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D2.5 Annual student engagement report 2019-20: Cyprus

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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 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 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 Cyprus

2.1 Universities taking part

During the 2019 -20 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 2019 - 20 campaign was a continuation of the successful campaigns that took place within the context of SAVES1¹ (2014 – 2017) and SAVES 2 (2017 - 2020).

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 Cyprus	12	12	208

Table 1. Universities in Cyprus taking part in SAVES 2 in 2019-20.

2.2 Engagement activities

Throughout the 2019-20 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 and campaign launch events (fresher's fairs/arrival 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 2019, to prepare for the 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 26th of August 2019. Resident

assistants (RAs), 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 project and information on how energy is used in the student dormitories.

On admission day (30th of August 2019), the Housing Office personnel handed out SSO promotional material to the students moving into dormitories; these materials included leaflets with information about SAVES 2. This year, a large frame was set up with SAVES 2 logos and phrases that students could color and take photos with (see photo 15). Adding more fun to this year's admission day, a spinning wheel game was also created with various energy saving questions, which students were excited to play and learn at the same time. During the day, residents were asked residents to sign up to our campaign, and like the UCY SSO Facebook page, with silicone bracelets with the SAVES 2 logo given to those that signed up.

All dormitory students received information for the campaign via email in mid-September, which included information about the energy dashboard, social media pages and website. The Housing Office personnel hosted, for the first time this year, a training event for new coming students on September 4th 2019. During this event students were informed about various important issues of their life in the dorms and were also given information about SSO. In addition, a welcome party for all dormitory students was organized on September 17th 2019 which 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 UCY covered what the SSO campaign is about and trained students on the best way of effective communication. Resident assistants (RAs) took on the role of Student Switch Off ambassadors and attended the training session run by the dormitory coordinator at the beginning of the academic year, on the 14th of October 2019. This year's event was organised as an Ambassador Call / Training Station Event, and was hosted by ambassadors from the previous year, in an effort to sign up more students as ambassadors. One hundred students in total attended the event (25 SSO students and 75 SSO+ students - see section 3 for more information on SSO+).

The three-hour event included training, providing information about the project, and fun interactive games, and was open to both SSO and SSO+ ambassadors. Following the training, 17 of the 25 SSO students became SSO ambassadors (and five SSO+ ambassadors) at UCY. The SSO ambassadors supported events throughout the year organised by the dormitory coordinator, such as the Welcome Party for residents and training events for SSO+ students.

This year, the Ambassador of the Month was chosen and announced each month, where the most active ambassador was celebrated via social media to provide incentive to more students to take part. This was accepted with excitement from the ambassadors and gave them the boost needed to continue to take part in our activities.

Finally, 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	100 students attended 17 enrolled as SSO ambassadors 5 enrolled as SSO+ ambassadors

Table 2. Number of students attending ambassador training sessions at the University of Cyprus in 2019-20

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 2019-20 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 three visits (September, November, and February) organised by the dormitory coordinator, with each lasting approximately two hours. The fourth visit organized for March was cut short, and only four of the twelve dormitories were visited, due to COVID-19 restrictions.

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). Almost all students were reached on each visit, since it is mandatory to attend these meetings, as it's an opportunity to discuss dormitory life in general.

As well as the dormitory visits, a new successful activity for 2019-20 was setting up a bi-monthly SAVES 2 station in a central location in the university, in total four times throughout the year, giving the opportunity to students to learn about the project, participate in fun games, enrol as ambassadors etc. This activity was aimed towards both SSO and SSO+ students.

Name of University	Number of onsite engagement visits	Description of Activities
University of Cyprus	3	Meeting set in common areas of participating dormitories, around 200 students were reached each time

Table 3. Face-to-face engagement activities at the University of Cyprus university (excluding ambassador training) in 2019-20

2.2.4 Social media competitions

During the 2019-20 academic year, several online engagement activities took place. Five photo competitions (themed around energy saving) were run on the UCY SSO Facebook page. In addition, four more "tagging" competitions were run on Facebook, where students were asked to tag their friends in the comments section of a post with an energy saving action. Tagging competitions were introduced in an effort to spike the students' interest in doing something different. A "Share the Post" competition was run during Earth Hour on the 28th of March, as a way of encouraging students getting involved in turning off their lights/devices for Earth Hour. Due to COVID-19 some competitions planned during March, April and May were cancelled.

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 section 3). Competition posts had significant reach on social media, appearing in many people's social feeds. On average, there were eight entries per competition, and it total 10 photos were submitted, while 89 photos were tagged/shared. Table 4 describes the engagement in the competitions in more detail.

Winners of the competitions (chosen by the most 'likes' for photo competitions, or at random for tagging competitions and the Earth Hour competition) were awarded with different prizes including cinema coupons, coffee, pizza and fried chicken from local sponsors; that is K-Cineplex, Caffè Nero, Pizza Hut and Chick-in tenders food restaurant.

Name of University	Competition type and theme	Number of entries		Platform used
University of Cyprus	<u>5 Photo competitions</u> <ul style="list-style-type: none">• Switch off lights and appliances (Oct 2019)• Put a Lid on Pan (Nov 2019)• Putting on Extra Layers (Nov 2019)• Don't Overfill the Kettle and Save Hot Water (Jan 2020)	10 photos		Facebook

	<ul style="list-style-type: none"> Low Temperature Washing and Eco Cleaning (Feb 2020) <p><u>4 Tagging competitions</u> Tag your friends</p> <ul style="list-style-type: none"> Energy consumption (Oct 2019) Christmas Themed / Switch off appliances (Dec 2019) Energy Saving Tips (Jan 2020) Last One Turns Off the Lights (Feb 2020) <p><u>Share a Post competition that included:</u></p> <ul style="list-style-type: none"> Share an Earth Hour Post/poster and turn off your lights (Mar 2020) 	77 tags		
		12 shares		

Table 4. Social media competitions at University of Cyprus in 2019-20

2.2.5 Climate change quizzes

Two online climate quizzes (one in each semester) were launched during the 2019-20 academic year to raise awareness about climate change and energy saving. The quizzes included six questions on energy usage and were open for one week each. Two students who entered the quizzes at UCY were randomly selected to win either a laptop backpack or wireless mouse – 44% of the students living in the dormitories took part in each quiz on average.

Name of University	Number of students that took part in the quiz	Proportion of students that took part in the quiz
University of Cyprus, quiz #1	87	42%
University of Cyprus, quiz #2	97	47%
Total	184	44%

Table 5. Student participation in climate quizzes at the University of Cyprus in 2019-20.

2.2.6 End of year event

Due to the COVID-19 restrictions and lockdown in Cyprus, the end of the year event was cancelled. However, the winners were still announced via Facebook to celebrate their achievement. The winning dormitory was Building No. 7 (which houses twelve students) as they saved the most energy, (44.2%, compared to the baseline) and were awarded with a certificate of participation in SAVES 2, and a bag of prizes containing a backpack, USB, silicone bracelets, sport bottles, notepads, sticky notes and car sunshades. Building 7 has managed to save 44,9% energy, compared to the baseline that amounts into 3 kWh saving per student per day. Students were able to receive their certificates and awards from the Residents Information Centre at the student halls.

2.2.7 Other miscellaneous activities

For the first time this academic year, a personal birthday gift (environmentally friendly straws and cotton swabs) was introduced for SSO residents, along with a SAVES 2 birthday wish card. This personal touch was much appreciated by the students who were very thankful and excited to receive it and was a way to remind students of the project and to be careful with energy usage. Even during the COVID-19 lockdown the birthday cards were sent to students via email, along with a [link](#) to a site with energy saving games. Adding in information about SAVES 2 to this initiative was a useful way to remind students about the project.

UCY as last year, took part in Earth Hour, on March 28th, 2020, where the lights in the common areas of student halls were turned off during 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.

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	Competition entries	Number of social media followers (please specify which one)	% energy saved
University of Cyprus	208	208	100	17	184	99	UCY SSO FB Page: 837	25.04%

Table 6. Overall student engagement statistics in Cyprus in 2019-20.

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 Off²](#)), emails, and face to face communication were all used to engage with students on a weekly basis; 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.

The SSO ambassadors once again relayed information to other students on a peer-to-peer level. A Twitter page (@ucyssso) 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 were 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
- Silicone Bracelets with the SAVES 2 logo that were given during the admission day at the dormitories
- Monthly calendar with all SSO activities starting from January 2019 was created for this academic year (see photo 1 and 2 below). The calendar was printed and left in student kitchens, and was used to remind them of SSO activities, energy saving actions, the energy dashboard, and important dates regarding energy savings (e.g. Earth Hour).
- Banners with the SAVES 2 logo located at the student halls and university campus to provide more visibility for the project
- A Birthday gift with a SAVES 2 Birthday Wish Card

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website: cyprus.studentswitchoff.org
facebook: UCY Student Switch Off

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Οι 7 Βοηθοί της φοιτητικής μας εστίας τα διοργανώνουν όλα αυτά για σένα. Άδραξε την ευκαιρία και διασκέδασε τη διαμονή σου!

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Ιανουάριος 2020

Δευτέρα	Τρίτη	Τετάρτη	Πέμπτη	Παρασκευή	Σάββατο	Κυριακή
		1 Τα πάντα ρε... "rei" think "rei" use "rei" cycle ;)	2 Με την ανακύκλωση 1 δοχείο αλουμινίου μπορεί να λειτουργήσει 1 τηλεόραση για 3 ώρες.	3 Μειώνω τη σπατάλη.	4 Αναψές φούρνο? κλέψτε τους φλού σου και μαγειρέψτε παρέα.	5 Όταν κάνει πολύ κρύο κλείνω τις κουρτίνες.
6 Χρησιμοποιώ την κατάλληλη εστία για το αντίστοιχο μαγειρικό σκεύος.	7 Σβήνω τις συσκευές μου από την πρίζα.	8 #My_Great_Little_Planet	9 Βάζω και να μαγειρεύεις? κλείσε το καπάκι και κέρδισε χρόνο! ;)	10 Ο τελευταίος σβήνει τα φώτα ;)	11 Κλείνω τα στους 30°C και εξοικονομώ χιρίματα για να αγοράσεις κι άλλα.	12 Όταν κάνει πολύ κρύο κλείνω τις κουρτίνες.
13 1η μέρα μαθημάτων	14 Ο διαγωνισμός στο Dashboard για το Εαρινό Εξάμηνο ξεκινάει!	15 Spring Semester Tag Competition @ FB UCY Student Switch Off #My_Great_Little_Planet	16 Ο τελευταίος σβήνει τα φώτα ;)	17 Χρησιμοποιώ πάντα το δικό μου παγούρι για νερό.	18 Μειώνω τη σπατάλη.	19 Σβήνω τις συσκευές μου από την πρίζα.
20 Εβαλα (ζεστό φαγητό στο φούγο)? Συγχαρητήρια... μόλις ανέβασες τη θερμοκρασία του.	21 Ανακυκλώνω!!!	22 And The Winners Are... @ FB UCY Student Switch Off #My_Great_Little_Planet	23 Event @ Student Halls Welcome To The Jungle The Party Edition come along!!!	24 Όταν έχει ήλιο δεν θάλω στεγνωτήριο!!!	25 Ή φυσάει πολύ απ' το μπαλκόνι μου το πόδι...? Κλείνω τα νικά!	26 Ο τελευταίος σβήνει τα φώτα ;)
27 Ο τελευταίος σβήνει τα φώτα ;)	28 Αν δε βες να «κρούεις» ο καφές σου τότε σβήσε το βραστήρα πριν το κίνει από μόνος του.	29 Photo competition @ FB UCY Student Switch Off #My_Great_Little_Planet	30 #My_Great_Little_Planet	31 Τρίχει άσκατα το νερό? Κλείνω τη βρύση.	<p>Το 2015-16 το κτήριο 9 ανακυρήχθηκε νικητής ανάμεσα σε όλες τις φοιτητικές εστίες της Ευρώπης που συμμετέχουν στο πρόγραμμα SAVES, με τους 208 ενοίκους να καταφέρουν συνολικά 100.000 kWh, 40% εξοικονόμηση ενέργειας!!! Πως; Εφάρμοσαν από τα καθημερινές συμβουλές του ημερολογίου.</p>	

Εξοικονόμηση v Υπερκατανάλωση

9th November 2019

Το Dashboard μετράει την ενεργειακή κατανάλωση του κάθε κτιρίου ξεχωριστά. Συγκρίνει τις τιμές ενέργειας που χρειάζεται το κάθε κτίριο για να λειτουργήσει αποτελεσματικά με τις τιμές της πραγματικής κατανάλωσης. Οι αρχικές τιμές δεν έχουν τεθεί τυχαία αλλά βάση των αναγκών των προηγούμενων ετών. Στο τέλος του εξαμήνου το κτίριο που έχει καταφέρει την μεγαλύτερη εξοικονόμηση ανακηρύσσεται νικητής!

Η εκπατρεία Student Switch Off είναι μια μη κερδοσκοπική καμπάνια ενημέρωσης φοιτητών. Σκοπός της είναι να ενημερώσει και να ευαισθητοποιήσει τους φοιτητές σε διάφορες ευρωπαϊκές χώρες σχετικά με την κλιματική αλλαγή.

Διεξάγουμε διαγωνισμούς ανακύκλωσης και εξοικονόμησης ενέργειας σε φοιτητικές εστίες και όχι μόνο σε πανεπιστήμια σε Ελλάδα, Κύπρο, Ρουμανία, Βουλγαρία, Λιθουανία, Ισπανία και Ηνωμένο Βασίλειο.

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Μάρτιος 2020

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2 Green Monday-Πο καθαρά δεν γίνεται!!!	3 Σβήνω τις συσκευές μου από την πρίζα.	4 Ανακυκλώνω!!!	5 Βάζω και να μαγειρεύεις? κλείσε το καπάκι και κέρδισε χρόνο! ;)	6 Μειώνω τη σπατάλη.	7 Και οι 30 είναι υπέροχοι. Συμφωνούν και τα ρούχα σας.	8 Κλείνω τα στους 30°C και εξοικονομώ χιρίματα για να αγοράσεις κι άλλα.
9 Event @ Student Halls Games night join the circle come along!!!	10 Τρίχει άσκατα το νερό? Κλείνω τη βρύση.	11 Τα πάντα ρε... "rei" think "rei" use "rei" cycle ;)	12 Ο τελευταίος σβήνει τα φώτα ;)	13 Χρησιμοποιώ πάντα το δικό μου παγούρι για νερό.	14 Με την ανακύκλωση 1 δοχείο αλουμινίου μπορεί να λειτουργήσει 1 τηλεόραση για 3 ώρες.	15 Ανακυκλώνω!!!
16 Εβαλα (ζεστό φαγητό στο φούγο)? Συγχαρητήρια... μόλις ανέβασες τη θερμοκρασία του.	17 Χρησιμοποιώ φυσικό φως, αντί για ηλεκτρικό.	18 Photo competition @ FB UCY Student Switch Off #My_Great_Little_Planet	19 Αν δε βες να «κρούεις» ο καφές σου τότε σβήσε το βραστήρα πριν το κίνει από μόνος του.	20 Όταν έχει ήλιο δεν θάλω στεγνωτήριο!!!	21 Αναψές φούρνο? κλέψτε τους φλού σου και μαγειρέψτε παρέα.	22 Ο τελευταίος σβήνει τα φώτα ;)
23 Ο τελευταίος σβήνει τα φώτα ;)	24 Πα να φιλτράνι καφέ χρειάζεσαι μόνο ένα φιλτράνι νερό κι όχι ένα γεμάτο βραστήρα.	25 Πάμε παρέα?	26 Μόνο το 0.4% της ενέργειας στην Κύπρο προέρχεται από ανανεώσιμες πηγές.	27 Event @ Student Halls controversial Film Night come along!!!	28 Earth Hour Share Competition	29 Η θερμοκρασία ανέβηκε, δεν χρειάζομαι πια τη θέρμανση, μια (ακόμα είναι αρκετή ;)
30 Ο τελευταίος σβήνει τα φώτα ;)	31 Ανακυκλώνω!!!					

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Το Dashboard μετράει την ενεργειακή κατανάλωση του κάθε κτιρίου ξεχωριστά. Συγκρίνει τις τιμές ενέργειας που χρειάζεται το κάθε κτίριο για να λειτουργήσει αποτελεσματικά με τις τιμές της πραγματικής κατανάλωσης. Οι αρχικές τιμές δεν έχουν τεθεί τυχαία αλλά βάση των αναγκών των προηγούμενων ετών. Στο τέλος του εξαμήνου το κτίριο που έχει καταφέρει την μεγαλύτερη εξοικονόμηση ανακηρύσσεται νικητής!

Η εκπατρεία Student Switch Off είναι μια μη κερδοσκοπική καμπάνια ενημέρωσης φοιτητών. Σκοπός της είναι να ενημερώσει και να ευαισθητοποιήσει τους φοιτητές σε διάφορες ευρωπαϊκές χώρες σχετικά με την κλιματική αλλαγή.

Διεξάγουμε διαγωνισμούς ανακύκλωσης και εξοικονόμησης ενέργειας σε φοιτητικές εστίες και όχι μόνο σε πανεπιστήμια σε Ελλάδα, Κύπρο, Ρουμανία, Βουλγαρία, Λιθουανία, Ισπανία και Ηνωμένο Βασίλειο.

Βρείτε όλες τους διαγωνισμούς μας στο Facebook: UCY Student Switch Off

Photo 1 & 2 – Monthly Calendars located in common kitchens in student halls



Photo 3, 4, 5 (right to left) – Banner stationed at UCY Campus, Birthday Gifts showing the front and back of the SAVES 2 Wish Card

Winners of photo competitions were also awarded, as mentioned in section 2.2.4, with free coupons for cinema, coffee, pizza and fried chicken from local sponsors; that is [K-Cineplex](#), [Caffe Nero](#), [Pizza Hut](#) and [Chick-in tenders](#) local 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.

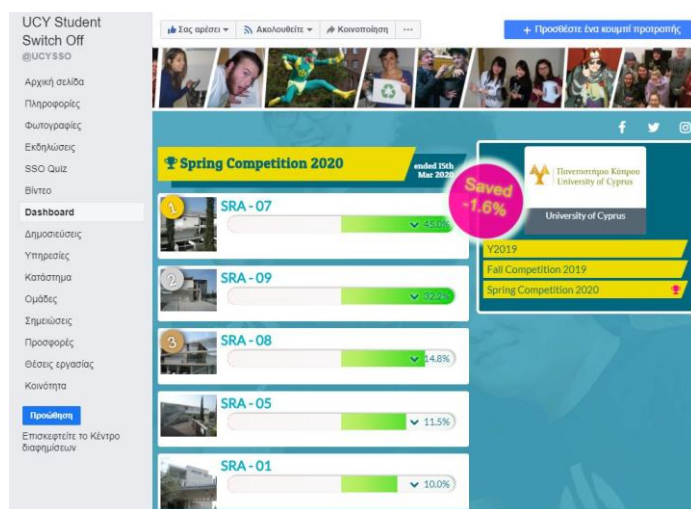


Photo 6: Screenshot of University of Cyprus Facebook page with the Dashboard tab

2.6 Photos from the SSO campaign



Photos 7 & 8 – Admission Day at the Student Halls of the University of Cyprus (August 2019)



Photos 9 & 10 Welcome Party at the Student Halls of the University of Cyprus (September 2019)



Photo 11 – Photo Competition Put on Extra Layers (November 2019)

2.7 Social media and email examples

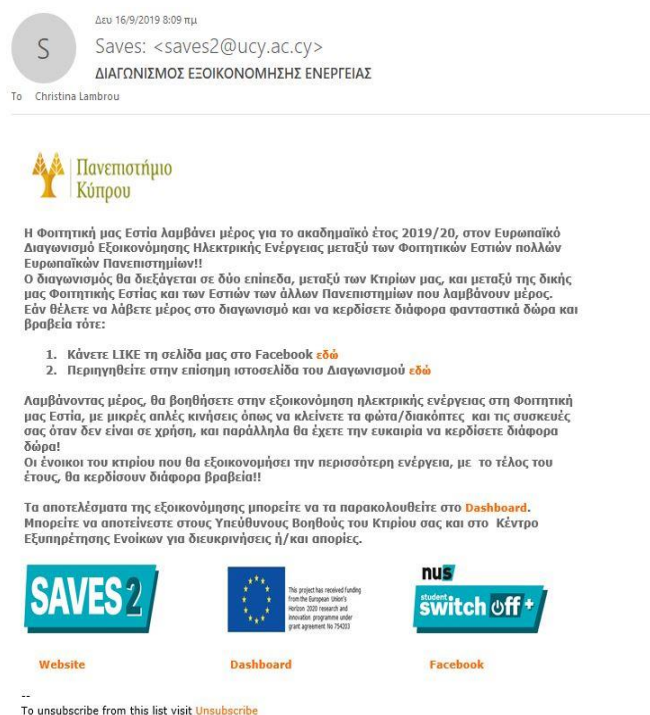


Figure 1 – Email sent to students for the beginning of the campaign in Cyprus (September 2019)

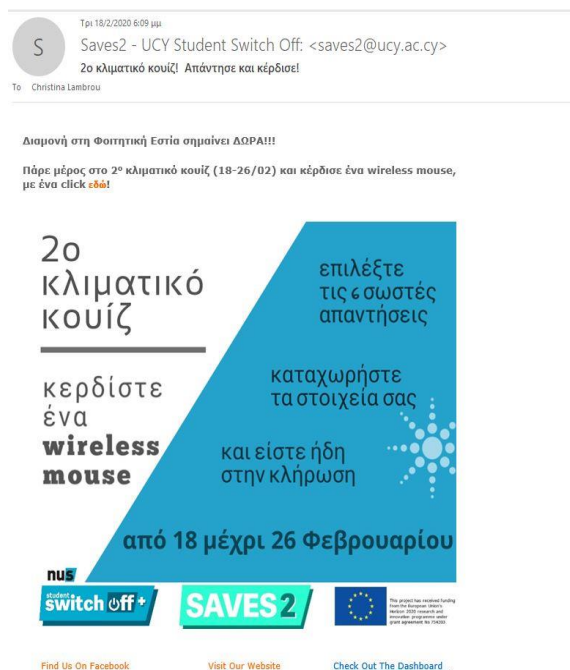


Figure 2 – Email sent to students for the 2nd Climate Quiz (February 2020)

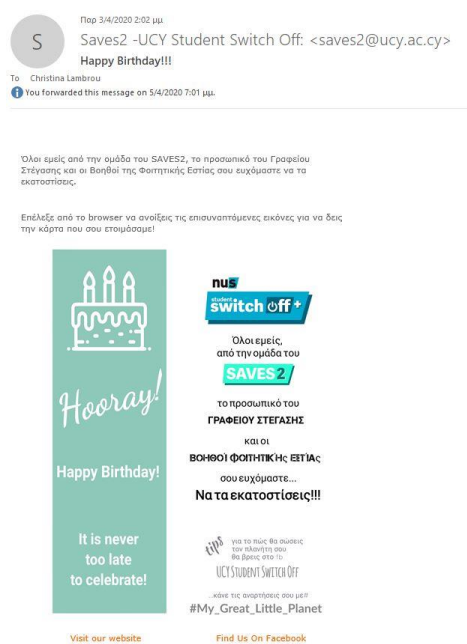


Figure 3 – Birthday Email sent to students during the lockdown (April 2020)



Figure 4 – FB Photo post (Ambassador of the month)

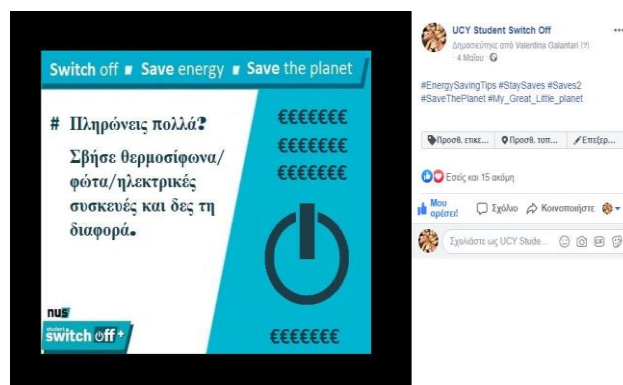


Figure 5 – FB Photo post (energy tips)

3. The Student Switch Off+ campaign in Cyprus

3.1 Students receiving information

The University of Cyprus first launched the SSO+ campaign in Cyprus in September 2017. For the 2019-20 academic year, the campaign launched for the third time in September 2019. The university reached out and promoted the campaign to students that took part in SSO in the previous academic years, and were now living in the private rented sector, in addition to students living in the private sector that were not involved with SSO in previous years.

In September 2019, 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 student residents. In total 6,480 students were reached via email in Cyprus with SSO+ advice.



To engage and enrol more students to SSO+, like in 2018-19, the SAVES 2 team were present at all newcomer's orientation events in August and September 2019, and used more interactive and fun promotional materials, such as a spinning wheel game with various energy saving fun questions, and large frame with SAVES 2 logos and phrases that students could color and take photos with. There was also a SAVES 2 presence at the Student Clubs Union event, so students interested in environmental and social issues could learn more about the project. This proved successful as around 1,000 students were reached at the events.

It shall be noted that UCY has tried with not much success to export SAVES 2 engagement activities in two other universities in Cyprus. Initially in 2017, an effort has been made and meetings were held with the European University of Cyprus (EUC), a private university located in Nicosia. EUC has initially shown interest to participate in engagement activities, however the effort to join SSO+ activities have not been successful. Next year, in 2018 UCY has approached Cyprus Technical University (CUT), a public University in Limassol. CUT has shown willingness and enthusiasm to participate in SSO+ activities and has progressed into setting up a [student-switch-off Facebook page](#). The campaign in Limassol has not managed to attract significant number of students although several attempts have been made from CUT and UCY staff to engage students. As a consequence of the limited interest, it was decided by CUT not to go ahead with the SSO+ campaign for year 2019.

Name of University	Number of students reached
University of Cyprus	Unique total reach via email: 6,480 Total Social Media Reach: 4,926 (posts viewed etc.) Total Social Media Engagement: 380 The average reach per post is 352 and average engagement per post is 27 Face to Face Engagement: 1,000 students

Table 7. Universities in Cyprus receiving SSO+ information in 2019-20.

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

Engagement Activity	Frequency	Theme	Reach
Advice Email	10 emails, sent monthly	<ul style="list-style-type: none"> Sep – Tips for energy and money saving in rented accommodation Oct – Tips on using appliances efficiently (kitchen), how to understand and manage your energy bill Nov – Stay warm and save money this winter Dec – Reminder to switch off unnecessary lights, appliances and heating over the Christmas holidays Jan – Information on EPCs again for those house-hunting for next academic year - House-hunting tips to save you money next year Feb – General Information on how to reduce your bills Mar – Revising Time-saving tips to get more time for studying Apr – reminder to turn down heating as the months get warmer and switch off over Easter May - House-hunting tips to save you money next year 	6,480 students emailed (unique total reach)

		<ul style="list-style-type: none"> May – Switch off and take meter readings. Avoid energy pitfalls and save money on your bills over the summer 	
Social Media Posts (advice posts, did you know energy posts etc.)	23 posts over the year, posted every 2-3 weeks	<ul style="list-style-type: none"> Sep – Dummy Energy Bill Sep – May: shared all the advice sent by emails (as mentioned above) as Facebook posts May - Shared the SSO+ Video with advice via Facebook Monthly - Did you know energy posts and general tips (see for example figure 5, page 19) 	<p>Social media posts on Facebook reached 4,926 and engaged 380 students in total</p> <p>The average reach per post is 352 and average engagement per post is 27</p>
<u>Training</u> Ambassadors Training Event /Call (both SSO and SSO+) 14/10/2019	1 training	Training Session on SSO and SSO + and recruitment of Ambassadors	100 students attended / 5 enrolled as Ambassadors for SSO+
<u>Face to face Training</u> 21/11/19 18/2/20	2 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>	In total 69 students attended the two training events
<u>Face to Face activities</u> Orientation events & Student Club event (August and September 2019) Station set bi-monthly on University Campus	3 4	Present with stools/leaflets/posters Present with stools/leaflets/posters	Total reach 800 students 400 students
Photo Competitions and engagement activities	9 competitions	SSO competitions that were open for SSO+ students as well: <u>5 Photo competitions</u> <ul style="list-style-type: none"> Switch off lights and appliances (Oct 2019) Put a Lid on Pan (Nov 2019) 	7 photos

		<ul style="list-style-type: none"> Putting on Extra Layers (Nov 2019) Don't Overfill the Kettle and Save Hot Water (Jan 2020) Low Temperature Washing and Eco Cleaning (Feb 2020) <p><u>4 Tagging competitions</u></p> <p>Tag your friends</p> <ul style="list-style-type: none"> Energy consumption (Oct 2019) Christmas Themed / Switch off appliances (Dec 2019) Energy Saving Tips (Jan 2020) Last One Turns Off the Lights (Feb 2020) <p><u>Share a Post competition that included:</u></p> <ul style="list-style-type: none"> Share an Earth Hour Post/poster and turn off your lights (Mar 2020) 	109 entries are tags/shares
SSO+ Climate Quizzes 1 st November 2 nd February	2	The quizzes were launched prior to the Face to Face Training Events and included six energy related questions	125 entries / 371 views

Table 8. Engagement Activities for SSO+ in Cyprus in 2019-20.

3.2.1 Emails and social media

Monthly emails were sent between September 2019 and May 2020, and [Facebook](#) posts were also scheduled on a monthly basis. The information provided general advice and tips to students on how to save energy in their everyday activities and inform them about their rights as energy consumers as shown in Table 8, above. Guidance was also provided on selecting energy efficient appliances and the usefulness of energy performance certificates (EPCs) when looking for a new apartment. All this information was also posted on the [UCY Student Welfare Facebook Page](#), the [UCY Housing Office Facebook Page](#), the Cypriot Student Switch Off [website](#) and the UCY Housing Office [website](#).

3.2.2 Training sessions and face-to-face activities

As discussed in section 2.2.2 the ambassador training session organized at the beginning of the academic year (14th of October 2019) and was open to both SSO and SSO+ ambassadors. Seventy-five SSO+ students attended the event, with five students in total becoming SSO+ ambassadors at UCY. As with SSO, this year an Ambassador of the Month was announced, where the most active ambassador was celebrated via social media to provide incentive to more students to take part. All the SSO+ ambassadors were awarded at the end of the year, with recommendation letters and certificates of attendance for their involvement in the campaign.

The first face-to-face training session was organized on the 19th November 2019 and focused on energy saving practices in houses in the private sector. Both the Country Manager and an SSO+ ambassador conducted the training. Having a student SSO+ ambassador participate in the training eased the audience and enabled them to participate actively in the training, as a more casual and informal tone was perceived. Seventeen students participated that were already living in the private sector. Students were given some promotional material and certificates of attendance, as incentive to take part in the training.

In addition to the above training, a second training session on energy saving practices in houses in the private rented sector was conducted with the cooperation of the Environmental Commissioner of Cyprus and the University of Cyprus Library, on February 20th 2020. The event consisted of open presentations and four lectures about energy use, use of plastics, and today's environmental challenges. The cast of speakers included the Deputy Head of Representation of the EU Commission in Cyprus, an MP of the Green Party, a Civil Engineer and a delegate from the Commissioner for the environment in Cyprus. Fifty-two students attended, living in the private rented sector. Students that took part in the training were given some promotional material and certificates of attendance as a thank you for taking part.

3.2.3 Photo competitions and engagement activities

Prior to the training sessions in November and February, as an effort to engage more students and advertise the events, a station was set up with various promotional material, and an SSO+ Online Climate Quiz was launched as a fun activity for students and an easy way to familiarize them with SSO+. One hundred and twenty-five students took part in the quizzes, all of which were given some promotional material as a thank you for taking part.

During the year, all competitions (five photo competitions, four tag competitions, and a share a post for Earth Hour competition) conducted for SSO students were also open to SSO+ students, in order to make them more aware of the project, and as an opportunity to engage them more in energy saving practices. The decision to open up the competitions to both SSO and SSO+ students was taken to enable more participation and trigger some sort of competitiveness between SSO and SSO+ students.

In total, 115 students took part in the competitions. Students that took part were randomly selected and given promotional material as a thank you for taking part (including car sunshades and USB sticks)

3.3 Engagement materials

A variety of branded marketing materials were used during the campaign to increase the campaign's visibility including:

- 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

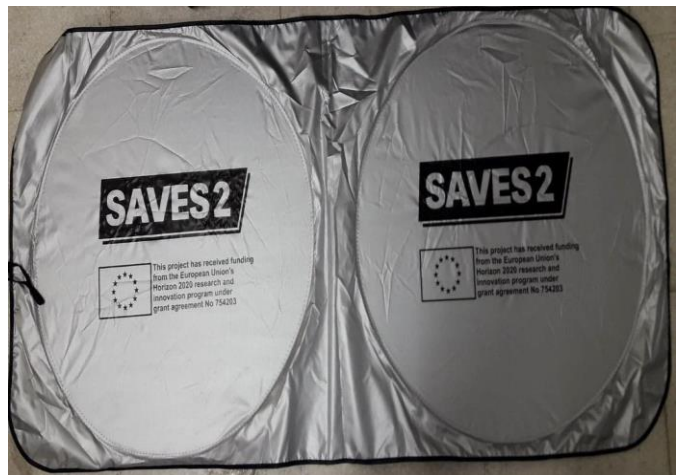


Photo 12, 13 (left to right) – Silicone bracelets, sport bottle, laptop backpack and a USB; car sun-shade

In addition, a dummy energy bill (Photo 14) was created to help students understand how to read an electricity bill. The dummy bill was posted on Facebook in September 2019, 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 ξεχωριστά με το οικονομικό κόστος που αντιστοιχεί στην ενέργεια που καταναλώνετε. Ωστόσο αυτό πιθανώς δεν θα ισχύει για όσους διαμένετε στον ιδιωτικό τομέα.

Για να προετοιμαστέτε για το ενδεχόμενο αυτό, έχουμε ετοιμάσει ένα ενδεικτικό λογαριασμό για να σας δώσει μια ιδέα για το ετήσιο 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 συνετά.

1. Υπολογιζόμενο Ετήσιο Κόστος Ηλεκτρικής Ενέργειας ανά Φοιτητή

€375,00

2. Υπολογιζόμενη 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 κοστίζει αρκετά για να κρατάτε τον χώρο σας ζεστό τον χειμώνα και δροσερό το καλοκαίρι.
- Εξοικονομήστε Ενέργεια** χρησιμοποιώντας συνετά την θέρμανση και τον κλιματισμό. Μην αφήνετε τα φώτα και τις ηλεκτρικές συσκευές άσκοπα σε λειτουργία.



Funded by the Horizon 2020 Framework Programme of the European Union

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Like our Facebook page – facebook.com/UCYSSO – για συμβουλές εξοικονόμησης ενέργειας κατά την μετακόμηση σας σε ενοικιαζόμενο κατάλυμα

www.saves2.org.cy

Photo 14 - Dummy energy bill

3.4 Photos from the SSO+ campaign



Photo 15 & 16 – Orientation Days for New coming Students (August and September 2019)



Photo 17 & 18 – SAVES 2 Station at UCY (October 2019)



Photo 19 & 20 – Training Session with the Environmental Commissioner of Cyprus (February 2020)

3.5 Social media and email examples from the SSO+ campaign



Figure 6 - Email sent to SSO+ students regarding general energy advice (February 2020)



Καλωσορίσατε στο ενημερωτικό μας δελτίο για συμβουλές εξοικονόμησης ενέργειας και χρημάτων στο φοιτητικό σας σπίτι.

Αυτό το μήνα επικεντρωνόμαστε στην εξοικονόμηση ενέργειας κατά τη διάρκεια των διακοπών του Πάσχα, αλλά και στη μείωση της λειτουργίας της θέρμανσης καθώς ο καιρός γίνεται θερμότερος! Μαζέψαμε κάποιες συμβουλές για να μειώσετε το ποσό που θα πληρώσετε για το υποστατικό σας τώρα που μένουμε μέσα περισσότερο από κάθε άλλη φορά.



•Σχετικά με τη λειτουργία της θέρμανσης όσο απομακρυνόμαστε από τους κρύους μήνες είναι καλό να προσαρμόσετε τις ρυθμίσεις του λέβητά σας για να μη λειτουργεί η θέρμανση άσκοπα.

•Περνώντας πολύ χρόνο μπροστά στον υπολογιστή μας αισθανόμαστε την θερμοκρασία χαμηλότερη από ότι είναι στην πραγματικότητα. Εντάξει στο πρόγραμμα σας την τακτική ολιγόλεπτη άσκηση. Βάλτε το αγαπημένο σας τραγούδι και μετατρέψτε το σε Ζουμθα-άσκηση.

•Τις ώρες που δεν βρίσκεστε μπροστά στον υπολογιστή σας σβήστε τον από την πρίζα, καθώς οι ώρες λειτουργίας του είναι πολλές αυτή την περίοδο, θα είναι μία ευκαιρία εκτός από την εξοικονόμηση ενέργειας και χρημάτων να εξοικονομήσετε και ώρες λειτουργίας της συσκευής σας.

•Μία καλή αφορμή για να κινηθούμε αυτές τις μέρες είναι να σηκωνόμαστε από την καρέκλα/ καναπέ μας για να σβήσουμε τα φώτα που έχουμε ξεχάσει αναμμένα. Επίσης να θυμάστε να κλείνετε τους διακόπτες του φούρνου μικροκυμάτων, της τηλεόρασης, της κονσόλας παιχνιδιών, των συσκευών δικτύου, φορτιστές οδοντόβουρτσας, των φώτων, και όποιας συσκευής ο διακόπτης δεν ωφελεί να παραμένει αναμμένος.

Υ.Γ. Μη χάσεις τις συμβουλές που θα αποστείλουμε τον επόμενο μήνα για εξεύρεση σπιτιού!

Υ.Γ. 2] Για περισσότερες πληροφορίες για το πώς να εξοικονομήσεις ενέργεια και χρήματα στο ενοικιαζόμενο σου υποστατικό, επισκέψου μας στο site μας.



Figure 7 – Email sent to students regarding advice during Easter Holidays (April 2020)

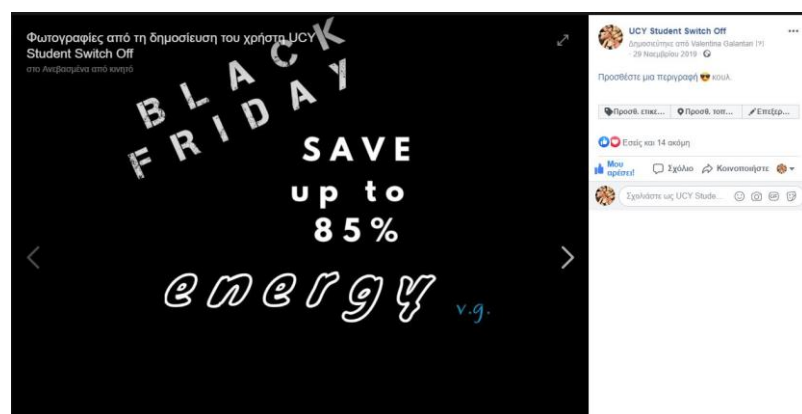


Figure 8 – Facebook photo post about saving energy



Figure 9 – FB photo post with energy tips



4 Reflections of SAVES 2 in Cyprus

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

With 2019-20 being the third year UCY ran the campaign, it was important to expand communication activities to all students both living in the dormitories and the private rented sector. Attendance at all orientation events was successful in increasing engagement. Offering training events and the presence of the SAVES 2 information station also helped in increasing the number of students reached. Giving the campaign a more personal touch, by giving residents a personalized birthday gift (SSO students) and announcing an Ambassador of the Month (both SSO and SSO+ students) also proved to be motivating for students.

A strategic decision was made to combine most activities to both SSO and SSO+ students. This decision aimed to mix up the smaller population (but more homogeneous and active) of SSO students with the larger population (but less homogeneous and less active) of SSO+ students, in an effort to engage even more students. This strategy proved to be successful because it raised competitiveness between clusters of students that belong either in the SSO or the SSO+ population, thus boosting the engagement activities.

The Student Switch Off campaign ran very successfully at UCY in 2019-20. 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 the team were pleased to see that there had been an increase in numbers of students engaged in the various activities compared to 2018/19, as follows:

Students Engaged in Various Activities	2018/19	2019/20
Enrolled SSO and SSO+ Ambassadors	14	17
Attendance at the Ambassadors Training event	60	100
Attendance at Face to Face Training Events	30	69
Facebook Followers	582	837
Social Media Competitions	65	198

Table 9. Comparison of students engaged 2018/19 and 2019/20

At times, it was challenging to maintain the interest of the students since the project is now running its sixth year in Cyprus. Each year about one third of the students currently staying at the student dormitories continue to live there the following year and so too much repetition can cause decrease engagement and interest in the campaign. This fact was addressed by adding new themes in photo competitions and tagging competitions (for example eco-cleaning), creating more fun and interactive promotional material, and adding some new activities such as announcing Ambassador of Month & giving the SSO residents a birthday gift. These added activities really helped the increase engagement of students as shown in Table 9 above.

It must be also mentioned that the COVID-19 pandemic halted the operation of the University between March and May and during this period no activities for the project have been carried out. Even with the adversity that the pandemic brought, the engagement numbers of both campaigns have been high. Because of the University closure, and a large number of students moving out of the dormitories in this period, energy savings for April and May have been excluded from the total SSO savings in UCY.

4.2 Embedding SAVES 2 into wider activities

The SSO and SSO+, and more specifically the SAVES 2 logo, is widely recognized within the university community. It is identified by most people as the brand of a project that aims to reduce students' energy usage. The higher management of the University recognizes SAVES 2 as one of the most successful projects that focuses on energy savings through behavior change. 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. This year, the project is a finalist in the International Green Gown Awards in the student engagement category. This accomplishment is a continuation of other achievements that the project achieved in the recent years. 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.

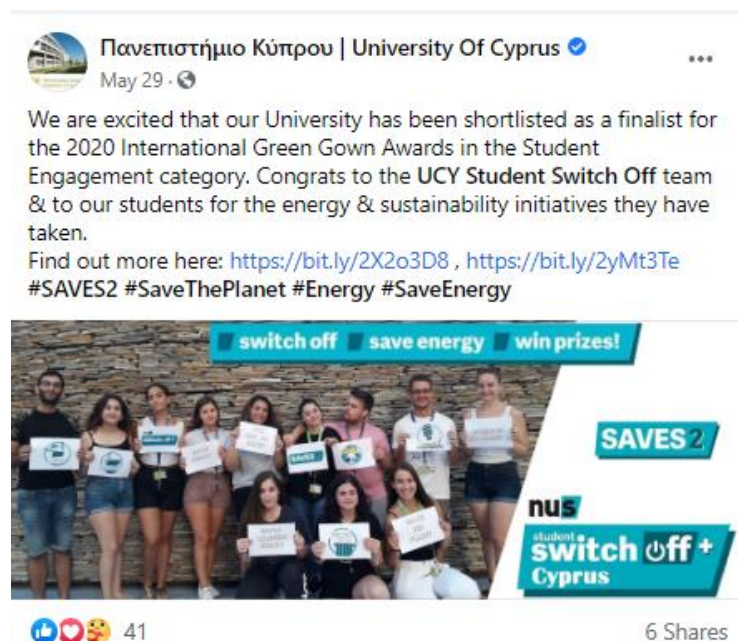


Figure 10 – Facebook post by the University for the Green Gown Awards

In 2018-19, the SAVES 2 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.

4.3 Impact of SAVES 2

SAVES 2 has delivered significant results over the three-year period that the project has run in Cyprus. It is estimated that the students for both campaigns (SSO and SSO+) in Cyprus, have achieved energy savings of approximately 350 MWh, that is equivalent to the saving of 215 tonnes of CO₂ emissions.

In addition to the tangible energy reduction results, the project has managed to effectively change students' habits in terms of energy usage, allowing them to adopt and carry forward for the rest of their life pro-energy behaviors. It is also demonstrated that energy considerations are being embedded into the selection process when it comes to selecting private accommodation. Energy performance is a factor that is now significant for the majority of the students looking into renting private accommodation. According to a follow-up survey conducted as part of SAVES 2 in 2019-20, 88% of the students from Cyprus participating in the survey stated that they will take the Energy Performance Certificate score into account when selecting their next accommodation (please refer to D5.7 for more information).

SAVES 2 has received recognition not only on a national level but on an international level too. The project is identified as one of the relevant projects with regards to alleviating energy poverty. This is reflected in the [member state report on EU Energy Poverty Observatory](#).

4.4 Legacy of SAVES 2

The success of the SSO and SSO+ campaigns lay a solid framework for the project to be implemented even after the funding from Horizon 2020 ends. The project delivers significant energy savings that result into direct cost reductions for the university. The financial savings are in the order of five to eight thousand Euros that can



guarantee that the project can be self-funded, after the funding ends. Of course, the engagement activities need to be rationalized and some of these activities may be dropped to ensure that the cost remains under control. However, it is expected that the essential activities can be carried on in the future even without receiving funding from external sources.

5 Conclusions

Overall, the implementation of SAVES 2 for the 2019-20 academic year in Cyprus has been very successful. Both campaigns (SSO and SSO+) run successfully without significant issues, except the disturbance caused by the COVID-19 pandemic.

The SSO campaign has been abruptly stopped in early March due to the pandemic. However, the results obtained each month prior to the outbreak, in particular the energy savings within the dormitories, provide strong evidence of the success of the campaign. Between October 2019 and March 2020 there was an overall 25% energy reduction within the dormitories, equivalent to 33 tonnes of CO₂.

The SSO+ campaign has managed to reach the great majority of the student population. The SSO+ campaign has been effective, and this is reflected on the follow up student survey that shows improvement on how students perceive energy behavior. Even though the effort to export the project in other Cypriot Universities has not been fruitful, the effort taken can be the beginning of future collaboration between UCY and the other Universities in projects that promote sustainability and energy savings.

SAVES 2 has achieved a strong visual presence on the UCY campus. The project and its visual identification are widely recognized around the campus and this makes it more inviting for students. In the general context of the University, the project has received focus from different people and it can trigger other initiatives towards energy savings.

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