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## D2.4 Annual student engagement report 2018-19: Cyprus

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# 1. Introduction to SAVES 2

The SAVES 2 project ([www.saves-project.eu](http://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 Cyprus.

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 Cyprus

### 2.1 Universities taking part

During the 2018-19 academic year, the University of Cyprus (UCY) was the only university in Cyprus to run the Student Switch Off campaign. The university itself is the owner and the operator of the 12 student dormitories that participated. In total 208 students live in the 12 dormitories. The 2018-19 campaign was a continuation of the successful campaigns that took place within the context of SAVES1<sup>1</sup> (2014 – 2017) and SAVES2 project starting in 2017-18.

<b>Name of University</b>	<b>Number of dormitories at the university</b>	<b>Number of dormitories taking part in SAVES 2</b>	<b>Number of students living in dormitories that are taking part in SAVES 2</b>
University of Cyprus	12	12 dormitories/208 rooms	208

Table 1. Universities in Cyprus taking part in SAVES 2

### 2.2 Engagement activities

Throughout the 2018-19 academic year, a number of activities took place in the dormitories at UCY to raise awareness about energy saving. These included social media/photo competitions, climate quizzes, dormitory visits, ambassador training sessions, beginning of year events (fresher's fairs/arrival events), and end of year events. The section below describes these in more detail and what engagement levels were reached.

#### 2.2.1 Launch of the campaign

Before the campaign launched, various preparatory meetings were held between the country manager, the dormitory coordinator and other key personnel at the university, in July and August 2018, to prepare for the

<sup>1</sup> <https://saves.nus.org.uk/about/what-is-saves>

commencement of the campaign. A plan of the activities was put together that took into account specific local needs and restrictions.

Resident assistants, that were later recruited as Student Switch Off ambassadors (discussed in more detail in section 2.2.2), received training from the UCY dormitory coordinator on the 27th of August 2018. Resident assistants (RA's), are students that are selected each year by the University and have a number of administrative responsibilities, while promoting the community spirit in the dormitory (for example by planning parties and events for all residents). During the training, they received introductory information about the SAVES 2 program and information on how energy is used in the student dormitories.

On admission day (31st August 2018), the Housing Office Personnel handed out SSO promotional material to the students moving into dormitories; these materials included leaflets with information about the SAVES 2 program. This year a table/stall station was set up, with leaflets and pledge/consent cards were given to students to sign up. At the station, a Photo Frame Booth (like a Facebook Photo Booth) was also set up so that students could take a photo that was later uploaded on social media (with their consent). Students that signed up received paper bracelets with the SAVES 2 logo. In the meantime, for the first time this year, videos with past photos and events were played on a big screen via projector at the Events Centre where the Admission took place, and at the common area television sets of each building floor.

All dormitory students received information for the campaign via email in mid-September, which included information about the Dashboard, social media pages and our website. A welcome party for all dormitory students was organized on September 19th and gave the resident assistants a chance to talk to students about the campaign in a friendly and fun, face-to-face manner.

### 2.2.2 Ambassador training sessions and ambassador engagement

Student Switch Off ambassadors play a key role in making the SSO campaign a success. Their role is to engage their peers in the dormitories, by raising awareness on SSO and encouraging them to save energy.

The ambassador training session organised at the UCY covered what the SSO campaign is about and trained students on the best way of effective communication. Residence assistants (mentioned in the section 2.2.1) took a role of Student Switch Off ambassadors and attended the training session run by the dormitory coordinator at the beginning of the academic year (10<sup>th</sup> of October 2018). This year's event was organised as an Ambassador Training/Party, with the UCY Radio Station hosting the event, in an effort to sign up more ambassadors. About 60 students attended the training session event.

The one-hour lasting training session was followed by light conversation with some snacks and good music and was open to both SSO and SSO+ ambassadors. The SSO ambassadors supported events throughout the year organised by the dormitory coordinator. Fourteen students in total became SSO ambassadors (and three SSO+ ambassadors) at UCY.

All ambassadors were awarded at the end of the year, with recommendation letters and certificates of attendance for their involvement in the campaign.

Name of University	Number of training sessions ran	Number of students attending
University of Cyprus	1	60 students attended  14 enrolled for SSO 3 enrolled for SSO+

Table 2. Number of students attending Ambassador Training Sessions at the University of Cyprus

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

Face-to-face visits were conducted at the dormitories to raise awareness of the SSO campaign, throughout the 2018-19 academic year. These visits were pre-planned, and all residents of each dormitory building were

invited on a specific day/time to their dormitories' common area, to learn more about the campaign, sign up as ambassadors, and find out how to keep up to date with the campaign (e.g. follow the SSO social media pages, the SSO website, and check the dashboard). In total, there were four visits (September, November, February, March) organised by the dormitory coordinator throughout the year, and each took about two hours.

The visits proved to be effective since they instigated a personal relationship between the staff and the students participating in the campaign; this was possible as there is only a relatively small number of students living in dormitories at UCY (208 students in total).

Name of University	Number of onsite engagement visits	Description of Activities
University of Cyprus	4	Meeting set on common areas of participating dormitories

Table 3. Face-to-face engagement activities on at the University of Cyprus (excluding ambassador training)

## 2.2.4 Social media competitions

During the 2018-19 academic year, several online engagement activities took place. Seven photo competitions (themed around energy saving) were run at UCY SSO Facebook page. In addition, three more "tagging" competitions were run on Facebook, where students were tagging their friends via comments to a post with an energy saving action. Tagging competitions were introduced in an effort to spike the students' interest in doing something different. "Share a Post" Competition was run during "Earth Hour" on the 30<sup>th</sup> of March, as a way of encouraging students getting involved in turning off their lights/devices during that day. The aim of the competitions was to raise awareness and normalise energy-saving behaviours in a visual way. Some of the competitions were open to students that weren't living in the dormitories (discussed in the SSO+ section of the report). Competition posts had significant reach on social media, appearing in many people's social feeds. On average, there were eight entries per competition. Table 4 describes these in more detail.

Winners of photo competitions (chosen by most 'likes', randomly chosen for tagging competitions and Earth Hour competition) were awarded with different prizes, as portable speakers and wireless mouse and free coupons for cinema, coffee, pizza and fried chicken from local sponsors; that is K-Cineplex, Local Coffee Shop «Καφές Παντρού», Pizza Hut and Chick-in tenders food restaurant.

Name of University	Competition type and theme	Number of entries	Platform used
University of Cyprus	<u>7 Photo competitions</u> <ul style="list-style-type: none"> <li>Switch off lights and appliances (Oct 2018)</li> <li>Put a Lid on Pan (Oct 2018)</li> <li>Don't Overfill the Kettle (Nov 2018)</li> <li>Put on Extra Layers (Nov 2018)</li> <li>Eco Cleaning - Don't use the Vacuum Cleaner (Jan 2019)</li> <li>Low Temperature Washing (Feb 2019)</li> <li>Use the correct hob (Feb 2019)</li> </ul>	23 photos	Facebook
	<u>3 Tagging competitions</u> Tag your friends <ul style="list-style-type: none"> <li>"Last one Turns off the lights" (Jan 2019)</li> <li>"Six tips to save the planet" (Mar 2019)</li> </ul>	65 tags/shares	

	<ul style="list-style-type: none"> <li>• “Renewable energy” (Mar 2019)</li> </ul> <p><u>Share a Post competition that included:</u></p> <ul style="list-style-type: none"> <li>• Share an Earth Hour Post/poster and turn off your lights (Mar 2019)</li> </ul>		
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Table 4. Photo competitions at University of Cyprus

### 2.2.5 Climate change quizzes

Two climate quizzes (one in each semester) were launched during the 2018-19 academic year to raise awareness about climate change and energy saving. The quizzes included six questions on energy usage and lasted one week each. Two students, who entered the quizzes at UCY were randomly selected and awarded a Wireless Mousez – either all or more than half the students living in the dormitories took part in the quizzes.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
University of Cyprus, quiz #1	215 <sup>2</sup>	103%
University of Cyprus, quiz #2	121	58%

Table 5. Student participation in climate quizzes at the University of Cyprus

### 2.2.6 End of year event

#### **This year the energy saved was up to 46.563 kWh**

The end of year Student Switch Off events are a fantastic opportunity to celebrate student involvement in the campaign. An end of the year celebration event was organised on the 22<sup>nd</sup> May 2019, to celebrate the achievements of the dormitory that saved the most energy at UCY. Twelve students from the winning dormitory (building no. 8), attended the event. Students were treated to some pizza and snacks, and each received a certificate of taking part in SAVES2 and a bag of prizes containing USB sticks and a lanyard with a badge holder provided by UCY.

### 2.2.7 Other miscellaneous activities

In addition to the above-mentioned activities, a monthly calendar with all SSO activities starting from January 2019 was created for this academic year. The calendar was printed and left in student kitchens, and was used to remind them of SSO activities, energy saving actions, the Dashboard, main events, and important dates regarding energy savings (i.e. Earth Hour).

UCY also took part in Earth Hour on March 30<sup>th</sup> 2019, where the lights in the common areas of student halls were turned off during that day for an hour. Students were encouraged to turn off their lights in their rooms, at the same time. During that day, a “Share an Earth Hour Post Competition” was run as an additional way of encouraging students to get involved, and learn more about energy savings and climate change. The Earth Hour informational post and competition was also promoted to SSO+ students through social media.

### 2.2.8 Summary of SSO engagement statistics

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

<sup>2</sup> Some students took the quiz twice, that’s why the number is 215 and not 208.

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 Cyprus	208	100	100	14	336	23	UCY SSO FB Page 582	19.49
<b>TOTAL</b>	<b>208</b>	<b>100</b>	<b>100</b>	<b>14</b>	<b>336</b>	<b>23</b>	<b>582</b>	<b>19.49</b>

Table 6. Overall student engagement statistics in Cyprus

## 2.3 Communication with students

A variety of communication channels were used to make students aware of the Student Switch Off campaign at the University of Cyprus.

Facebook ( [UCY Student Switch Off?](#) ), emails, and face to face communication were all used to engage with students; emails were primarily used to send announcements and general information on the campaign and the UCY SSO Facebook page proved to be an effective and interactive communication channel. In addition, UCY Voice, the official radio station of the University of Cyprus, advertised for free, both the SSO and SSO+ events during the year.

Furthermore, as mentioned on 2.2.7, this academic year UCY also prepared a monthly calendar with all SSO activities that was left in the dormitory kitchens, as an easy and pleasant visual reminder. The SSO ambassadors once again relayed information to other students on a peer-to-peer level. A Twitter page (@ucysso) was also set up for more visibility of the campaign by sharing articles from other partner universities and general articles/news about energy issues and sustainability.

## 2.4 Engagement materials

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

These materials included:

- Leaflets and posters for the campaign, that were given during the admission day at the dormitories, and were regularly posted in common areas of the student dormitories
- Paper Bracelets with the SAVES 2 logo that were given during the admission day at the dormitories
- A monthly calendar with all SSO activities that was set at the dormitory common kitchens







2.2.4, with free coupons for cinema, coffee, pizza and fried chicken from local sponsors; that is [K-Cineplex](#), Local [Coffee Shop «Καφές Παντρού»](#), [Pizza Hut](#) and [Chick-in tenders](#) food restaurant.

## 2.5 The energy dashboard

The [online energy dashboard](#), created and maintained by Ecovisum, is a fantastic tool to engage students, letting them know how much energy they are saving throughout the year in their dormitories. The energy [dashboard](#) has been a key element of the Student Switch Off campaign at UCY.

The dashboard is embedded in the University of Cyprus Student Switch Off Facebook page where it receives most of the visits from the students. Students were reminded to visit the dashboard via bi-monthly Facebook posts. Additionally, the dashboard has been promoted by the ambassadors and by the university staff during face to face visits. The dashboard was also promoted via email, where each email sent to students contained a link to the dashboard, and finally through the calendar stationed at the common kitchens at the dormitories.

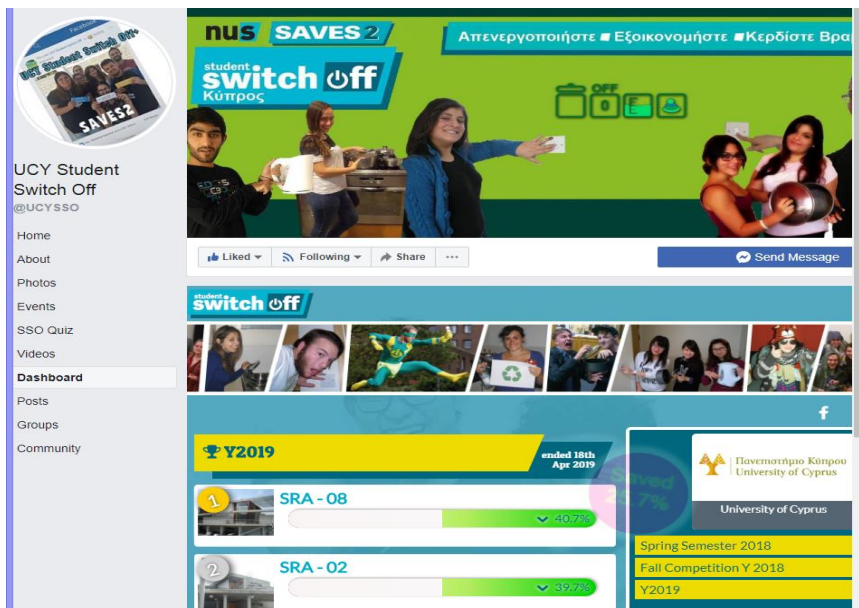


Photo 3: Screenshot of University of Cyprus Facebook page with the Dashboard tab

## 2.6 Embedding SSO into wider university initiatives

The SSO and SSO+, and more specifically the SAVES 2 logo, is widely recognizable to the University community. It is identified by most people as the brand of a project that aims to reduce students' energy usage. This fact can be considered an achievement and it can be attributed to the efforts of the country manager and the dormitory coordinator to disseminate the project within the University community. For this purpose, several initiatives have been undertaken with the involvement and approval of the higher management of the University.

The project delivered several success stories that have been perceived positively by the Rectorate. Last year, the project received the 2018 International Sustainable Campus Network (ISCN) award in the category of Excellence in Student Leadership and received accolades from the local press and community.

This year SAVES2 was a runner-up at the Youth category of the 2019 EU Sustainable Energy Week awards. The local project team took this opportunity to relay the news to the University community and in an indirect way inform about the project.

The award and the nominations have played a significant role in making the project visible and recognizable to the higher management of the University. As a result, SAVES 2 project is embraced and supported by the Rectorate. As a matter of fact, the consideration that SAVES 2 project has been successful has worked as a catalyst for the University to take even more actions in the context of sustainability.

## 2.7 Successes and challenges

The Student Switch Off campaign ran very successfully at UCY in 2018-19. Students showed a lot of enthusiasm and participated in the various engagement activities. All the planned activities and tasks were carried out without any significant problems. This year we are happy to note that we increased our numbers, compared to 2017/18, as follows:

- Ambassadors from 9 to 14
- Increased attendance at the Ambassadors Training event, 15 students last year, this year 60 students
- Facebook followers from 205 to 582
- Sponsors from 0 to 4
- Photo competition participations from 12 to 23, plus 65 for other social media competitions
- Increased number on online quizzes participation.

At times, it was challenging to maintain the interest of the students since the project is now running its fifth year, in Cyprus. We tried to resolve this by adding new themes in photo competitions (for example do not use the vacuum cleaner), created more fun and interactive promotional material and added new concept for photo competitions (i.e. tagging competitions), while we secured some local sponsors for free cinema tickets and free food (as mentioned in section 2.4).

### **ENERGY SAVINGS**

It is difficult to precisely determine the overall energy reduction for the end of the year due to significant infrastructure changes that occurred in several metered buildings. The changes are because of the installation of new air-conditioning units in several buildings and their contribution towards energy consumption is not easy to ascertain. On top of that, minor changes (such as the installation of a building sign) that affect the building's energy consumption, take place all the time. Taking these changes into account, approximately 19% of electricity was saved at the 12 University of Cyprus dormitories during 2018-19, when compared to the pre-intervention baseline. Detailed calculations can be provided upon request.

In order to calculate energy savings after the installation of air-conditioning units in several buildings (SRA-01, 02, 03, 04, 05, 06 and 10, 11, 12), where technically feasible separate electrical meters, one per air-conditioning system, have been installed to measure the electricity consumption of the air-conditioning units. This has been the case for buildings SRA 01, 02, 03, 04, 05 and 06 that variable refrigerant volume systems have been installed. The meters (not a smart meter – just a meter that cumulatively measures electricity consumption) measures the energy consumption of all outdoor and all indoors units. The granularity of the measurements is different than the one of the smart meter installed at a building level for the purpose of the project. Therefore, the data from the smart meters is manually adjusted in a way that the effect of the air-conditioning system is negated from the total energy consumption.

For buildings 10, 11 and 12 (for the purpose of the project are considered as one dormitory), smaller split type air conditioning units have been installed and for this reason it was not feasible to install individual (one per unit) energy meters. In this case the energy attributed to the air conditioning system is assumed, considering the rated cooling capacity, efficiency and hours of operation of each air conditioning unit, and manually deducted from the measured consumption.

It is also difficult to factor-in the effect of climate conditions that differ each year, and alter the final energy consumption. The external temperature and humidity obviously affect the energy consumption of the heating and cooling systems of the buildings, but also at the same time the solar radiation can affect the energy consumption of the domestic water heating system. These factors are too complicated to formulate and it is beyond the scope of the project to consider them to a high degree of accuracy and certainty. The higher energy

savings recorded this year, compared to the one last year can be attributed to the more favourable weather conditions that have been experienced this year, compared to last year.

A technical challenge is to develop an unbiased methodology to calculate the actual energy savings that can be attributed only to the behaviour changes of the students, considering the infrastructure changes that occurred in several buildings.

## 2.8 Photos from the SSO campaign

Here are some photos from SSO campaign at University of Cyprus during the 2018-19 academic year!



Photo 4 – Admission Day at the Student Halls of the University of Cyprus (August 2018)



Photo 5 – Ambassadors Training / Party at the Student of University of Cyprus (October 2018)



Photo 6 – Photo Competition Put a Lid on a Pan (October 2018)



Photo 7 – End of the Year Event (May 2019)

## 2.9 Social media and email examples

Here are some examples of emails and Facebook Posts sent from SSO campaign at University of Cyprus during the 2018-19 academic year!

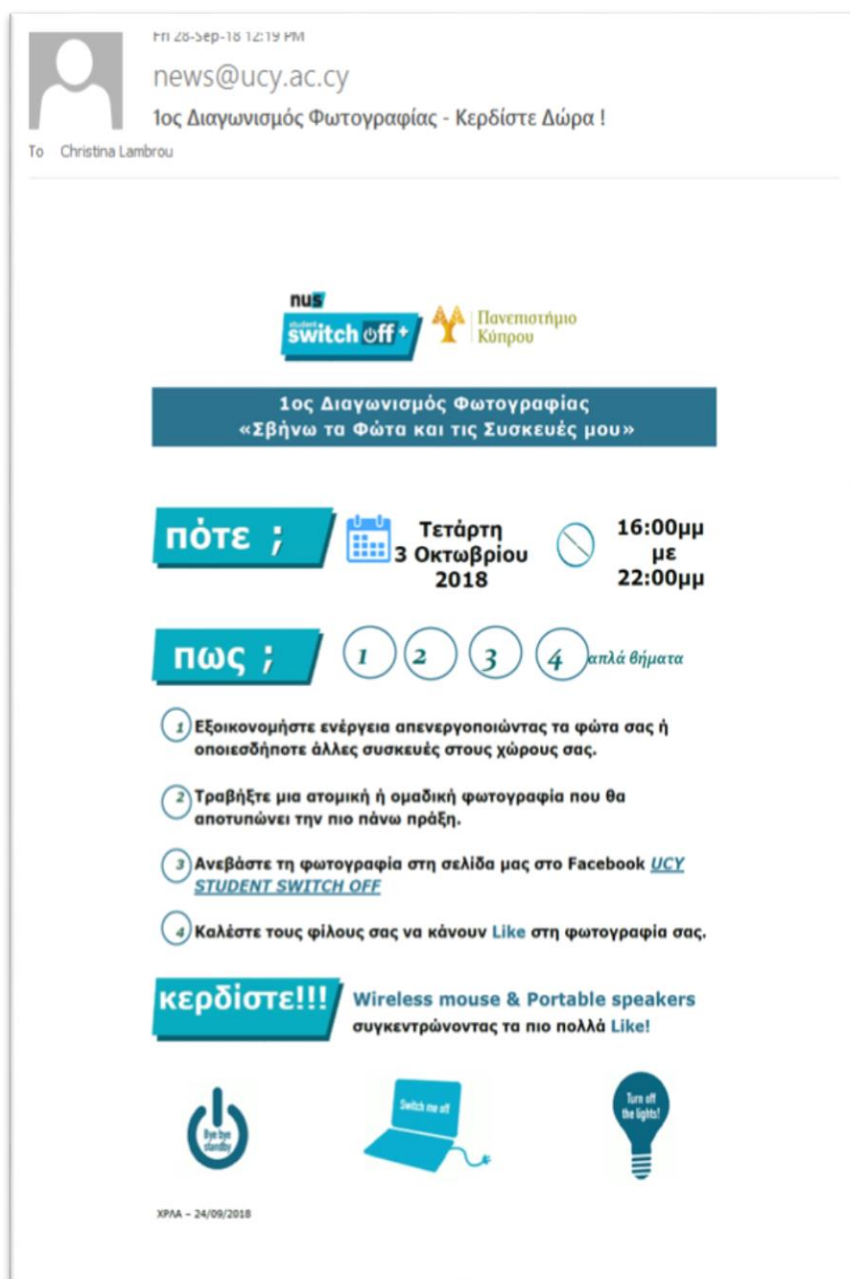


Figure 1 – Email sent to students for the 1<sup>st</sup> Photo Competition (September 2018)



↩ Reply   ↩ Reply all

## SAVES2

Καλωσορίστε στο ενημερωτικό μας δελτίο για συμβουλές εξοικονόμησης ενέργειας και χρημάτων στο φοιτητικό σας σπίτι. Αυτό το μήνα επικεντρωνόμαστε στα πράγματα που πρέπει να προσέξετε αν αναζητάτε κατοικία μέσα στους επόμενους μήνες, ώστε να εξοικονομήσετε χρήματα και να έχετε συνθήκες άνεσης στο μελλοντικό σας υποστατικό.



Αυτές είναι οι δικές μας συμβουλές:

- **Έλεγξε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ)** – όλα τα ενοικιαζόμενα υποστατικά θα πρέπει να έχουν Πιστοποιητικό Ενεργειακής Απόδοσης και ο ιδιοκτήτης, με βάση το νόμο, οφείλει να σου παρέχει το αντίγραφο του. Τα ΠΕΑ έχουν μια κλίμακα βαθμονόμησης από το A στο H, όπου το H είναι το χαμηλότερο επίπεδο στην κλίμακα ενεργειακής απόδοσης και το A είναι το καλύτερο. Οπότε για μείωση του ενεργειακού σας κόστους αναζητήστε μια κατοικία που να έχει τον καλύτερο δυνατό βαθμό απόδοσης.
- Όταν είστε στη διαδικασία ελέγχου κάποιου συγκεκριμένου υποστατικού, αναζητήστε κατά πόσο μπορείτε να δείτε την **Ενεργειακή Απόδοση των Ηλεκτρικών Συσκευών** (π.χ. ψυγείου, πλυντηρίου κλπ.). Το σύστημα βαθμονόμησης κυμαίνεται από το **A+++** (καλύτερη κατάσταση) μέχρι το **D** (χειρότερη). Μια συσκευή με υψηλή βαθμονόμηση θα καταναλώνει και θα στοιχίζει λιγότερο.
- Όταν ελέγχετε το υποστατικό είναι επίσης σημαντικό να **αναζητήσετε σημεία που υποδεικνύουν κακή μόνωση**, ή να φαίνεται ότι είναι δύσκολο να ζεσταθεί, ή να παρουσιάζει υγρασία και μούχλα. Αποφύγετε κατοικίες που έχουν όλα τα πιο πάνω χαρακτηριστικά γιατί η διαμονή σε ένα τέτοιο περιβάλλον μπορεί έχει αρνητικό αντίκτυπο στην υγεία σας.
- Αν υπάρχουν **προβλήματα με υγρασία ή μούχλα**, ζητήστε από τον ιδιοκτήτη να δράσει άμεσα για να τα αντιμετωπίσει πριν να μετακομίσετε μέσα εσείς (π.χ. βελτιώνοντας τη μόνωση, προσθέτοντας εξαερισμό ή παρέχοντας σας αφυγραντήρα.)
- Αν έχετε την ευκαιρία, συζητήστε με τον υφιστάμενο ενοικιαστή – για να πάρετε πληροφορίες για την ποιότητα του υποστατικού και άλλων πιθανών προβλημάτων που μπορεί να έχει.

Καλή αναζήτηση σπιτιού!

Υ.Γ. Για περισσότερες πληροφορίες για το πως να εξοικονομήσεις ενέργεια και χρήματα στο ενοικιαζόμενο σου υποστατικό, επισκεψου μας στο [site](#) μας.



Facebook



Website



Dashboard

--  
To unsubscribe from this list visit [Unsubscribe](#)

Figure 2 – Email sent to students moving out of dorms / looking into private accommodation the following year (May 2019)



Figure 3 – FB Photo post (energy tips)



Figure 4 – FB Photo post (energy tips)

### 3. The Student Switch Off+ campaign in Cyprus

#### 3.1 Universities receiving information

The University of Cyprus first launched the SSO+ campaign in Cyprus in September 2017. This academic year 2018-19, the campaign launched for the second time in September 2018. The university reached and promoted the campaign to students that took part in SSO in the previous academic years, and now are living on their own, in addition to students living in the private sector that were not involved with SSO.

In September, a list of the latter students compiled by the University was used to reach out to students. In addition, the University of Cyprus compiled a list of housing contacts, through private owners that advertise their own housing to the University that also sent out information about the campaign to their own residents/students. In order for the emails to be sent regularly, UCY used the newsletter created in September 2017, specifically for this purpose, from which we can deliver engagement statistics.

In an effort to engage and enrol more students to SSO+, this year we were present at all newcomer's orientation events in July, August and September, and used more interactive and fun promotional materials, as the Photo Frame Booth. We were also present at the Student Clubs Union Event, and interacted with students interested in environmental and social issues. Our effort proved successful since we were able to reach out to about 800 students attending the events.

Also, in an effort to engage even more private sector students, UCY reached out to the Cyprus Technological University (CUT), located in Limassol. CUT is the second-largest public University of Cyprus and has a different setting than UCY, as it is located within the city of Limassol in different buildings scattered mainly around the historic centre of the city. CUT representatives have been very keen to join in the project and as a first step, a [Facebook page](#) was launched in January 2019. Information about CUT will also be added on the Cyprus SSO [project website](#). As a new project, SAVES 2 has struggled to gain significant exposure to the students at CUT which was something that was partly expected because the project was launched mid-season. It is expected that by the beginning of the new academic year (2019-20), the project will be re-launched to attract more students.

In addition to the above, an effort was made to engage the European University of Cyprus, a private University situated in Nicosia. Up to now, the efforts have not been fruitful yet.



Name of University	Number of students reached
University of Cyprus	Unique total reach via email: 6,831 Total Social Media Reach: 4,917 (posts viewed etc.) Total Social Media Engagement: 311
Cyprus Technological University	Numbers are not available

Table 7. Universities in Cyprus receiving SSO+ information

### 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 sending regular emails to students living in the private rented sector, posting regularly on social media (Facebook and Twitter), organizing face-to-face trainings and running some photo competitions.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	11 emails, sent monthly	<ul style="list-style-type: none"> <li>Sep – Tips for energy and money saving in rented accommodation</li> <li>Oct – Tips on using appliances efficiently (kitchen), how to understand and manage your energy bill</li> <li>Nov – Stay warm and save money this winter</li> <li>Dec – Reminder to switch off unnecessary lights, appliances and heating over the Christmas holidays</li> <li>Jan – Information on EPCs again for those house-hunting for next academic year - House-hunting tips to save you money next year</li> <li>Feb – General Information on how to reduce your bills</li> <li>Mar – reminder to turn down heating as the months get warmer and switch off over Easter</li> <li>Apr – Revising Time-saving tips to get more time for studying</li> <li>May - House-hunting tips to save you money next year</li> <li>May – Switch off and take meter readings. Avoid</li> </ul>	6,831 students emailed  (unique total reach)	N/A

		energy pitfalls and save money on your bills over the summer		
Social Media Posts (advice posts, did you know energy posts etc.)	26 posts over the year, posted every 2-3 weeks	<ul style="list-style-type: none"> <li>• Aug – Dummy Energy Bill</li> <li>• Aug – May: shared all the advice sent by emails (as mentioned above) as Facebook posts</li> <li>• May - Shared the SSO+ Video with advice via Facebook</li> <li>• Monthly - Did you know energy posts and general tips (see for example figure 8 &amp; 9 page 24)</li> </ul>	<p>Social media posts on Facebook reached 4,917 and engaged 311 students in total</p> <p>The average reach per post is 454 and average engagement per post is 30</p>	N/A
<u>Training</u> Ambassadors Training Event /Party (both SSO and SSO+)	1 training	Training Session on SSO and SSO + and recruitment of Ambassadors	60 students attended / 3 enrolled as Ambassadors for SSO+	
<u>Face to face Training</u>  21/11/18  18/2/19  11/4/19	3 face to trainings	<p>Training Session on energy saving practices in houses in the private sector and EPCS.</p> <p>Training with Environmental Commissioner of Cyprus on energy saving practices in houses in the private sector and plastic waste</p> <p>Training/Presentation during the Green Festival on energy saving practices in houses in the private sector and EPCS</p>	In total 30 students attended the three training events	
<u>Face to Face activities</u>  Orientation events (July, August and September 2018)  Green Festival 11/4/19	3  1	<p>Present with stools/leaflets/posters</p> <p>Present with stools/leaflets/posters</p>	<p>Total reach</p> <p>800 students</p> <p>400 students</p>	



Lastly, a third energy training session/presentation was conducted as a part of the Green Festival organized by the Environmental Student Club of UCY, on April 11<sup>th</sup> 2019. Eight students attended the training session; all of them were involved and interested in environmental issues. The training was followed by an interesting discussion with students over climate issues and house hunting in Cyprus.

### 3.2.3 Photo competitions and engagement activities

As mentioned in the section 3.1., in an effort to engage and enroll more students to SSO+, this year we were present at all newcomer's orientation events and were able to reach out to about 800 students attending the events. A Photo Frame Booth, similar to a Facebook Frame was created as a fun and interactive activity during the orientation events.

As also noted above (section 2.2.7) during Earth Hour on March 30<sup>th</sup> 2019, an informational post was also promoted to SSO+ Students through Social Media to inform them and encourage them to learn more about energy savings. In addition, as mentioned in section 3.2.2, we took part in the Green Festival in April 2019, which was organized by the Environmental Student Club of UCY. During the Festival, we set up a table/stall station with leaflets and pledge/consent cards for students to sign up, and reached about 400 students.

Also during the festival, we launched an SSO+ Climate Quiz as a fun activity for students and an easy way to familiarize them with SSO+. About 50 students took part in the quiz, all of which were given some promotional material as a thank you for taking part.

During the year, six of the online competitions (three photo competitions, two tag competitions, and share a post for Earth Hour competition) conducted for SSO students were also open for SSO+ students, in order to make them more aware of the project, and as an opportunity to engage them more in energy saving practices. About 60 students took part in the competitions. Students that took part were randomly selected and given promotional material as thank you for taking part (i.e. car sunshades, usbs etc.)

## 3.3 Engagement materials

A variety of branded marketing materials were used during the campaign to increase the campaign's visibility. This material included:

- Banners created and stationed at the student dormitories and around the university campus to provide more visibility for the project.
- Various leaflets and posters printed and placed on campus throughout the year.
- Silicone Bracelets with the SAVES 2 logo
- Sports bottles with the SAVES 2 logo
- Laptop backpacks with the SAVES 2 logo
- USBs with the SAVES 2 logo
- Car Sun Shades with the SAVES 2 logo
- Sticky Notes mini pad with the SAVES 2 logo
- Note Pads with the SAVES 2 logo
- Lanyard and Badge Holders with the SAVES 2 logo



Photo 8 – Silicone bracelets, sport bottle, laptop backpack and a USB



Photo 9 – Car Sun Shade

In addition, a dummy energy bill was created to help students understand how to read an electricity bill. The dummy bill was posted on Facebook in August 2018, in order to help students that were just moving into private accommodation.

Προς Φοιτητές  
Πανεπιστημίου Κύπρου

**Ενδεικτικός Λογαριασμός  
Κατανάλωσης Ενέργειας**

Όσοι από εσάς διαμένετε στις φοιτητικές εστίες του Πανεπιστημίου μας, δεν επιβαρύνεστε δευτερευόντως με το οικονομικό κόστος που αντιστοιχεί στην ενέργεια που καταναλώνετε. Ωστόσο αυτό πιθανώς δεν θα ισχύει για όσους διαμένετε στον ιδιωτικό τομέα.

Για να προετοιμαστείτε για το ενδεχόμενο αυτό, έχουμε ετοιμάσει ένα ενδεικτικό λογαριασμό για να σας δώσει μια ιδέα για το πώς κόστος ενέργειας που αναμένεται να καταναλώσετε. Ο λογαριασμός, βασίζεται σε υπολογισμούς για ένα τυπικό διαμέρισμα και έχει ως στόχο να σας προετοιμάσει και να σας ευαισθητοποιήσει να χρησιμοποιείτε την ενέργεια συνεπώς.

**1/ Υπολογισμένο Ετήσιο Κόστος Ηλεκτρικής Ενέργειας ανά Φοιτητή**

**€375,00**

**2/ Υπολογισμένη Ετήσια Κατανάλωση Ενέργειας ανά Φοιτητή**

**Ηλεκτρική Ενέργεια : 1,815 kWh**

**3/ Τρόποι Εξοικονόμησης Ενέργειας:**

- Ζητείστε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ)** από τον Ιδιοκτήτη. Τα Πιστοποιητικά αυτά κατατάσσουν τα κτήρια σε κατηγορίες αναλόγως της ενεργειακής τους απόδοσης. Οι κατηγορίες κυμαίνονται από το Α μέχρι το Η. Αποφύγετε κατά το δυνατό τις χαμηλότερες κατηγορίες Ε, Ζ και Η γιατί θα σας κοστίσει αρκετά για να κρατήσετε τον χώρο σας ζεστό τον χειμώνα και δροσερό το καλοκαίρι.
- Εξοικονομήστε Ενέργεια** χρησιμοποιώντας συνεπώς την θέρμανση και τον κλιματισμό. Μην αφήνετε τα φώτα και τις ηλεκτρικές συσκευές άσπασα σε λειτουργία.

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Photo 10 – Dummy energy bill

In addition to the above, as mentioned in section 2.3, UCY Voice advertised for free both SSO and SSO+ events during the year. Finally, in order to promote and provide more visibility to the project, this year we set up the [advice video for SSO+](#), created last year for all countries, and translated in Greek, in all common TV stations on campus. Considering the total numbers of students studying at the University of Cyprus, about 1,000 students were reached through this.

### 3.4 Successes and challenges

This being the second year UCY ran the SSO+ campaign, it was important to expand our communication activities to the students living in the private rented sector. Attendance at all orientation events was a key success for this year, as we managed to increase our engagement numbers. The organization of three training sessions for students, and taking part in the Green Festival was also a big success, as there is a good foundation to build up future activities with Student Clubs and other Unions.

Another big success is the cooperation with the Cyprus University of Technology (CUT) about expanding SSO+. For the next academic year (2019-20), there is even more opportunity to improve the impact and the visibility of the project to the students of CUT as well.

A challenge for UCY will be to be able to follow up on CUT and make sure they are able to promote the program and provide them with help needed. Another a challenge, which is also a priority, is to seek collaborations with NGO'S and other organizations that are energy related (i.e. Cyprus Energy Agency, Cyprus Youth Council) to co-organize events and activities.

### 3.5 Photos from the SSO+ campaign



Photo 11 & 12 – Orientation Days for New coming Students (July and August 2018)





Photo 13 & 14 – Training Session with the Environmental Commissioner of Cyprus (February 2019)

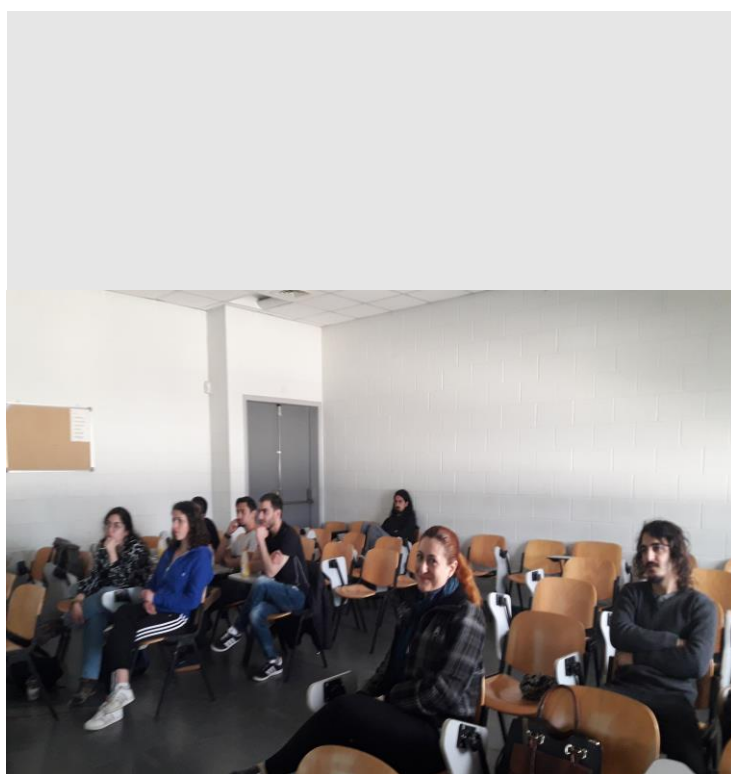


Photo 15 & 16 – Green Festival and Training during the Festival (April 2019)



### 3.6 Social media and email examples from the SSO+ campaign

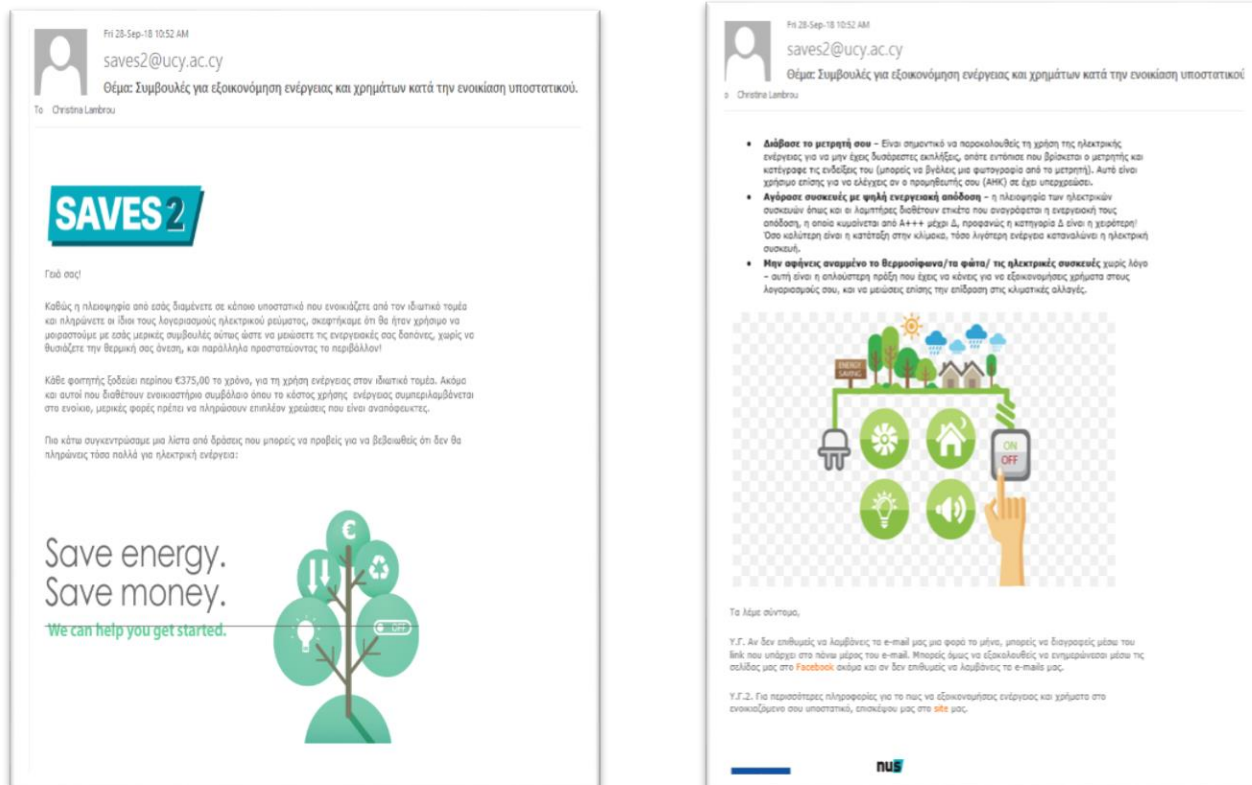


Figure 5 & 6 – Email sent to students regarding general energy advice / start of the year (September 2018)



Figure 7 – Email sent to students regarding advice during Easter Holidays (March 2019)



Figure 8 – FB photo post with energy tips



Figure 9 – FB photo post with energy tips

## 4 Conclusions

Overall the implementation of SAVES 2 for the 2018-19 academic year in Cyprus, has been very successful. Both campaigns (SSO and SSO+) run successfully without significant issues.

Both campaigns delivered high engagement numbers and a high percent energy savings has been recorded for the SSO campaign. Progress has also been made in the local context, as the project has been exported to Cyprus University of Technology. More work is necessary, to enable the project to deliver substantial engagement numbers at CUT and this is one of the main objectives of the new academic year.

A stronger visual presence on campus than last year has been achieved. The project and its visual identification is widely recognized around the campus and this makes it more inviting for students. Certainly, more work is necessary to build even more on the visual identity of the project.

Finally, as a concluding remark it shall be stated that the project is well placed in the local context and the upcoming campaigns and activities will be more effective and more fruitful.