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D2.5 Annual student engagement report 2019-20: 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 55,000 students living in the private rented sector in the 2019-20 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 reflects on the successes and challenges of the SAVES 2 project as a whole (both SSO and SSO+) and Chapter 5 draws a conclusion.

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. As of the 2019-2020 academic year, UoS is also supported in its dissemination activities by a student led non-governmental organisation "Business Club – Sofia University St. Kliment Ohridski". All of the university's dormitories, 17 in total, are managed and owned by UoS. For the 2019-2020 the number of dormitories participating was 9 as a large scale renovation campaign started in August 2019 and the remaining dormitories were not available to students. All other dormitories participated in the campaign.

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	9	3,097

Table 1. Bulgarian dormitories taking part in SAVES 2

2.2 Engagement activities

Throughout the 2019-20 academic year, a number of activities took place in the dormitories in University of Sofia "St. Kliment Ohridski" to raise awareness about energy saving. These included welcome events, social media photo competitions, online climate quizzes, dormitory visits and ambassador training sessions. The sections below describe these in more detail and what engagement levels were reached.

2.2.1 Launch of the campaign

The 2019-2020 campaign started in the beginning of October 2019 with two separate events, held at a co-study space at the Faculty of Economics and Business Administration of the University. The first event was held on 4th of October 2019 and was specifically targeted towards first year students. Over 50 students attended the event and provided their contact information which was later used to disseminate the SSO and SSO+ activities and materials. The second event was held on 11th of October and was the official start of the SSO and SSO+ campaigns for the 2019-2020 academic year. The event was held at the same co-study space at the Faculty of Economics and Business Administration. The event was visited by over 80 students, including by the Dean of the faculty. The kick-off events of the 2019-2020 campaign were by far the most visited and thus most successful so far as many students received information about the project, its goals and aims.

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.

During the launch of the campaign many students were attracted to the idea of becoming ambassadors of the project. In November 2019, UoS ran two face-to-face training events, one for SSO ambassadors and one for SSO+ ambassadors (see section 3.2.2). As a result of these training sessions, UoS trained seven ambassadors for SSO. The ambassadors were active in disseminating materials regarding the campaigns as well as helping during dormitory visits and events.

Name of University	Number of training sessions ran	Number of students attending
University of Sofia "St. Kliment Ohridski"	1	7

Table 2. Number of students attending ambassador training sessions at University of Sofia "St. Kliment Ohridski" in 2019-2020

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

As part of the 2019-2020 SSO campaign UoS conducted three dormitory visits during the first academic term of the year. As in the 2018-2019 campaign, the dormitory visits were planned and conducted for several dormitories at once due to their large number and the fact that they are spread out around the eastern part of Sofia. With the help of the housing department of the university, the team at UoS scheduled meeting times for each of the group of dormitories. The first dormitory visits were conducted in November 2019. The team at UoS used these meetings to inform students about the SAVES 2 project and the Student Switch Off campaign, as well as to give students tips and tricks on how to be more energy efficient without this resulting in them investing a lot of money in the process. Students were provided with branded materials such as notebooks, pens, flash drives and t-shirts. Continuing from last year, UoS also spoke with the dormitory managers and provided them with posters and materials which were put in each dormitory. All students present were shown the energy dashboard (further details in section 2.5) and its functionality in order to encourage them to visit it more often.

The remaining planned visits for the second term were cancelled due to the COVID-19 pandemic and the measures applied in Bulgaria. A total of four scheduled visits were at first postponed until the university opened again in May, but a decision was made by the university to finish the academic year remotely. As a result of this decision no students returned to their dormitories for the second term and the dormitories remained and still are empty.

Name of University	Number of onsite engagement visits	Description of Activities
University of Sofia "St. Kliment Ohridski"	3	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 University of Sofia "St. Kliment Ohridski" university campuses (excluding ambassador training) in 2019-2020

2.2.4 Social media competitions

For the 2019-2020 SSO campaign, the team at UoS took into consideration the findings from the previous academic years regarding the low number of participants in social media photo competitions and tried to apply a slightly different approach. Whereas in the previous year, UoS encouraged students to show photos of them doing certain energy saving activities, for 2019-2020 all competitions were centred around students either showing or sharing activities they normally do. In addition to this, tag competitions were introduced, in which students were encouraged to tag a friend in an SSO post on energy saving. Furthermore, UoS introduced additional themes, including recycling and water saving activities in order to get the attention of more students. The prizes offered for the competitions were posters, flash drives, notebooks and t-shirts. Despite these efforts, a relatively small number of students participated in the competitions. All entries were from tag competition and unfortunately no photos were submitted.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc.)
University of Sofia "St. Kliment Ohridski"	<p>Photo competitions and themes:</p> <ul style="list-style-type: none"> • x2 layers challenge • X2 switch off lights and appliances • X2 answer pop quiz questions • X2 save water • X2 recycling actions • X1 play an energy saving game • X1 any energy saving action/share your answers • X1 new energy saving actions <p>Tagging competitions</p> <ul style="list-style-type: none"> • X1 Tag your friends = remind a friend to save energy 	<p>0 photos</p> <p>3 other social media competitions</p>	Facebook

Table 4. Social media competitions at University of Sofia "St. Kliment Ohridski" in 2019-2020

2.2.5 Climate change quizzes

In the 2019-2020 academic year UoS ran the climate quizzes offline instead of online in order to try to secure more participants compared to 2018-19 where only 24 students participated. The climate quizzes were running during the three dormitory visits, where all participating students were encouraged to participate and win prizes such as branded SSO t-shirts, flash drives and notebooks. In total 77 students participated in the three quizzes and a total of nine students received prizes – three for each of the quizzes. UoS had scheduled three or four more quizzes to run during the second semester of the academic year, but due to the COVID-19 situation they were cancelled.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
University of Sofia "St. Kliment Ohridski"	77	2.5%

Table 5. Student participation in climate quizzes at University of Sofia "St. Kliment Ohridski" in 2019-2020

2.2.6 End of year event

Due to the COVID-19 pandemic, the end of year event was postponed until September at the earliest and will be scheduled once there is a clear picture of when and how the new academic year will start. The plan of UoS was to reward the winning dormitory by organising an event in which the winners will be congratulated for the event by gifting them a new energy efficient appliance for common use as a prize to improve the facilities of the dormitory. This year the winning dormitory is one of the largest of them all – Dormitory 57. Together, the students in the winning dormitory managed to save 37.5 % compared to the 2016 baseline, after adjustments made due to the dormitories not being fully occupied during the 2019-2020 academic year.

2.2.7 Other miscellaneous activities

During the 2019-2020 academic year, the team at UoS actively cooperated with a student led NGO, called Business club – University of Sofia "St. Kliment Ohridski". As a result, the country manager took part in three discussions and training sessions with students from the Faculty of Economics and Business administration. The discussions and trainings focused on energy saving and sustainability issues and UoS had further opportunity to engage with students face-to-face. The country manager talked with students about the importance of habits and how good habits transform people and help them translate these habits to their professional lives.

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
University of Sofia "St. Kliment Ohridski"	3,097	3,081	99 %	7	77	3	Facebook – 168 likes, 171 followers	7.24

Table 6. Overall student engagement statistics in at University of Sofia "St. Kliment Ohridski"

2.3 Communication with students

For 2019-2020, University of Sofia "St. Kliment Ohridski" continued to apply the communication strategy successfully applied during the previous academic year. Again, as during the 2018-2019 campaign, UoS used the full students e-mail database to disseminate materials specifically to students living in dormitories. Each

month, the UoS team sent out around e-mails to 3,000 students living in the dormitories of the university. The e-mails contained valuable and easy to apply information and tips on energy saving as well as invitations to activities, organized by the UoS team such as photo competitions. The consistency of these activities resulted in an increase of the read count of the e-mails, where almost every month more than 120 students opened and read the newsletters. The website, accessible at <http://studentswitchoff.bg>, was primarily used for providing students with general information about the project, the activities and the results of the SSO campaign.

In addition, during the 2019-2020 Student Switch Off campaign, UoS continued its active presence on Facebook by ensuring that there was new content on the campaign's page at least three times per week. Each week, the posts included at least one energy saving/sustainability/recycling tip, invitations for photo competitions, tag competitions, interesting third-party materials on energy saving as well as a reminder to use the energy dashboard to track the progress of their dormitory.

The biggest change during the 2019-2020 academic year was the increase in the face-to-face interactions with students. During the first term of the academic year alone, the team at UoS conducted two campaign launch events, three dormitory visits, three training sessions/discussions with students together with the Business Club - University of Sofia "St. Kliment Ohridski" NGO and one SSO ambassador training. All these events provided the team with a chance to meet many students and to engage them in energy saving. In addition to this, the increased number of face-to-face interactions gave UoS valuable insight regarding the effectiveness of the campaign and how the students perceive the project, energy saving and climate change in general. During all face-to-face events, the team followed the same principle as the previous academic year by giving students the leading role in the discussions as this proved to be the most effective method for communication. 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.).

2.4 Engagement materials

In 2019-2020, the Student Switch Off campaign at UoS utilised marketing materials from previous academic years and made new ones for the new campaign year. The type of materials did not change from previous academic years as these were considered to be the most useful in the daily lives of students. UoS used posters, leaflets, t-shirts, USB flash drives pens and notebooks as promotional materials during face-to-face visits and as prizes for competitions. Posters with a new design were handed out again to dormitory managers to be placed in each participating dormitory main hall. In addition, posters were placed on information boards around the main building of the university and the Faculty of Economics and Business Administration. Materials were handed out also during the two campaign launch events and the training sessions, conducted together with the student led NGO Business Club – University of Sofia "St. Kliment Ohridski".

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

SAVES2 СТУДЕНТИ ПОСТИГАТ

ЦЕННИ РЕЗУЛТАТИ В ПЕСТЕНЕТО НА ЕНЕРГИЯ

Проектът SAVES 2 насърчава студенти от седем европейски държави да приемат устойчиви практики и да се ангажират с енергийния пазар, за да помогнат за намаляване степента им на излагане на енергийна бедност. SAVES 2 обединява две кампании - Student Switch Off за студенти в университетски общежития и Student Switch Off + за студенти живеещи под наем.

НАШАТА РАБОТА

Кампания, ръководена от студенти, насърчаващи екологични практики за постигане на трайно намаляване на изразходваната енергия. Измерване на енергоспестяването и награждаване на общежитията, спестили най-много енергия в участващите университети.

НАШИЯТ ОБХВАТ

Целта ни в периода от 2017 до 2020 година, е да достигнем до 200 000 студента, обучаващи се в над 50 университета на територията на седем европейски държави.

НАШЕТО ВЪЗДЕЙСТВИЕ

- Да спестим 31 GWh електроенергия в периода 2017-2020.
- Да достигнем до 200 000 студента, живеещи в общежития и под наем, за да им дадем съвети за пестене на енергия.
- Да изградим международни съюзи и да споделим добри практики в международен план, за да постигнем по-големи икономии на енергия.
- SAVES 2 спечели награда „Best Student Leadership“ 2018 и достигна финала в категория „Мнадеж“ на наградите на EU Sustainable Energy Week Awards

Заедно поставяме студентите в сърцето на енергийно ефективен образователен сектор в цяла Европа и допринасяме за развитието на ново поколение енергийно отговорни граждани.

Повишаване на осведомеността за енергийната ефективност и подобряване на разбирането за сертифициране на енергийната ефективност, сметки, тарифи, умни електромери и смяна на доставчици с цел намаляване на разходите.

Предоставяне на възможност на студентите да станат посланици на проекта, като за целта насърчват и обучават техни връстници и осъществяват международно сътрудничество.

Създаването на отговорност за съхраняването на енергията и за енергийната ефективност. Това е първата стъпка към (SAVES) - общоевропейски образователен проект, който насърчава енергийната ефективност и намаляването на изразходваната енергия.

Научете повече за проекта на www.savest2-project.eu или се свържете с екипа на saves2@uni-sofia.bg

Figure № 1. SAVES2 poster for 2019-2020 campaign

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 October 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 Facebook 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 Photos from the 2019-20 SSO campaign

Figure № 2. SSO and SSO+ Launch Event



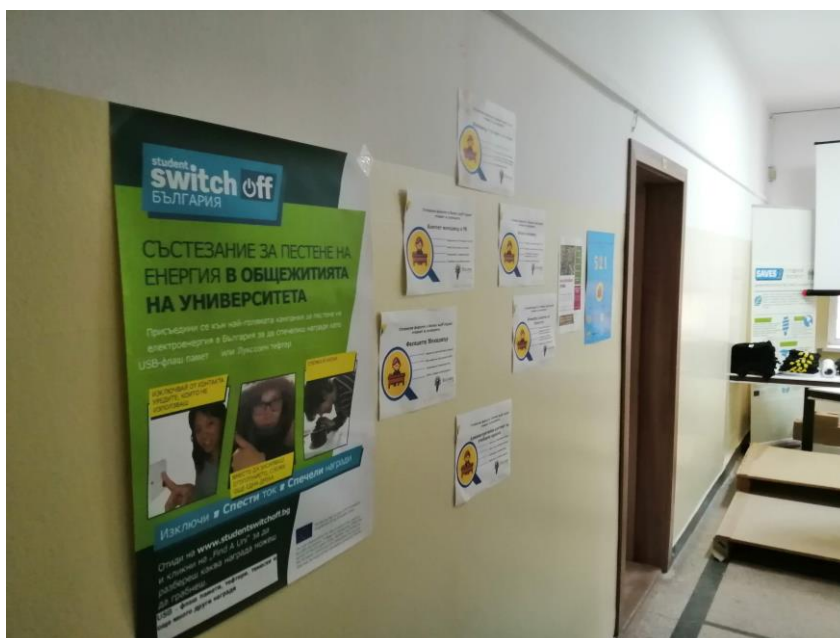
Figure № 3 SSO Ambassador speaking to students during a discussion of sustainability



Figure № 4. SSO Ambassador after the Ambassador training




Figure № 5. Student Switch Off poster in the Faculty of Economics and Business Administration




2.7 Social media and email examples

Post preview

**UOS Student Switch Off**
22 April · 🌐

"Консумацията на електроенергия се увеличи през този период, така че специалистите препоръчват да избягваме претоварването на електрическата мрежа, за да се предпазим и от появата на възможни пожари!"

- ⓘ Не включвайте всички големи консуматори на енергия в къщата (електрическа фурна, климатик и др.) едновременно!
- ⓘ Не използвайте разклонители, за да включите повече домакински уреди с висока консумация на енергия!
- ⓘ Не оставяйте уредите включени за дълги периоди от време!



41
People reached

2
Engagements

Boost Post

Reported stats may be delayed from what appears on posts.

41

People reached

2

Reactions, comments and shares

2	0	0
Like	Wow	Love
0	0	0
Haha	Sad	Angry
0	0	
Comments	Shares	

0

Post clicks


0	0	0
Photo views	Link clicks	Other clicks

Negative feedback


0	0	0
Hide post	Hide all posts	Report as spam
0		
Unlike Page		

Chat

Post preview

**UOS Student Switch Off**
27 May · 🌐

#saves2 #studentswitchoff #recycling #savetheplanet #saveenergy



56
People reached

3
Engagements

Boost Post

UOS Student Switch Off and Silvia Padure

Like Comment Share

Performance for your post

Reported stats may be delayed from what appears on posts.

56

People reached

2

Reactions, comments and shares

2	0	0
Like	Wow	Love
0	0	0
Haha	Sad	Angry
0	0	
Comments	Shares	

1

Post clicks

0	0	1
Photo views	Link clicks	Other clicks

Negative feedback

0	0	0
Hide post	Hide all posts	Report as spam

Figure № 6. FB post during the COVID-19 pandemic on increased energy consumption while at home

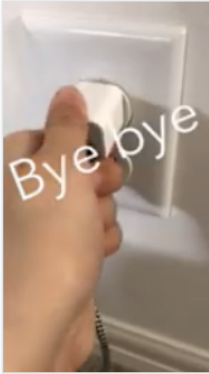
Figure № 7. FB Post on recycling

Post details
ID: 3160247914025576

Post preview

UOS Student Switch Off
24 April · 🌐

Не забравяйте нашия конкурс!
Знаете ли, че ако включите зарядно устройство, което не е свързано към телефон, то ще консумира ненужно електричество? ** Въпреки че общите разходи са ниски, е необходимо да се вземе предвид въздействието върху околната среда: всеки изразходван kWh означава отделянето на въглероден диоксид в атмосферата. Публикувайте снимка, свързана с това съобщение, на нашата страница и поканете приятелите си да го оценят. Имате време да съберете харесвания до четвъртък, 30 април 2020 г., 23:59 ч. Първите трима печелят награда!



20 People reached 2 Engagements [Boost Post](#)

Performance for your post
Reported stats may be delayed from what appears on posts.

20 People reached		
2 Reactions, comments and shares		
2 Like	0 Wow	0 Love
0 Haha	0 Sad	0 Angry
0 Comments	0 Shares	
0 Post clicks		
0 Photo views	0 Link clicks	0 Other clicks
Negative feedback		
0 Hide post	0 Hide all posts	0 Report as spam
0 Unlike Page		

Figure № 8. FB post on photo competition – “Unplug a device”

Post details
ID: 3106094656107569

Post preview

UOS Student Switch Off
26 March · 🌐

Да се позабавляваме!
Разнообразете се с игра 🎮 и останете вкъщи!
#stayhome
<https://games4sustainability.org/gamepedia/world-rescue/>



GAMES4SUSTAINABILITY.ORG
World Rescue - Games4Sustainability Gamepedia
SDGs, Peace and Global Citizenship. Mobile Game. Android and iOS....

19 People reached 1 Engagement [Boost Post](#)

Performance for your post
Reported stats may be delayed from what appears on posts.

19 People reached		
0 Reactions, comments and shares		
0 Like	0 Wow	0 Love
0 Haha	0 Sad	0 Angry
0 Comments	0 Shares	
1 Post clicks		
0 Photo views	1 Link clicks	0 Other clicks
Negative feedback		
0 Hide post	0 Hide all posts	0 Report as spam

Figure № 9. FB post on “Play an energy saving game

3. The Student Switch Off+ campaign in Bulgaria

3.1 Universities receiving information

The Student Switch Off + (SSO+) campaign was run for a second consecutive year at University of Sofia "St. Kliment Ohridski" (UoS) during the 2019-2020 campaign. The campaign started at the beginning of the academic year in October 2019. The campaign was set up and coordinated by the country manager and the dormitory coordinator, with the assistance of the student admission administration. As during the previous year, UoS used the student e-mail database and added to it over 200 students' e-mail addresses gathered during the face-to-face activities. This resulted in 3,005 students at University of Sofia "St. Kliment Ohridski" receiving monthly information on SSO+ activities. Again, during the 2019-2020 SSO+ campaign, the UoS team sent out requests to partner universities for additional dissemination of SSO+ materials. Such requests were sent out to the University of National and World Economics, the University of Veliko Tarnovo and New Bulgarian University. At the time of writing of this report, no feedback was received on the results of these requests.

Name of University	Number of students reached
University of Sofia "St. Kliment Ohridski"	3,005
University of National and World Economics	Total number of students at the university: ca. 10 000
University of Veliko Tarnovo	Total number of students at the university: ca 9000
New Bulgarian University	Total number of students at the university: ca 8000

Table 7. Universities in Bulgaria receiving SSO+ information in 2019-2020

3.2 Engagement activities

Unlike SSO, the vast majority of SSO+ engagement is done online via email and social media; this is predominantly because unlike university dormitories, that are normally localized 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 and a face-to-face training.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	9 emails, sent monthly	October – Welcome to SSO+ November – Advice on how to save energy – how to get started December – Thermal Comfort and photo competition January – EPCs when looking for apartments February – Change your provider /Smartmetres March – It's warm, turn down the heat / Photo competition April – Stay at home, save energy	3,005 students emailed	
Training	Once per year	How to save energy in your private rented accommodation	5	Face-to-face training with SSO+ ambassadors on how to save energy in your private accommodation/ Spread the word

Table 8. Engagement activities for SSO+ in Bulgaria in 2019-2020.

3.2.1 Emails and social media

During the 2019-2020 academic year, the SSO+ campaign in Bulgaria managed to reach around 3,000 students monthly via an email newsletter. All e-mails focused around how to be more energy efficient, how to change and monitor your behaviour and what to look for when searching for a place to live. Students were provided with easy to implement advice on small changes they can make in their daily routines in order not to waste energy and to lower their utility bills. 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

Unlike the previous academic year, in 2019-2020 the SSO+ campaign team at UoS conducted a training session on "How to save energy in your private rented accommodation". The training session was led by the dormitory coordinator and all SSO+ ambassadors were present. In addition to the SSO+ ambassador training, the team at UoS had three separate face-to-face interactions with students during discussions on sustainability topics organised together with the student led NGO Business Club – University of Sofia "St. Kliment Ohridski". Each session was attended by around 20 students. During these discussions, topics such as energy saving, EPCs, smart metres and how to change your supplier were widely discussed. In particular, the topic about smart metres was very interesting for some of the business and economics students as they saw it as very good example of how new technologies can have significant impact on both households and businesses, and some even mentioned that it would be a good business opportunity in the near future as most metres would have to be changed.

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. However, no students sent back photos, which corresponds with the general attitude towards photo competitions of UoS students during this academic year. These results confirmed that future engagement activities should focus entirely on quizzes and tag competitions as students are more likely to participate.

3.3 Engagement materials

The engagement materials, used during the 2019-20 SSO+ campaign included leaflets, a [video](#) containing tips and tricks on energy saving matters as well as a dummy energy bill which informed students on the details of each energy bill, how to read it and how to interpret its contents. Information and details on the materials used can be found in the 2018-2019 Bulgaria Country Manager Report [here](#).

4 Reflections of SAVES 2 in Bulgaria

4.1 Successes and challenges of SSO and SSO+ in 2019-20

The 2019-2020 academic year was a successful and a challenging year at the same time. It was particularly successful as the team at UoS did not change for the first time during the project, which brought stability and predictability when running both the SSO and the SSO+ campaigns. As a result, UoS managed to overcome most of the challenges identified in the 2018-2019 campaigns.

UoS saw an increase of the number of students reached in both campaigns in relation to all previous years. On the SSO campaign front although the overall number of students reached dropped due to there being less students living in dormitories, the engagement rate went significantly up – during the 2018-2019 campaign an average of 0.66 % of students opened and read the newsletter e-mails, but in 2019-2020 this rose to an average of 5% (an average of 30 students read the e-mails in the previous year compared to 120 students in 2019-2020). A reason for the increase in the numbers might be the fact that for 2019-20, the campaign kicked

off with two events, visited by a large number of students. Also, the e-mail and social media posts started roughly at the same time and students were approached from the beginning of the academic year and this was done on a regular basis. As a result, the popularity of the project increased and students started recognizing who the sender of the information was. The SSO+ campaign managed to reach over 1,000 more students: a total of 3,005 persons compared to last year's average of 2,000. The number of engagements also went up from an average of 70 read e-mails to an average of 100 students despite the increase in the overall number of students reached. Both campaigns started on time, ran smoothly and ended successfully despite the circumstances surrounding the pandemic. Materials were placed in all dormitories and the main university buildings, which increased the visibility of the campaigns as a whole.

4.2 Embedding SAVES 2 into wider activities

During the 2019-2020 academic year, UoS started close cooperation with a student led NGO, called "Business Club – University of Sofia "St. Kliment Ohridski". As a result, UoS was granted more direct access to students and new channels for communication. Together with our partners we ran a series of trainings/discussions focused on topics related to sustainability. This helped UoS to reach students more directly and in an environment which is closer to their own. As a result, seven students decided to become SSO ambassadors and helped actively during the SSO campaign.

4.3 Impact of SAVES 2

In 2019-20 students living in participating UoS dormitories continued the positive trend and reduced their energy consumption by 7.24% (105,292 kWh, 64 tonnes CO₂), compared to the baseline. Students showed great enthusiasm for energy savings during the year and were eager to see which dormitory would win. During the campaign and especially during the face-to-face meetings with students, the SAVES2 team received a lot of praise for their efforts to spread information on energy savings. One student said that "It is great that the university is touching upon this subject and it will be great if such campaigns were the norm, instead of exceptions." Another added that he learned that "energy saving can be easy" as he always thought that he would have to make "great sacrifices" if he was to actively try to live more sustainably.

4.4 Legacy of SAVES 2

UoS is enthusiastic about continuing to provide advice and guidance to students on how they can live a more sustainable life. As part of the legacy of SAVES 2, UoS plans to continue the following activities after the end of the project funding:

- Monthly or bi-weekly advice to students via the Facebook page of the project or via an affiliated NGO's Facebook page
- Information to students about energy-saving at the start of the academic year – budget has been given for the printing of materials
- Two to three dormitory visits over the academic year to raise awareness face-to-face

As a result of the project, students are already more aware of the footprint they leave behind and have become more energy conscious in their daily lives. The main purpose for continuing the activities would be to keep the momentum gathered until the advice provided becomes second nature to students.

5 Conclusions

In conclusion, the 2019-2020 SSO and SSO+ campaigns at University of Sofia "St. Kliment Ohridski" were a success. The team took into consideration all the feedback received from previous campaigns, managed to overcome the challenges and to fulfil the goals set. Combined, the campaigns reached on average over 6,000 students every month.

The Student Switch Off campaign reached 99% of the students living in dormitories compared to 70% in the previous year. UoS continued its regular presence on the Student Switch Off Facebook page

(<https://www.facebook.com/UOSSSO/>) where new content was uploaded almost every other day compared to two or three times a week during 2018-2019. This once again proved that the changes which were implemented during the previous academic year are successful. What UoS considers its biggest success of the 2019-2020 SSO campaign is the amount of face-to-face interactions conducted during the first term of the academic year, before a nationwide lockdown was imposed. Dormitory visits, training sessions, launch events and discussions were held with students, the latter finding the open discussions particularly interesting. The overall visibility of the campaign also increased as more materials were placed on strategic locations in many university buildings.

The Student Switch Off + campaign in 2019-20 started on time and continued until May 2020. Over 3,000 students received regular newsletter e-mails on how to save energy, how to find the perfect apartment, what their rights as tenants are and how to better manage their energy bills.

There are, however, aspects in which the SSO+ could have been done better. The lack of a separate social media page for the SSO+ campaign is a drawback as a major communication channel was not used. Taking in mind however the difficulties which the team at UoS had to overcome (such as a shortage of staff), not investing and developing a social media page from scratch was probably the best decision as this helped the small team focus on other areas and reaching its targets.