, sharing the same goals. A panel was dedicated to share experiences in relationship with students, therefore, UOB presented the SSO campaign. After the meeting, when UoB offered further information, flyers and tips, one university – West University of Timisoara started to implement their own campaign: <https://osut.ro/campanie-reducere-consum/>; at the moment the university only monitors the energy consumption based on a personalized poster in order to invest in the dormitory which would be the best in saving energy.

A second meeting with other universities representatives from the same Consortium was organized in June 2018 and this time, all the other four universities declared that they would like UoB to present to their students the utility and importance of the SSO+ campaign.

2.7 Successes and innovations

The SSO campaign was successful due to the creative ideas and solutions of the dormitory coordinator and the country manager at UoB. The biggest success was raising the awareness of the student community on energy saving, not only amongst students and friends, but also among their family members. Successes included:

- Valuable time and work with the ambassadors, sharing information and learning together how to become more energy efficient
- High engagement (number of likes) in different Facebook photo competitions and also the large number of followers on the Facebook page (435 likes and 436 followers on Facebook page <https://www.facebook.com/UOBSSO>)
- Students' personal and professional development – not only individual performance, but also group development, as they became a young community motivated by shared values.

Some milestones as achievements generated from the first project year are:

1. Great learning experience for everybody (both staff and students)



2. Better transfer of information in the university administration and management
3. Best practices shared among all involved parties – discussions reflected that many things were already done but not connected with the energy efficiency, therefore awareness was very important
4. Creative sharing and learning – students learned from the project team, but also project team learned from the students that not everything related to energy efficiency is applicable in dormitories

2.8 Challenges and lessons learnt

There were a few challenges during the first year of the Student Switch Off campaign at UoB. These included:

1. Involving people: some students and sponsors were sometimes hard to reach
2. How to save energy – it's not always easy!
3. Looking for ways to permanently motivate students
4. Managing all media and IT&C technologies: website, Facebook page, dashboard, quizzes etc.
5. Developing UoB's own creativity in finding new and attractive activities to better engage students.

2.9 Photos from the SSO campaign



Photo 3. 19th December, 2017, Ambassadors meeting



Photo 4. Ambassadors working in their dormitory



Photo 5. Photo competition on Facebook (March 2018)

SAVES²



Photo 6. Photo competition on Facebook (May 2018)



Photo 7. Photo taken with participants of an SSO focus group. See the Dashboard on the laptop screen.

3. Conclusions

Saving energy is very important at UoB, and the more activities that were implemented, and relationships forged during the 2017-18, the more we realized that so many people/stakeholders share the same vision on

energy saving. The more we, as a team learned about how people can change their behaviour, the more impressed we were about how many other related topics integrate our vision. For the first year of the SSO campaign, we managed to engage an impressive number of students (15.37% of the students living in dormitories), to attract 31 participants to our focus groups (to get feedback on the campaign) and to save about 9% energy in dormitories compared to the baseline period.

We discovered how private companies, foundations, and individuals are on some level aware of energy saving, and are already involved in other projects, either as institutional decision, or based on an European initiative. In other words, similar topics relate from an institutional or project management point of view, such as: climate change, renewable resources, recycling waste.

The behavioral change of all the students involved in the campaign, is really important. At the same time another challenge in terms of energy saving is ensure that we are up-to-date with technological improvements and investments such as LED lighting and smart meters, to further decrease our energy consumption. The SSO+ campaign that will be launched in UoB during the 2018-19 will be focusing on energy efficiency measures in private accommodation, and what students can do limit energy wastage through inefficiency.

