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D2.4 Annual student engagement report 2018-19: Bulgaria

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1. Introduction to SAVES 2

The SAVES 2 project (www.saves-project.eu) brings together the Student Switch Off (SSO) and Student Switch Off + (SSO+) campaigns in 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 Bulgaria.

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 university 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. We aim to reach 38,000 students living in dormitories across Europe every academic year between 2017-2020.

The SSO+ campaign aims to raise awareness amongst students living 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. Across Europe, we aim to reach 43,000 students living in the private rented sector in the 2018-19 academic year.

Each country has a dedicated staff member to deliver SSO and SSO+ activities.

Chapter 2 describes the activities undertaken as part of the SSO campaign and Chapter 3 describes activities undertaken as part of SSO+. Chapter 4 draws out conclusions.

2. The Student Switch Off campaign in Bulgaria

2.1 Universities taking part

Sofia University "St. Kliment Ohridski" (UoS) is the only university in Bulgaria participating in the SAVES 2 project. The campaign is coordinated and executed by UoS without the assistance of any outside organisations. However, the team at UoS is supported by university staff and the UoS' Students' Council and the Housing department of the University. All of the university's dormitories, 17 in total, are managed and owned by UoS, and participated successfully in the Student Switch Off campaign in the 2018-2019 academic year. All dormitories will take part in the project during the 2019-2020 academic year.

Name of University	Number of dormitories at the university	Number of dormitories taking part in SAVES 2	Number of students living in dormitories that are taking part in SAVES 2
University of Sofia "St. Kliment Ohridski"	17	17	6,300

Table 1. Universities taking part in SAVES 2 in Bulgaria

2.2 Engagement activities

Throughout the 2018-19 academic year, a number of activities took place in the dormitories in Sofia University "St. Kliment Ohridski" to raise awareness about energy saving. These included social media/photo competitions climate quiz, dormitory visits, beginning of year event (arrival event), and end of year event. The section below describes these in more detail and what engagement levels were reached.

2.2.1 Launch of the campaign

The 2018-2019 launch of the campaign took place on the 26th September 2018, at the time the students were entering their dormitories. Posters were hanged in the main building of the housing department, which informed the students about the Student Switch Off campaign taking place during the academic year. In addition to this, the start of the Student Switch Off campaign was announced on the university's website, which is heavily visited by students during this period as all important information is published there. The combination of onsite information in the Housing department and the online announcement of the start of the 2018-2019

campaign ensured that the latter received as much reach as possible in order to ensure that students know about the project.

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.

Due to the staff changes which happened in late November 2018, UoS experienced some difficulties in enlisting and training Student Switch Off ambassadors. Despite these drawbacks, the team behind the project managed to attract four ambassadors and to run an ambassador training together with the end-of-the-year event. As the end-of-the-year event was conducted in the dormitory, which won the Student Switch Off campaign most of the students showed interest in the training session and four of them pledged to participate in the project as SSO ambassadors for the 2019-2020 academic year. Presently, the ambassadors are familiarizing themselves with the project and are actively helping in the drafting of the 2019-2020 SSO communication plan.

Name of University	Number of training sessions ran	Number of students attending
Sofia University "St. Kliment Ohridski"	1	4

Table 2. Number of students attending ambassador training sessions at Bulgaria SAVES 2 universities

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

As part of the 2018-2019 SSO campaign UoS conducted six dormitory visits. As the number of participating dormitories is large and they are spread out around the eastern part of Sofia, it was decided that the dormitory visits will be organised for several (depending on their location) dormitories at once.

For this, the SAVES 2 team got in contact with the housing department of the university and scheduled meeting times for each of the group of dormitories. The first dormitory visits were conducted in March 2019. During these, students were given detailed information about the SAVES 2 project and the Student Switch Off campaign. Those familiar with the project were encouraged to save energy by following our easy tips and tricks and all of them were handed out promotional materials such as notebooks, branded t-shirts and flash drives. In addition, during each dormitory visit, the country manager spoke with the dormitory managers and provided them with posters which were to be placed in each dormitory. All students present were showed the energy dashboard (more details in section 2.5) and its functionality in order to encourage them to visit it more often.

Name of University	Number of onsite engagement visits	Description of Activities
Sofia University "St. Kliment Ohridski"	6	Familiarization with the SAVES 2 project and SSO campaign; distribution of posters, t-shirts, notebooks and flash drives; raising awareness about reduction of energy usage; promotion of Energy Dashboard; enlisting Student Switch Off ambassadors.

Table 3. Face-to-face engagement activities on 17 UoS university campuses (excluding ambassador training)

2.2.4 Social media competitions

During the 2018-2019 SSO campaign, Sofia University "St. Kliment Ohridski" opted not to conduct social media competitions as the number of followers were quite low and there was not enough regular activity on the Facebook page during the previous academic year. Therefore, UoS decided to start developing the Facebook page with regular posts on energy saving tips, promotion of the energy dashboard, thus creating a regular online presence and ensuring a general increase in post reach. Photo competitions were instead conducted using the monthly e-mails, containing the SSO newsletter. A total of five e-mail photo competitions were conducted, each of them related information given to students with each monthly newsletter. Unfortunately, no photos were submitted.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc.)
Sofia University "St. Kliment Ohridski"	Photo competitions and themes: X 1 put a lid on X 1 layers challenge X 2 any energy saving action mentioned in monthly newsletter X1 switch off lights	0	E-mail

Table 4. Photo competitions at Sofia University "St. Kliment Ohridski", Bulgaria

2.2.5 Climate change quizzes

Due to the staffing changes and some technical issues with the Bulgarian version of the Student Switch Off website, UoS ran only one Climate Change Quiz, which was disseminated via the monthly e-mail newsletter, sent to students living in dormitories and the quiz itself was run online on the Bulgarian Student Switch Off website. The prizes included branded t-shirts, flash drives, pens and notebooks.

The climate change quiz was open for one week in May 2019 and the theme of the quiz focused on climate change and Bulgaria's stance and performance on climate change matters. The main aim of the quiz was to give students an opportunity to test their climate change knowledge and at the same time to show that their country is also an active participant in the fight against climate change. Twenty-four students took part in the quiz and three of them won our prizes.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
Sofia University "St. Kliment Ohridski"	24	0.54%

Table 5. Student participation in climate quizzes at the Bulgaria SAVES 2 universities

2.2.6 End of year event

For the 2018-2019 academic year, UoS organised a small "eco-gathering" party at the winning dormitory. The End-of-year-event took place on 28th June 2019 in the "party room" of Dormitory № 8. Close to 50 people attended, almost all of which lived in the dormitory. The event kicked off with information about how the dormitory students performed during the SSO campaign. Students were informed that during the campaign they managed to save a total of 45,229 kWh of energy, which is a 30.80 % decrease in usage compared to the 2016 baseline usage. This meant that the students saved more than 27 tons of CO₂. Spontaneously, a heated discussion erupted about the next year's campaign and what the students would do to better their performance and win again. The students were provided with drinks and snacks and seemed to have a very good time. The event lasted for over two hours, during which the students were eager to learn more about the project and how they can help in spreading the word out. This resulted in the country manager and the dormitory coordinator conducting an impromptu SSO ambassador training session (for which luckily the dormitory coordinator had all materials close by). As a result, four students pledged to help with the SSO campaign for the 2019-2020 academic year and another six said they will contact UoS at the beginning of the academic year after they know their detailed schedules. The end of the year event proved to be a big success.

2.2.7 Other miscellaneous activities

In the course of the 2018-2019 academic year two unscheduled face-to-face interactions with students were conducted – in January and May 2019. These were made during the periods in which the Student Switch Off survey and follow-up surveys were conducted. As a consequence of the low number of responses to the e-mails sent out for the purpose of the surveys, UoS distributed hard copies of the surveys and approached students in the university's main building, which houses the Faculties of Law, Philosophy, Geography, Linguistics and History. After students were asked to fill in the surveys, the team then proceeded with giving detailed information about the SAVES 2 project, its aims and campaigns. Although the students willing to fill in the

surveys were few, a lot more were familiarized with the project and specifically with the Student Switch Off campaign. As these impromptu face-to-face activities proved to be successful, they will be included in the next year schedule of activities.

2.2.8 Summary of SSO engagement statistics

Table 6 below gives an overview of the SSO engagement achievements in Bulgaria.

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)	% energy saved
Sofia University "St. Kliment Ohridski"	6300	4,451	70.6 %	4	24	0	Facebook - 147	35.27 %*

**Percentage may change as additional data is expected to be collected for months May and June.*

Table 6. Overall student engagement statistics in Bulgaria

2.3 Communication with students

For the 2018-2019 Student Switch Off campaign, Sofia University "St. Kliment Ohridski" made several changes to the ways it conducted its campaign. Most significantly, the SAVES 2 team gained access to the university's full students e-mail database. This resulted in a significant increase in the number of students reached in the Student Switch Off campaign. Each month, the SAVES 2 team sent out around 4,500 e-mails to students, living in dormitories (the number varies each month due to unsubscriptions, incorrect/non-existing e-mails etc.). The emails contained valuable information and tips on energy savings as well as interesting activities, organized by the SAVES 2 team such as photo competitions and climate change quiz. The website, accessible at <http://studentsswitchoff.bg>, was primarily used for the climate quiz as well as for providing students with general information about the project, the activities and the results of the SSO campaign.

Furthermore, during the 2018-2019 Student Switch Off campaign, UoS significantly increased its social media presence by ensuring that there was new content on the Facebook page (<https://www.facebook.com/UOSSSO/>) at least three times per week. Each week, the posts included – at least one energy saving advice/tip, one reminder to use the dashboard and one energy saving related third party article. The regularity of posts significantly increased the reach of Facebook page compared to last year, when usually the Facebook page was used once or twice per month.

Last, but not least, the face-to-face meetings with students proved to be of great success for disseminating the campaign. UoS conducted six face-to-face meetings with students as part of the dormitory visits. Also, the launching of the campaign and the end of the year event proved to be very successful in terms of engaging students on the topic of energy saving as well as providing extremely valuable feedback on the materials used and regarding ideas, which could be implemented in future SSO activities. In contrast to the previous years, UoS tried to be more inclusive of students by giving them the leading role in discussions, which were held after a very short introduction of the project. This made the students feel more in control/empowered and more involved in the project as a big part of their thoughts and/or fears regarding energy savings were answered by the campaign (e.g. difficulty in applying energy saving actions in daily life, no feedback on measures taken etc.). This approach was also implemented during the end of the year event and resulted in the SAVES 2 team having to give an impromptu ambassador training to all present – such was the desire to learn and participate! In the end four students pledged on the spot to participate and take part in the 2019-2020 SSO campaign and six more are willing to help as of October or November 2019.

2.4 Engagement materials

In the 2018-2019 Student Switch Off campaign UoS relied on marketing materials, which were already available from the previous year – the main idea was to use all the remaining resources and then order new and updated ones for the next year. Thus, UoS used posters, leaflets, t-shirts, USB flash drives, pens and notebooks both as promotional materials during face-to-face visits and as prizes for competitions. The posters were handed out to dormitory managers to be placed in each participating dormitory main hall. Leaflets were

regularly put out in the university's main building, which sees a very large number of students pass through its halls on a daily basis. Branded t-shirts, USB flash drives, notebooks and pens were given out during face-to-face meetings in dormitories, as well as during the launch and end of the year events.



Photo 1. Poster for each dormitory

Presently, UoS has not received any donations/ sponsorships from third parties.

2.5 The energy dashboard

The online energy dashboard, created and maintained by Ecovisum, is a fantastic tool to engage students, informing them how much energy they are saving throughout the academic year. As such, it was important that students understand how to use it and what it actually is. The dashboard awareness campaign started in January 2019 with regular Facebook posts on the ongoing competition between dormitories. With each post, students were encouraged to visit the dashboard and to see how their respective dormitory was performing at any given moment. Each post included a link to the dashboard of Sofia University "St. Kliment Ohridski", accessible [here](#). Furthermore, during the face-to-face meetings students were shown the dashboard as well as how to see the details of the energy usage for each dormitory.

2.6 Embedding SSO into wider university initiatives

The Student Switch Off campaign proved to be a valuable and easy to implement method of disseminating energy saving actions among a large amount of students. As such, it can be easily implemented into wider university initiatives in this area. Talks were held between the SAVES 2 team and the departments in charge of renovation of the dormitory buildings in order to work together to spread awareness on energy saving behaviour. Having more energy efficient buildings together with a widespread information energy saving campaign can have double the effect on energy savings in university buildings. More renovation activities in the UoS dormitories are expected in the following years and together with the SSO campaign they can prove to be a valuable tool to tackle high energy usage.

2.7 Successes and challenges

The 2018-2019 Student Switch Off campaign was one of many successes and a few challenges.

Successes

In this academic year, the SAVES 2 managed to reach a great number of students – each month by e-mails alone, the Student Switch Off campaign reached 4,500 students, living in dormitories. The Facebook page was developed significantly and its reach increased. The overall visibility of the campaign was increased and many more students were familiar with the SAVES 2 project and its aims and goals. Energy saving is increasingly a topic of great interest for students at Sofia University “St. Kliment Ohridski” and the increasing presence of the SSO campaign, both physically in the university buildings and online (via e-mails and Facebook) helps to embed energy saving behaviour in the students’ daily routine and thus creating a new generation of young people with sustainable habits. In a country where there is a high incidence of fuel poverty, it is great to see that the students are willing to improve their ways of living.

On an organizational level, the SAVES 2 team completely revamped the way it conducted the SSO campaign. As the Sofia University “St. Kliment Ohridski” is the largest university in Bulgaria, the administrative apparatus can be slow, where for a successful SSO campaign speed and flexibility are vital for its success. Taking this in mind, the team working on the project created new scheduling procedures, which ensured that all relevant materials and events happen when they need to happen. As a result of this, UoS managed to address all the drawbacks it experienced during the 2017-2018 SSO campaign – lack of e-mail database (now we send over 4,000 e-mails each month in SSO alone), staffing problems (now team consists of six people – country manager, dormitory coordinator and four SSO ambassadors), and no significant social media presence (now we post on Facebook three times per week and have increased the number of followers by close to 50%).

Challenges

In order to continue to improve the quality of the SSO campaign, the SAVES 2 team at UoS constantly tries to evaluate its actions and to pinpoint new areas in which to improve. The increased activity during the campaign also lead to the identification of new challenges which need to be addressed for the 2019-2020 SSO campaign. The first big challenge for the SAVES 2 team in Bulgaria is to increase the open and read count of e-mails sent. This will be addressed by constantly monitoring and updating the SSO e-mail database on one hand and by ensuring that the content which is sent out is more engaging and interesting to students receiving it.

The second challenge is to increase the presence of the SAVES 2 project in the main university buildings by ensuring that materials such as posters and banners are placed and remain on popular meetings spots around the university. In fulfilling this challenge, the team has to ensure that all relevant permissions have been obtained prior to the start of the campaign as the first months of each semester are the busiest ones and the reach will be greatest. Steps have already been taken to address this challenge and materials will be available around the main university building for the start of the 2019-2020 academic year.

Lastly, another challenge, which has to continue being addressed is the low number of SSO ambassadors currently involved in the campaign. Presently four students have pledged to help with the SSO campaign, but they were all found during the end of the year event. Before that, although several students said they would assist the SAVES 2 team, no assistance from them was provided.

2.8 Photos from the SSO campaign



Photo 2. In preparation for face-to-face meetings

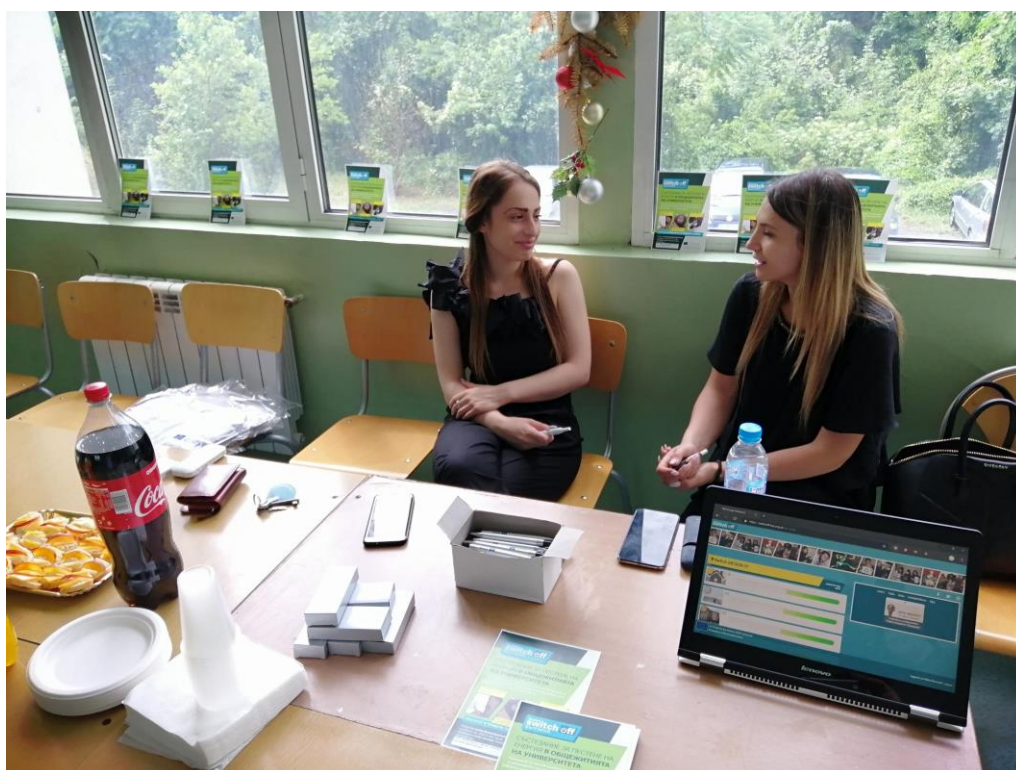


Photo 3. Dormitory Coordinator Gabriela (right) discussing the SSO campaign with a student



Photo 4. In the middle of the SSO End of the Year Event

2.9 Social media and email examples



Figure 1. Facebook post with tip on energy saving.

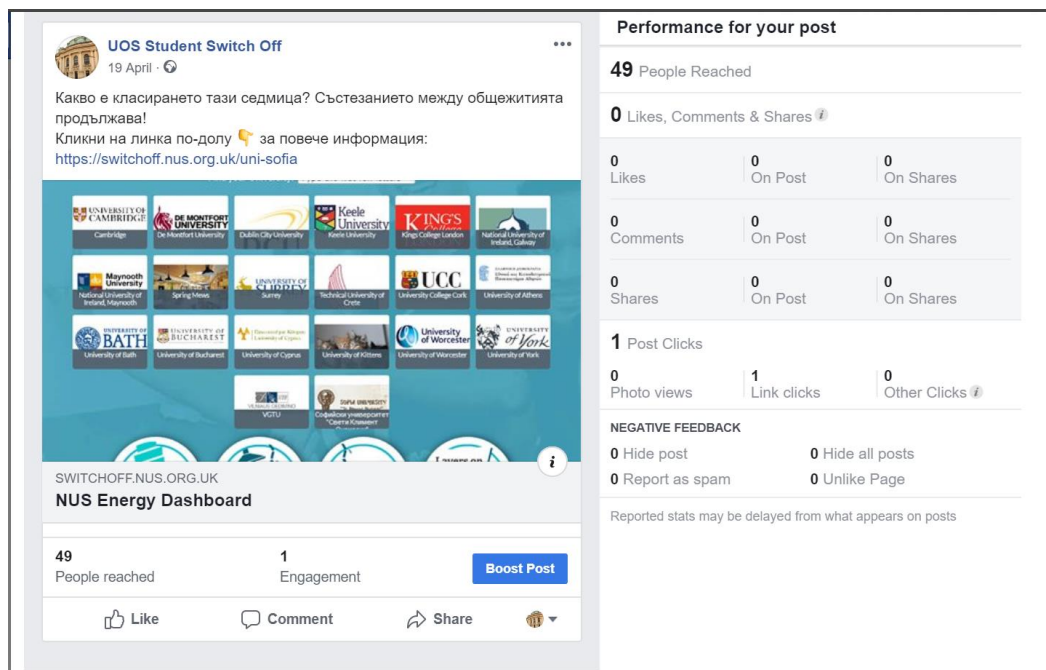


Figure 2. Facebook post promoting the Energy dashboard and the SSO Energy Saving Competition

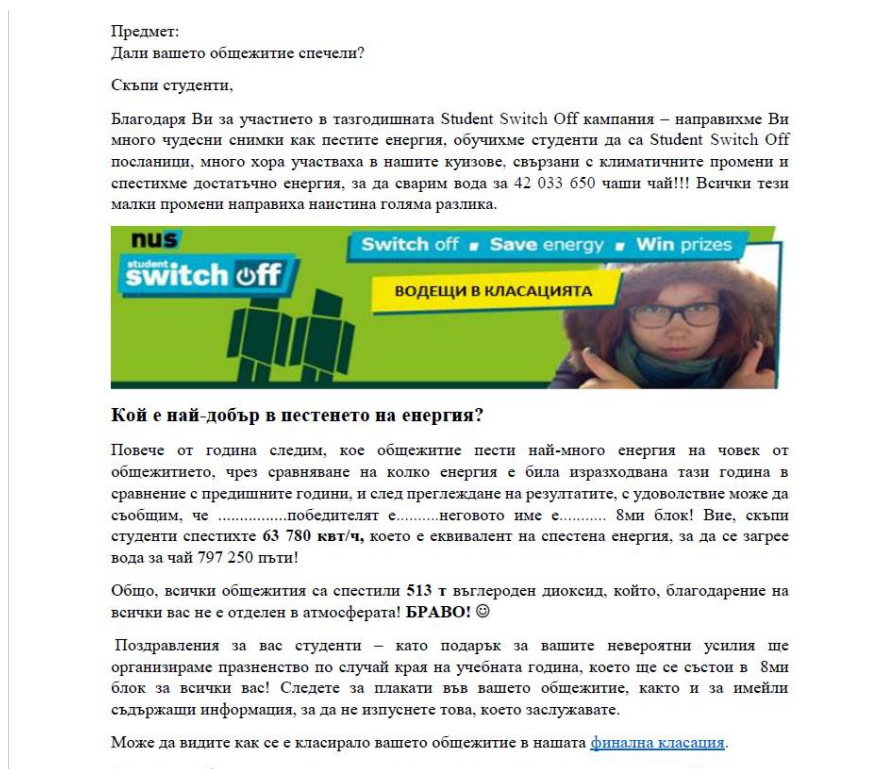


Figure 3. SSO campaign e-mail to students on the results of the campaign and winner of the competition

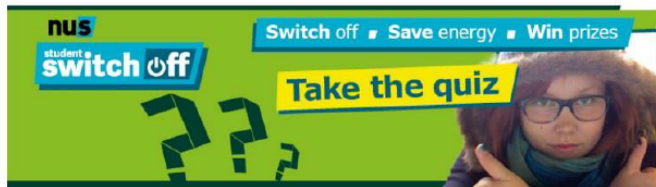
Subject: 6 въпроса, 2 минути ⚡, много награди!

6 въпроса, 2 минути, много награди – опитайте се да решите Теста за климатичните промени, за да спечелите!

Student Switch Off провежда национално състезание – пет от Вас ще могат да спечелят нашите практични награди. Тестът е изцяло за, както се досещате, климатичните промени, и се надяваме че ще научите нещо ново както за околната среда, така и някои полезни факти, как да пестите енергия в общежитията си.

Не забравяйте да напишете имейла си накрая, за да имате шанс да спечелите.

Затова отделете две минути и решете теста (само шест въпроса). Линкът няма да е активен задълго:



Какво е Student Switch Off?

Student Switch Off е състезание по спестяване на енергия на територията на **студентските общежития**, целящо да понижи разходите на енергия. Общежитието, спестило най-много енергия до края на академичната година ще спечели почерпка за своите усилия. За да разберете как да се включите, харесайте нашата фейсбук страница или проверете нашия уеб сайт.

Ако искате да си припомните някои от съветите ни за пестене на енергия, може да изгледате нашето [видео](#)!

Ако имате въпроси относно теста или кампанията, изпратете ни имейл на saves2@uni-sofia.bg

Благодарим на всички!

Поздрави,
Екипът на SAVES2

Figure 4. SSO campaign e-mail to students on climate change quiz

3. The Student Switch Off+ campaign in Bulgaria

3.1 Universities receiving information

The Student Switch Off+(SSO+) campaign was run for the first time at Sofia University "St. Kliment Ohridski" during the 2018-2019 academic year. Due to the staffing changes in October/November 2018 the SSO+ campaign started in January 2019. The campaign was set up and coordinated by the country manager, together with the housing department and student admission administration. At the start of the campaign, using the resources available at UoS, an e-mail database containing 2,840 e-mail addresses of students living in private accommodation was created. This was followed by the drafting of e-mail newsletters which were to be disseminated throughout the academic year. During the second semester of the academic year contact was made with the University for National and World Economy (second largest in Bulgaria), the University of Veliko Tarnovo and New Bulgarian University in order to establish cooperation in disseminating SSO+ materials. Materials were sent, but currently there is no feedback whether the materials were successfully disseminated and to how many students.

Name of University	Number of students reached
Sofia University St. Kliment Ohridski"	2,840
University of National and World Economics	tbc
University of Veliko Tarnovo	tbc
New Bulgarian University	tbc

Table 7. Universities in Bulgaria receiving SSO+ information

3.2 Engagement activities

Unlike SSO, the SSO+ engagement is done online via email; this is predominantly because unlike university dormitories, that are normally localised and easily accessible, privately rented accommodation is spread 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.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	Total of 6 emails (sent monthly)	Jan. – how to read an energy bill Feb. – Get a smart meter March – 10 advices on energy saving April – Reminder to turn down or off heating/appliances during Easter May – Information on energy certificates June – how to save energy and money during the summer	2,840 students emailed	Due to staffing changes the SSO+ campaign kicked off in January. The reach specified here is the maximum achieved in March 2019. The reach varies slightly each month due to updates in the e-mail database due to unsubscriptions, inactive e-mails etc.

Table 8. Engagement activities at UoS, Bulgaria

3.2.1 Emails and social media

The main dissemination channel used during the 2018-2019 Student Switch Off + campaign was e-mail. Using the email database, created at the start of the campaign the SAVES 2 team at UoS sent out monthly e-mail newsletters which contained information on smart meters, EPCs and how to spot energy inefficient homes when no EPC is available, rights of tenants in relation to energy efficient homes as well as general advice on how to save energy in private accommodation and decrease bill charges. Other topics which were mentioned during the campaign included how to significantly lower your energy consumption while away on holidays, how to get rid of mould and how to change your energy supplier, the latter being especially popular taking into consideration that this option is new to consumers in Bulgaria and can be quite cumbersome.

3.2.2 Training sessions and face-to-face activities

For the 2018-2019 SSO+ campaign UoS did not conduct any training sessions mainly due to the staffing changes which took place in October/November 2018. A training session is planned for the 2019-2020 SSO+ campaign which will cover main topics, which concern students living in private accommodation, such as energy certificates, smart meters etc. UoS did not give out any prizes as no face-to-face activities were performed and no ambassadors pledged to help with the campaign.

3.2.3 Photo competitions and engagement activities

The UoS SAVES 2 team sent out two photo competitions on energy related topics, both asking students to send photos of them saving energy or doing energy saving activities. However, no students sent back photos, which corresponds with the general attitude towards photo competitions of UoS students during this academic year. Other types of competitions, such as tag your friend are considered in place of the photo competitions for the next academic year.

3.3 Engagement materials

The engagement materials, used during the 2018-2019 SSO+ campaign included leaflets, [video](#) containing tips and tricks on energy saving matters as well as a dummy energy bill (Figure 5), which informed the students on the details of each energy bill, how to read it and how to interpret its contents.

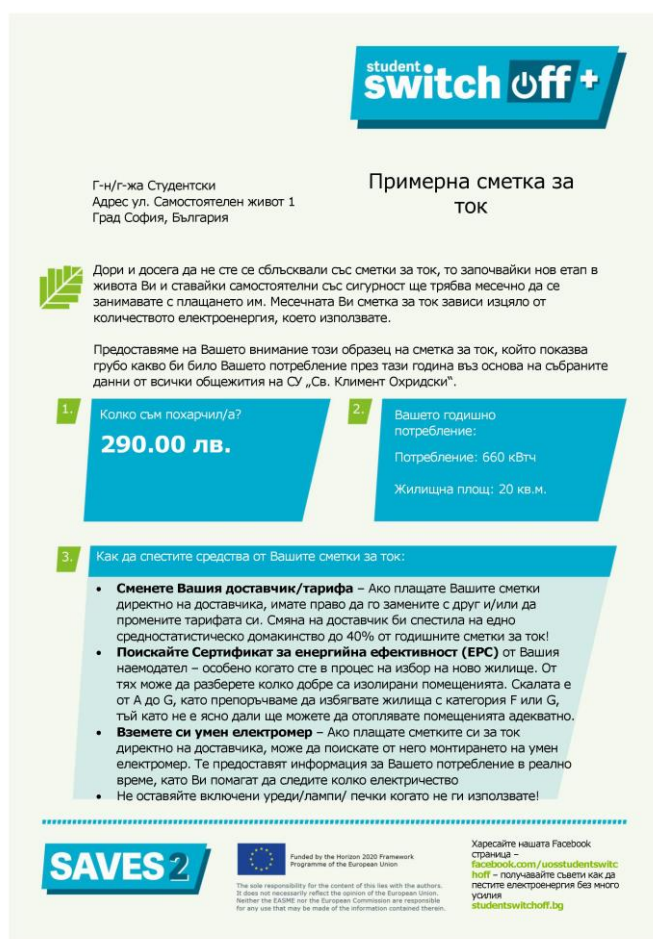


Figure 5. Dummy energy bill.

3.4 Successes and challenges

By far the biggest success of this year's SSO+ campaign was the successful start of the campaign and the big reach of the e-mail campaign. Each month over 2,000 e-mails were sent out specifically to students, who live in private rented accommodation.

There were however a lot of challenges, most prominently the lack of any participation in the photo competitions. Although not an activity envisaged originally in the project, the team nevertheless is already working on addressing this challenge by planning different types of competitions for next year, which do not include students sending photos of themselves.

Another challenge, which was pinpointed during this year's campaign was the lack of a training session, which was mainly due to the staff changes. The issue has already been addressed and the staff is ready and working on providing a training session. Based on the feedback which UoS received from its partners in the UK, currently an online training session is being prepared which will be disseminated during the first semester of the 2019-2020 academic year.

3.5 Photos from the SSO+ campaign

In Sofia University "St. Kliment Ohridski" the 2018-2019 SSO+ campaign was entirely conducted online, so photos are available only from the SSO+ focus group, which took place in April 2019.



Photo 5. UoS Country Manager Peter Mihaylov conducting Student Switch Off + focus group

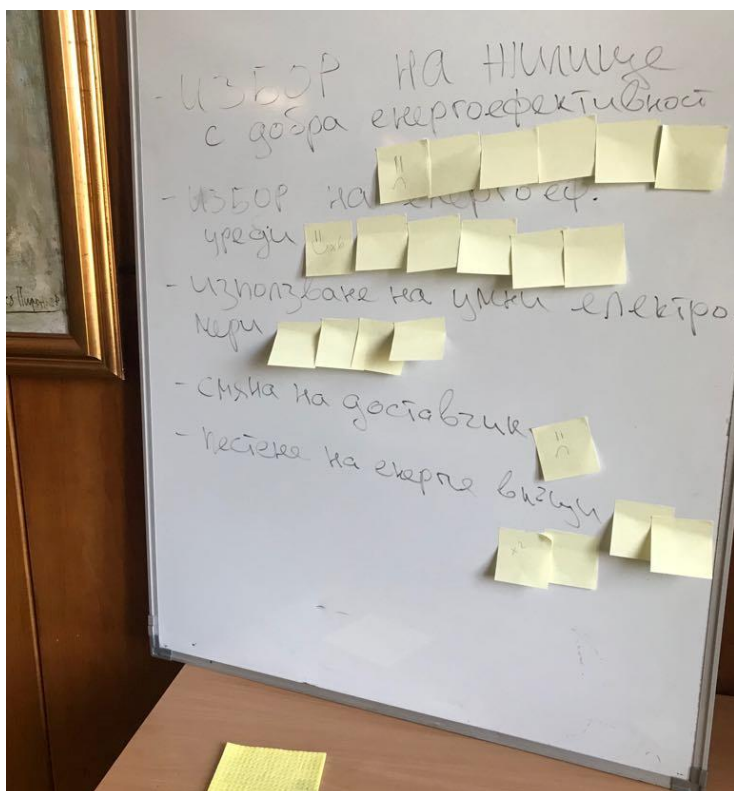


Photo 6. Counting usefulness of energy saving measures – SSO+ focus group



Photo 7. Participants in SSO+ focus group taking their roles seriously.

3.6 Social media and email examples from the SSO+ campaign

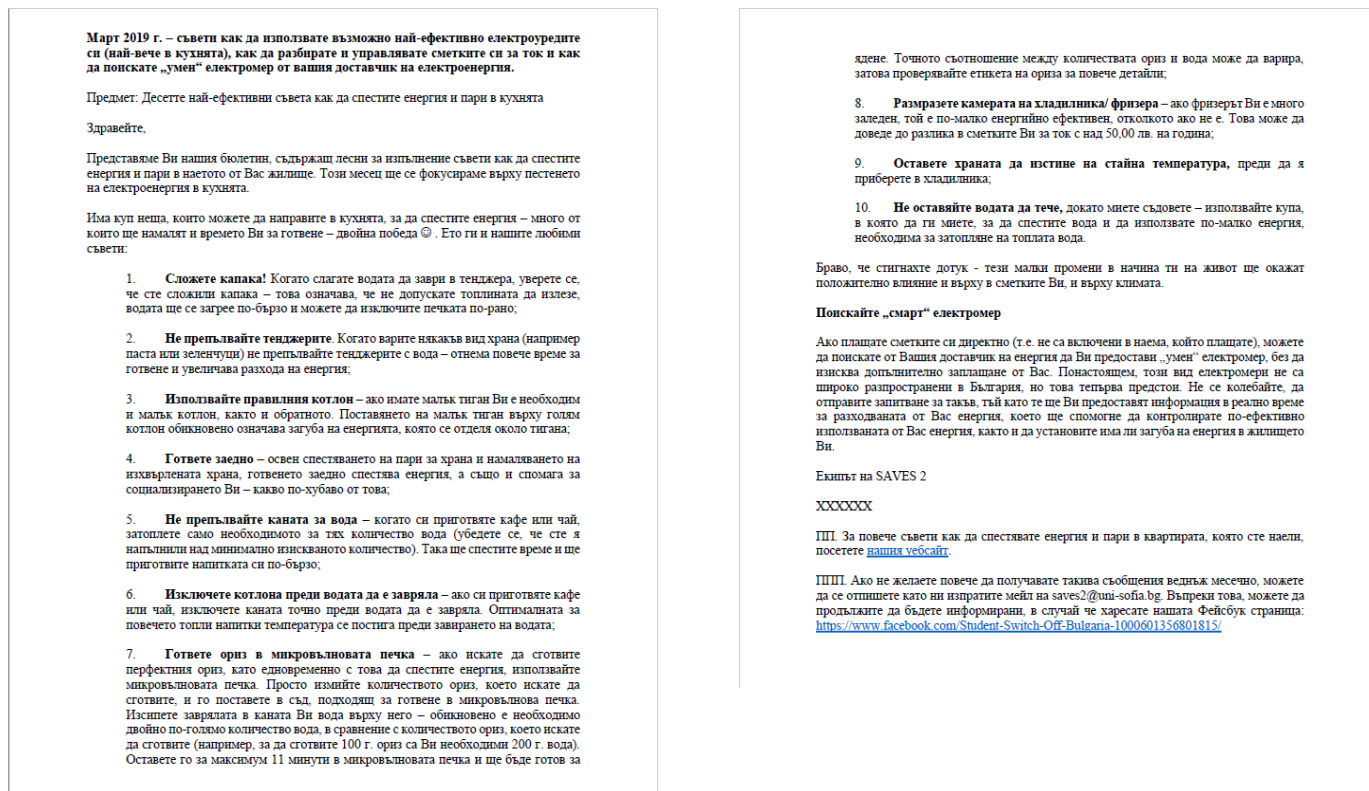


Figure 6. SSO+ email on 10 energy saving advices, sent to SSO+ mailing list in March 2019

Април 2019 - напомниме да намалите отоплението с повишаването на температурите и да го спрете след Великден.

Тема: Следвайте нашите съвети и спечелете една от нашите практични награди!

Добре дошли на месечния ни бюлетин за съвети за спестяване на енергия и пари във Вашето наето жилище. Този месец обръщаме внимание върху това да намалите енергийните си разходи, преди да се върнете въкъщи за Великденската ваканция, както и да изключите отоплителните уреди със затоплянето на времето!

Много от Вас ще напуснат наетото си жилище за няколко седмици около Великден, затова имаме няколко предложения как да сведете до минимум разходите си върху имота, в който няма да живеете!

- Намалете отоплението. Ако никой няма да живее в жилището около Великден, нагласете отоплителните си уреди така, че да топят по-малко или за по-малка част от деня. За предпочитане е да не изключвате изцяло отоплението, защото в случай на временно застудяване, трябва Ви могат да замръзнат.
- Като цяло, с минаването на студените месеци, трябва да нагласите отоплителните си уреди, за да не затоплят жилището Ви повече от необходимото.
- Изключете всички светлини и електрически уреди. През тези 2-3 седмици, в които няма да Ви има, включените в контакта електрически уреди, ще изразходват енергия, която ще се натрупа в сметката Ви. Не забравяйте да изключите всички уреди от контакта - микровълнови, телевизори, игрални конзоли, зарядни, лампи, печки и хладилник (ако е празен).

Време е за състезание!

За да отпразнуваме тези съвети за спестяване на енергия, първите 15 студенти, които публикуват снимка свързана с някой от горепосочените съвети, ще спечелат практични награди! Ако нямате Фейсбук, можете да ми изпратите Вашето предложение на saves2@uni-sofia.bg

Благодаря,
Екипът на SAVES2

Figure 7. SSO+ email on lowering energy bills during Easter holidays and photo competition, sent to SSO+ mailing list in April 2019

4 Conclusions

In conclusion, the 2018-2019 SSO and SSO+ campaigns at Sofia University "St. Kliment Ohridski" were successful. The newly assembled team managed to get up to date quickly and got the campaigns up and running despite the delays caused by the staffing changes. Almost all tasks were successfully completed, and both campaigns together managed to reach 7,290 students – 4,450 in SSO and 2,840 in SSO+.

The Student Switch Off campaign managed to reach 70% of students living in dormitories with a target aim of between 15%-20%. This is by far the greatest success of the SSO campaign this year. Furthermore, during the 2018-2019 Student Switch Off campaign, UoS significantly increased its social media presence by ensuring that there was new content on the Facebook page (<https://www.facebook.com/UOSSSO/>) at least three times per week. The regularity of posts significantly increased the reach of Facebook page compared to last year, when usually the Facebook page was used once or twice per month. The changes which were implemented for this year's campaign were very effective, which is seen from the reach achieved by the campaign, both via e-mails and via the SSO Facebook page. Lastly, during this year's campaign the UoS SAVES 2 team managed to significantly better its face-to-face communication with students, specifically it doubled the dormitory visits made and ran a fun and engaging end of the year event, which resulted not only in rewarding the students, who saved most energy, but also in gaining support for the project in the form of four SSO ambassadors, which also received their first ambassador training on the spot. Last, but not least, during the 2018-2019 SSO campaign the students living in dormitories managed to save a total of 634,889 kWh of energy compared to the 2016 baseline, which is a saving of over 26%.

For the 2019-2020 SSO campaign the UoS team is planning to step up on the already solid foundations and to try to further better its communication materials and social media presence. The physical presence of the project in all university buildings is seen as a paramount condition to spreading the word about the project. As such, steps have been taken to ensure that there are promotional materials such as posters, banners and information boards in all university building throughout the academic year. The team is also planning to create and/or acquire additional promotional materials, that will be used as incentives not only to students, but to the new SSO ambassadors.

In terms of the Student Switch Off + campaign, the team at UoS managed to get the campaign up and running for the first time in Bulgaria and with limited staff resource. Despite the temporary setbacks, the campaign reached over 2,500 students living in private accommodation each month, giving them valuable advice on how to better manage their energy usage and change their consumption habits. Furthermore, the SSO+ campaign also touched upon the tenants' rights, about which most students are unfortunately not that informed.

There are, of course, aspects in which the SSO+ campaign has to be improved for the 2019-2020 academic year. The UoS team needs to address the lack of SSO+ ambassadors and training session, which were not conducted during this year's campaign, mostly due to the staffing changes in the UoS SAVES 2 team. For the next campaign improving in these two areas will be key to bettering the quality of the campaign as a whole, as face-to-face interactions can play a big role in educating students and spreading the goals of the project. Improving the quality of engagement materials and thinking of new ways to attract student engagement are also on the team's list of "Thing we can do better next year".