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

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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 Greece in the 2018-19 academic year.

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 Greece

2.1 Universities taking part

In Greece the SSO campaign is run by two different universities, the National and Kapodistrian University of Athens (NKUA) and the Technical University of Crete (TUC). There are five dormitories participating in the campaign that host 1,144 students in total. The campaign is coordinated by the two corresponding universities.

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
NKUA	4	4	1,068
TUC	1	1	76
TOTAL	5	5	1,144

Table 1. Greek universities taking part in SAVES 2

2.2 Engagement activities

Throughout the 2018-19 academic year, a number of activities took place in the dormitories in Greece to raise awareness about energy saving. These included social media/photo competitions, climate quizzes, dormitory visits, ambassador training sessions, beginning of year 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

New students move into the dormitories of NKUA close to the end of October each year. NKUA launched the SSO campaign in November 2018, when all students had moved in, through three dormitory visits with the help of three student ambassadors (more detail on student ambassadors found in section 2.2.2). The visits covered all four dormitory buildings. During these visits, students were informed about SSO and received a dummy energy bill (details about the dummy energy bills are found in section 3.3) with a link to the [Greek SSO website](#) and to the [Facebook](#) page. In addition, as an alternative to the dummy energy bill, a drinks coaster was also given to students with a link to the Greek SSO website where they could find the link to the Facebook page and more details about the campaign. During these visits, posters about the campaign as well as the dummy energy bill were posted in the communal areas of the four dormitory buildings.

In TUC, new students also move into the dormitory at the end of October each year. As a welcome event, two dormitory visits took place in November and December 2018. As part of these two visits, students were informed about the SSO campaign and flyers with energy tips and the dummy energy bill were distributed. The leaflets had information about the Greek SSO website and TUC's SSO [Facebook page](#). Campaign posters were posted in the dormitory area as part of the dormitory visits.

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 sessions in NKUA covered what the SSO campaign is about and trained students on how to communicate SSO to the residents of the dormitories. The dormitory coordinator delivered two sessions of approximately 90 minutes each. The first training session was organized in September 2018 (two students trained) and the second in the end of October 2018 (one student trained). At the end of the sessions, each attendee was given SSO marketing materials: a blanket, an umbrella and a jumper (more details on SSO marketing material can be found in section 2.4). The ambassadors performed on site engagement activities, namely dormitory door-to-door visits. Details of these engagement activities are found in section 2.2.3.

Two ambassadors were trained in TUC across two different sessions. The purpose of the training at TUC was to give to the ambassadors a better insight of the SSO campaign, and to teach them how to effectively communicate and disseminate it. The two sessions were organised by the dormitory coordinator and took place in December 2018 and during the second semester (March 2019). Each training session lasted one hour. Each of the ambassadors received a flyer with energy tips and a dummy energy bill.

Name of University	Number of training sessions ran	Number of students attending
NKUA	2	3
TUC	2	2
Total	4	5

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

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

Seven onsite engagement visits took place in NKUA during the 2018-19 academic year to raise awareness about SSO. SSO student ambassadors supported the visits as previous experience showed that students are more receptive to receiving the information from their peers and preferred face-to-face interaction.

Five visits to the NKUA dormitories were door-to-door, and the other two involved holding an informational stalls in communal areas of the dormitory buildings. In all cases, SSO promotional materials (coasters and leaflets) were given to students and information on how to participate more actively in the campaign and save energy was provided. Moreover, dummy energy bills were posted on the noticeboards in each of the four dormitory buildings. Each dormitory visit lasted approximately three hours. The dormitory visits to the communal areas of the buildings took place in the second semester of the academic year (one in February and one in March 2019) and during those visits dummy energy bills were handed to students and posters were posted on communal areas.

In NKUA, in addition to the aforementioned dormitory visits, the SSO ambassadors as students living in the dormitories themselves, had the opportunity for extra face to face communications on a daily basis with students providing on site tips on saving energy.

In TUC, four dormitory visits took place in the 2018-19 academic year; in November 2018, December 2018, March 2019 and April 2019. Each visit lasted approximately three hours. The first two were door-to-door visits and the next two involved holding an information stall in the communal area of the dormitory building. Student ambassadors came along to support the campaign on both occasions. As part of these visits, students living in the dormitory were informed on how to get involved with the campaign (e.g. take part in photo competitions) and were offered some energy saving tips.

Name of University	Number of onsite engagement visits	Description of Activities
NKUA	7	Informed students on energy efficiency issues and on ways to participate in SSO

TUC	4	Dissemination of the SSO campaign, provided energy tips to student and sign up student to SSO
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Table 3. Face-to-face engagement activities on Greek university campuses (excluding ambassador training)

2.2.4 Social media competitions

Eight energy saving themed photo competitions were launched on the [NKUA SSO Facebook](#) page during the 2018-19 academic year. The aim of the competitions was to raise awareness and normalise energy-saving behaviours in a visual way; competition posts can have significant reach on social media, appearing in many people's news feed. The prizes for the photo competitions were EUR 10 vouchers offered by a large supermarket chain and SSO jumpers (more details on SSO promo materials found on section 2.4). All eight competitions had energy saving themes (these included switch-off lights and appliances, wear extra layers of clothes, boil only the amount of water needed and put lids on pans). Twenty-seven photo entries were received.

Six photo competitions were organized at TUC. Students were informed about them through emails and the [TUC SSO Facebook page](#). The prizes for the photo competitions were ferry tickets from ANEK LINES on Chania-Athens-Chania route. All of the competitions had specific energy saving themes (e.g. switch-off lights, put on more layers, boil only the amount of water needed). Seven entries were received.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc)
NKUA	Photo competitions and themes: <ul style="list-style-type: none"> • X 2 Switch off lights and appliances • X 2 Put a lid on a pan • X 1 Extra layers • X 1 Don't overfill the kettle • X 2 any energy saving action 	27	Facebook
TUC	<ul style="list-style-type: none"> • X 1 Switch-off lights, • X 1 Put on more layers of clothes, • X 1 Boil only the amount of water needed • X 1 Put a lid on a pan • X 2 Any energy saving action 	7	Facebook

Table 4. Photo competitions in Greek SAVES 2 universities



Photo 1 EUR 10 vouchers sponsored by SKLAVENITIS supermarket given to photo competition winners.
NKUA

2.2.5 Climate change quizzes

Two climate quizzes were launched on NKUA's and TUC's Facebook pages to raise awareness about climate change and energy saving.

NKUA's first climate quiz was introduced in November 2018 and stayed open for entries for two weeks while the second quiz was introduced in March 2019 and received entries for three weeks. The climate quiz was disseminated through Facebook and emails and received 222 entries (

Figure 8).

TUC launched its two climate quizzes in November 2018 and in April 2019. The climate quizzes were communicated through Facebook and emails and stayed open for two months each. In total the quizzes received 134 entries.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
NKUA	222	
TUC	134	
Total	356	31%

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

2.2.6 End of year event

The end of year Student Switch Off events are a great opportunity to celebrate student involvement in the campaign. For the end of year celebration event at NKUA (took place in June 2019), SSO giveaways were given to students living in the participating dormitory buildings. Students from all four buildings were rewarded for their energy saving efforts. Rewarding all buildings and not just the winning one is an adaptation to the SSO campaign that is a result of feedback received from students that took part in SAVES 1 saying that they prefer to be part of a collective effort to save energy rather than a competition. In effect, a note was left at the main entrance of each of the four dormitory buildings along with SSO promotional materials for students to take away (see Photo 2 below). The note was thanking students for their efforts to save energy through their participation in the SSO campaign.

The building with the biggest savings was dormitory Building C (52,552 kWh saved, 21% savings). Degree days were used to calculate energy saving since personal electrical heaters were used in all buildings in addition to the gas central heating system operating at fixed hours during the day. The comparison academic year (baseline) was 2013-2014.

The staff of the dormitory buildings invited students to take an item of their choice as a reward. The following SSO promotional materials were offered in each of the four dormitory buildings:

- Jumpers: 30
- Blankets: 18
- Tote bags: 4
- Coasters: 20



Photo 2 (Left) SSO promo materials as giveaways for the end of the year event. (Right) A student received an SSO giveaway. NKUA

The academic year in TUC ended with an SSO celebration event in May 2019. The participating TUC dormitory managed to save 12.10% energy (19,950 kWh) when compared with a 2016-2017 baseline. Student Switch Off ambassadors supported the end of the year event and more than 100 students participated. Students were offered refreshments and were given flyers with information about the SSO campaign, dummy energy bills and flyers with daily energy tips. Five SSO T-shirts were also offered to students as giveaways. A local company in Chania sponsored the refreshments at the event.

2.2.7 Other miscellaneous activities

No other activities were organized in Greece with regard to the SSO campaign.

2.2.8 Summary of SSO engagement statistics

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

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
NKUA	1,068	122	11.42 %	3	222	27	Facebook :319	4.86%
TUC	76	76	100%	2	134	7	Facebook :250	12.10%
TOTAL	1,144	196	17%	5	356	34	569	5.53%

Table 6. Overall student engagement statistics in Greece

2.3 Communication with students

In NKUA most of the engagement activities took place either face to face or through Facebook (<https://www.facebook.com/SSOnkua/>); face to face and Facebook were the communication channels most preferred by students living in the university dormitories.

During the 2018-19 academic year, seven face-to-face communication activities took place in NKUA that included both door-to-door visits and visiting communal spaces of the dormitories (see section 2.2.3). Furthermore, posters and dummy energy bills were posted in the communal spaces of the four dormitory buildings. The dormitory coordinator made sure that they remained posted and visible until the end of the academic year.

Every two to three weeks, information around energy saving and sustainability in general was posted on the NKUA SSO Facebook page; it covered topics related to fuel poverty, tips on how to select a home or appliances when moving into the private rented sector, facts about climate change and energy saving tips. Every two months, a student blog or a guest article from a dormitory coordinator originated from a SAVES 2 country was shared through NKUA SSO Facebook page. In addition, the dummy energy bill for students looking to move out of dormitories was posted three times throughout the year.

In TUC, information on the SSO campaign was disseminated through emails, the Student Switch Off website (<http://greece.studentswitchoff.org/>), TUC's SSO Facebook page (<https://www.facebook.com/TUCSSO/>) and face-to-face meetings. The SSO website and Facebook page were updated every week with information around energy saving, climate change, and sustainability in general.

Two visits in TUC's dormitory took place in November and December 2018 and two more in March and April 2019. During these visits students were informed about the SSO campaign and were encouraged to visit the Greek SSO website and TUC's SSO social media page. In addition, flyers with energy tips and the dummy energy bill were handed out. During these visits posters about the campaign were posted in the dormitory area. The first two visits were door-to-door while the next two involved holding an information stall in the communal area of the dormitory building.

2.4 Engagement materials

A variety of branded marketing materials was created for the Greek campaigns at the start of the academic year to be used throughout the year to engage students. These were: jumpers, blankets, and umbrellas (Figure 1). The jumpers came in different sizes and three different colors; blue, black and white. The SSO promotional materials were handed out to students during ambassador training, face-to-face activities such as dormitory visits, photo competitions and end of year events.

In addition, a dummy version of an energy bill targeting students living in Greek dormitories giving advice on what to look out for when house hunting and what to expect when receiving their first energy bill was used in engagement activities (Figure). Hard copies were handed out to students as flyers during all face-to-face visits at NKUA. Moreover, a poster designed with the help of student ambassadors and the dummy energy bill were both posted in the communal areas of the four NKUA dormitory buildings (). The poster and the dummy energy bill encourage students to like the SSO Facebook page and visit the local SSO website to find out more about the campaign and on how to save energy. Finally, coasters with energy saving tips were handed to students during face-to-face activities and the end of the year event.

At the beginning of the 2018-19 academic year, NKUA's dormitory coordinator created a new SSO poster (Figure 3) based on the results of an annual research that investigates the impact of the SSO campaign on students and on previous experience from SAVES 1. These findings revealed that Greek students are concerned about climate change and want to change their energy lifestyle and do more to save energy. The SSO student ambassadors also provided feedback on the design and theme of the poster. The main message "*Everything is about to change*" highlights the importance of behavior change in mitigating climate change. The poster informs students on the benefits that saving energy has on climate and encourages them to adopt energy saving habits. The poster encourages students to follow NKUA's SSO Facebook page and visit the local SSO website to find out more about the campaign and on how to save energy. The poster is posted on the communal areas of NKUA's four dormitories (1,068 students) as well as in the Secretary's office of the Physics department.

In TUC, hard copies of the dummy energy bill and flyers with energy saving tips were handed out to students during all four face-to-face visits. In addition, a pull up banner which include all the necessary information of the campaign, was designed with the help of student ambassadors. The engagement material encourage students to follow the SSO Facebook page and visit the local SSO website to find out more about the campaign and how to save energy.

Furthermore, TUC created a new marketing SSO video with energy tips (Figure 2). In the video four easy energy saving actions are featured: i) wash clothes at 30 °C ii) defrost your freezer iii) take advantage of natural light, iv) leave a window open while cooking to avoid condensation. The link of the video is [here](https://www.youtube.com/watch?v=f0OFdVxMR40&feature=youtu.be&fbclid=IwAR1WgId2K2BZYRHevG0_88m86dKMKKBaVTScIfKEWsX9sq0N09LBvQNh384)¹.

¹ TUC Video URL :

https://www.youtube.com/watch?v=f0OFdVxMR40&feature=youtu.be&fbclid=IwAR1WgId2K2BZYRHevG0_88m86dKMKKBaVTScIfKEWsX9sq0N09LBvQNh384

Prizes for the Facebook photo competitions were sourced through sponsorship. These were EUR 10 vouchers sponsored by a large supermarket chain in NKUA (**Error! Reference source not found.**), and ferry tickets (Chania-Athens-Chania) for students at TUC.



Figure 1. SSO promo materials created by NKUA

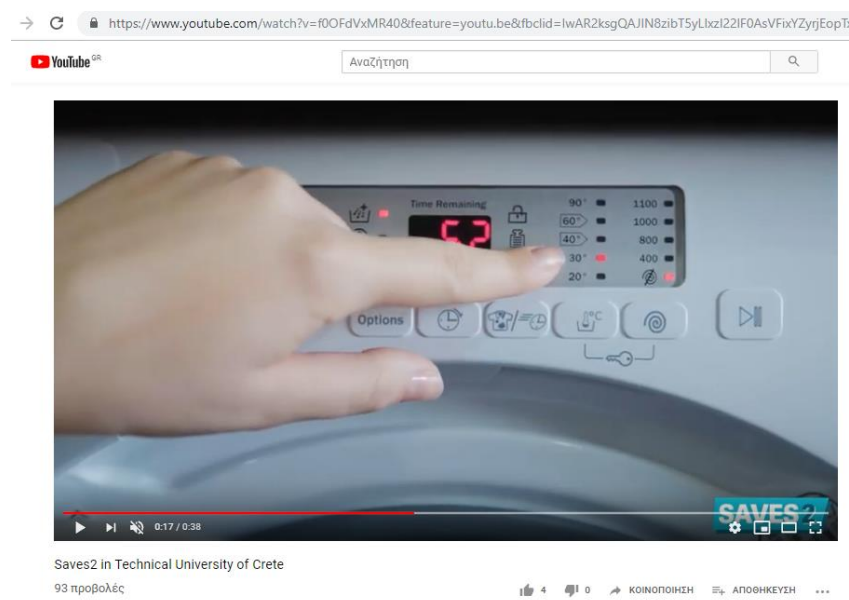


Figure 2. SSO marketing video with energy saving tips created by TUC



Figure 3. SSO poster created by NKUA's SSO team

2.5 The energy dashboard

The energy dashboard (<https://switchoff.nus.org.uk/>), created by Ecovisum, is a supporting tool for the SSO campaign. It makes use of dormitory energy data to feedback on energy performance of each building on an ongoing basis and drives competition to save energy.

The energy meters of NKUA dormitories are programmed to automatically transmit the metered data to the energy dashboard on a daily basis. At the beginning of the academic year faulty readings were traced for one of the meters. This issue was resolved at the end of October but in December connectivity issues occurred for all meters that did not allow for the transmission of data for any of them. The problem was resolved closer to the end of January and reappeared in March.

The energy dashboard was promoted through Facebook with monthly updates on the energy saved and through emails (Figure 4,

Figure 8). Moreover, in all face to face communications, students were invited to visit the energy dashboard through the Greek SSO website. During the periods where energy data collection or transmission arose for a specific building the energy dashboard for that building was not promoted among students. The dashboard is embedded to the Greek SSO website with the following link: <https://switchoff.nus.org.uk/athens/competition/196>

In TUC the energy dashboard was manually updated once a week during the 2018-19 academic year and communicated to students via email and Facebook (Figure 5) so that they were aware of their energy consumption. The link to TUC's energy dashboard is the following: <https://switchoff.nus.org.uk/crete/competition/187>

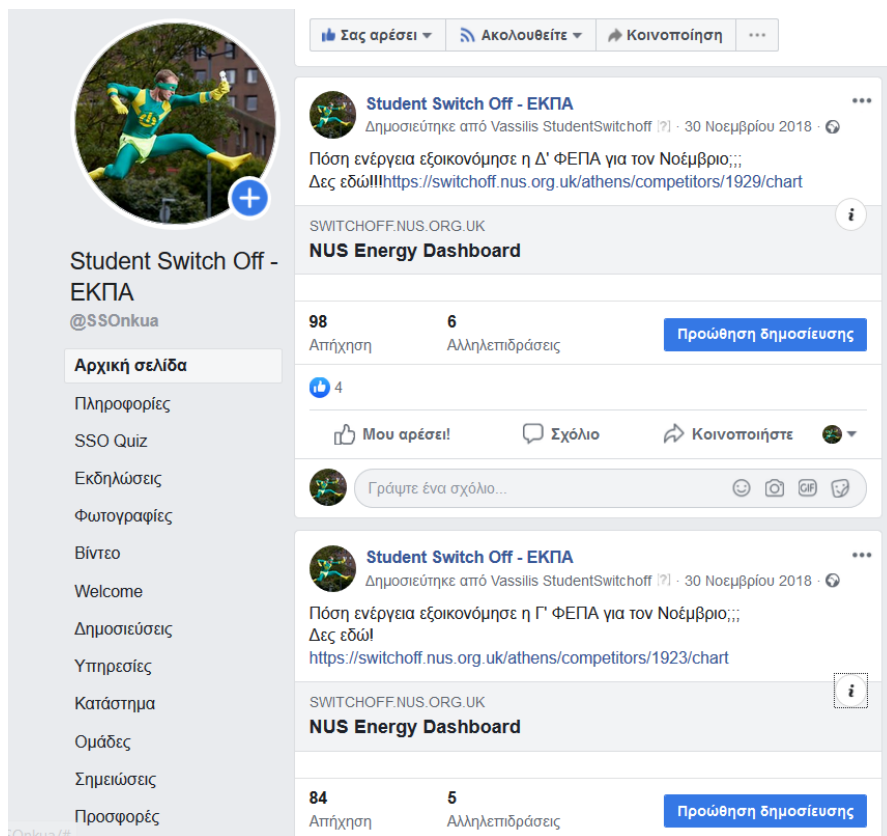


Figure 4. Energy dashboard advertisement in NKUA's SSO Facebook page



Figure 5. Energy dashboard advertisement in TUC's SSO Facebook page

2.7 Embedding SSO into wider university initiatives

The Student Switch Off team of the Technical University of Crete collaborated with TUC's student radio (Photo 3). Two broadcasts took place in December 2018 and in April 2019, during which the dormitory coordinator and student ambassadors were interviewed on topics such as the aim of the SSO campaign, the activities within the

campaign and the topics the trainings cover. These broadcasts lasted for 30 minutes and helped the SSO campaign to increase its brand awareness among TUC's students.



Photo 3 An SSO ambassador giving an interview about SSO to TUC's student radio

2.7 Successes and challenges

Successes

The greatest success of the campaign in NKUA has been the energy saved in the dormitories during the 2018-19 academic year and the increased numbers of students who received information about everyday actions they can take to save energy and their familiarity with SSO. The energy savings achieved for NKUA were 4.86% corresponding to 56.6 tCO₂ saved. The greatest success of TUC campaign was also the energy saved in the dormitory during the 2018-19 academic year (12.01%). This is linked to the regular campaign updates (both via email and on Facebook) on how to save energy.

Challenges

The biggest challenge faced by NKUA this academic year was to spark conversations between students on energy related topics on its SSO social media page (<https://www.facebook.com/SSOnkua/>) and establish lively communications with them. A dynamic content with the ability to give students the opportunity to comment such as "the question of the day" or running polls related to SSO topics will be promoted in the next academic year. Meaningful interaction such as real conversation and dialog among students will increase the visibility of the SSO campaign and make it more impactful.

With regards to TUC, the biggest challenge for this academic year was student engagement in photo competitions. The plan for next year is to prepare more attractive email invitations for the photo competitions and organize more frequent face to face communications through which the photo competitions could gain a wider visibility amongst students.

Addressing last year's challenges

One of the biggest challenges faced by NKUA the previous academic year (2017-18) was student engagement in photo competitions. This academic year this challenge was successfully faced with the active involvement of the student ambassadors in disseminating the photo competitions.

One of the main challenges TUC faced the previous year was to find new ways to further integrate the campaign at the university and to increase the reach of the communication materials amongst students living in dormitories. This challenge was met through a collaboration the dormitory coordinator had with the university's radio team. The promotion of the SSO campaign through TUC's student radio increased the visibility of the campaign and more students got in touch about the campaign.

2.8 Photos from the SSO campaign



Photo 5 A student wearing her SSO jumper. End of the year event. NKUA

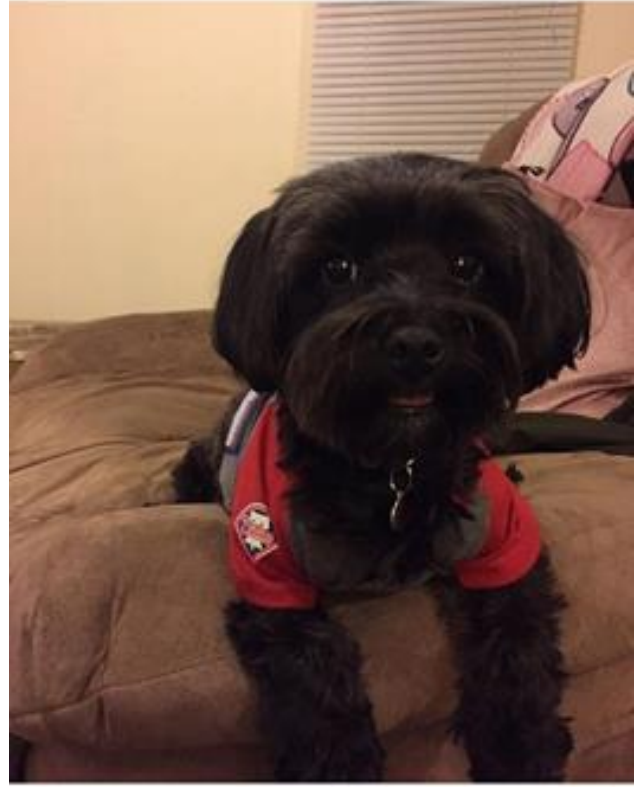


Photo 6 Aria, puts extra layers of clothes, saves energy and wins prizes. NKUA



Photo 4 A student looking at the SSO poster in NKUA



Photo 7 Students get informed on energy saving and have refreshments. End of the year event. TUC

2.9 Social media and email examples



Figure 6. Facebook post with energy saving tips, NKUA

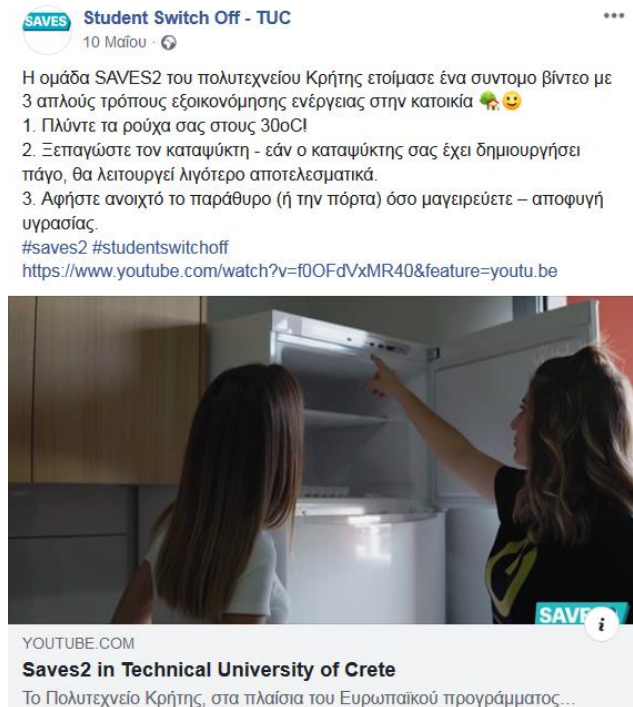


Figure 7. Facebook post with energy saving tips and link to the SSO video created by TUC. TUC

Θέμα: [ssnewsletter] Εξοικονόμηση ενέργειας προετοιμάζοντας το φαγητό
Από: Ομάδα Μελετών Κτιριακού Περιβάλλοντος - ΕΚΠΑ <grbes@phys.uoa.gr>

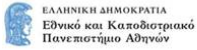
Ημερομηνία: Πέμ, Μάρτιος 28, 2019 17:39

Προς: ssnewsletter@lists.uoa.gr

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Αγαπητέ/ή φοιτητή/τρια,

Το σημερινό email εστιάζει σε μεθόδους εξοικονόμησης ενέργειας στην κατοικία σας κατά την προετοιμασία γευμάτων ή ροφημάτων.

1. Βάλτε καπάκι στην κατσαρόλα! Όταν μαγειρεύετε βεβαιωθείτε ότι καλύπτετε το μαγειρικό σας σκεύος με το καπάκι του - παγιδεύει τη θερμότητα που σημαίνει ότι μπορείτε να μαγειρέψετε σε χαμηλότερη θερμοκρασία.
2. Μην παραγεμίζετε τις κατσαρόλες με νερό. Όταν βράζουμε τρόφιμα (π.χ. ζυμαρικά ή λαχανικά) και έχουμε γεμίσει υπερβολικά την κατσαρόλα με νερό απαιτείται περισσότερος χρόνος για να μαγειρευτούν τα τρόφιμα και σπαταλιέται περισσότερη ενέργεια.
3. Χρησιμοποιήστε τη σωστή εστία - εάν έχετε μια μικρή κατσαρόλα, θα χρειαστείτε μόνο μια μικρή εστία και το αντίστροφο. Χρησιμοποιώντας ένα μικρό μαγειρικό σκεύος σε μια μεγάλη εστία σημαίνει συχνά ότι η θερμότητα χάνεται γύρω από την άκρη του σκεύους.
4. Μαγειρέψτε μαζί με τους συγκατοίκους σας ή τους φίλους σας - Θα εξοικονομηθεί ενέργεια, χρόνος και είναι πιο κοινωνικό!
5. Μη υπερχειλίζετε τον βραστήρα - όταν ετοιμάζετε τσάι / καφέ βράζετε μόνο το νερό που χρειάζεστε (βεβαιωθείτε ότι είναι πάνω από την ελάχιστη γραμμή πλήρωσης). Θα εξοικονομήσετε χρόνο και θα ετοιμάσετε το ρόφημά σας γρηγορότερα!
6. Απενεργοποιήστε πριν το βράσιμο - εάν φτάνετε τσάι / καφέ, απενεργοποιήστε το βραστήρα πριν έρθει στο βρασμό. Η βέλτιστη θερμοκρασία για τα περισσότερα ζεστά ροφήματα είναι κάτω από το βρασμό

Climate Quiz: Πάτα [ΕΔΩ](#) και δοκίμασε τις γνώσεις σου στο κλίμα απαντώντας στο παρακάτω διασκεδαστικό quiz!!!

Διαγωνισμός Φωτογραφίας: Στη σελίδα μας [Student Switch Off - ΕΚΠΑ](#) στο facebook μπορείς να λάβεις μέρος στο διαγωνισμό φωτογραφίας που «τρέχει» αυτή την εβδομάδα και έως 3 Απριλίου με θέμα την εξοικονόμηση ενέργειας και να διεκδικήσεις ένα από τα δώρα μας!

Για περισσότερες πληροφορίες για την εκστρατεία Students Switch Off, μπορείς να ανατρέξεις στην ιστοσελίδα www.studentswitchoff.gr, στην σελίδα μας στο facebook: [Student Switch Off – ΕΚΠΑ](#), να λάβεις μέρος στους διαγωνισμούς φωτογραφίας καθώς επίσης και να παρακολουθήσεις τον ενεργειακό πίνακα ([energy dashboard](#)) του Students Switch Off για τις εστίες του Ε.Κ.Π.Α.

Εάν επιθυμείς να διαγραφείς από τη λίστα επικοινωνίας μας για την εκστρατεία Student Switch Off μπορείς να το κάνεις είτε αποστέλλοντας σχετικό αίτημα στην ηλεκτρονική διεύθυνση από την οποία έλαβες αυτό το email είτε επιλέγοντας "Unsubscribe" εδώ: <http://lists.uoa.gr/www/review/ssnewsletter>

Με εκτίμηση,

Ομάδα Μελετών Κτιριακού Περιβάλλοντος

Τμήμα Φυσικής - ΕΚΠΑ

Υπεύθυνη Εργαστηρίου:

Αναπληρώτρια Καθηγήτρια

Μαργαρίτα-Νίκη Ασημακοπούλου



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 754203

Figure 8. Email sent to students, NKUA. It provides energy tips, invites students to take the climate quiz, calls for participation in a photo competition and gives links to the energy dashboard and to the Greek SSO webpage & NKUA's SSO social media page.

Θέμα: [ssnewsletter] Συμβουλές Εξοικονόμησης Ενέργειας στην Κατοικία
 Από: Ομάδα Μελετών Κτιριακού Περιβάλλοντος - ΕΚΠΑ <grbes@phys.uoa.gr>
 Ημερομηνία: Παρ, Φεβρουάριος 22, 2019 17:57
 Προς: ssnewsletter@lists.uoa.gr
 Δημιουργία Φίλτρου: Αυτόματα | Αποστολές | Από | Προς | Θέμα
 Λίστα Μηνυμάτων (Mailing List):: Αρχία Λίστας | Βοήθεια | Επικοινωνία με τον Ιδρυτή της Λίστας | Ταχυδρομική στη Λίστα | Ανάκτηση στη Λίστα | Εγγραφή | Ακύρωση Εγγραφής
 Επιλογές: Εμφάνιση Πλήρους Καραλίδας | Δείτε Εκτυπώσιμη Έκδοση | Κατέβασμα ως αρχείο | Προσθήκη στο Βιβλίο Δευδύνσεων



Αγαπητέ/ή φοιτητή/τρια,

Καλώς ήλθετε στο ενημερωτικό newsletter της εκστρατείας Student Switch Off με συμβουλές αποφυγής σπατάλης ενέργειας στην κατοικία σου!

Ελαβες αυτό το ενημερωτικό email γιατί στην αρχή της ακαδημαϊκής χρονιάς συμπλήρωσες ένα ερωτηματολόγιο στα πλαίσια μιας σχετικής έρευνας που διεξήγαμε όπου και έδωσες την συγκατάθεση σου να επικοινωνήσουμε μαζί σου στο μέλλον με ενημερωτικά newsletters σαν κι αυτό.

Το σημερινό email εστιάζει σε μεθόδους εξοικονόμησης ενέργειας στην κατοικία!

- Σβήστε τα φώτα όταν φεύγετε από το σπίτι για λίγες ώρες!
- Σβήστε τα φώτα και απενεργοποιήστε τις ηλεκτρικές συσκευές όταν δεν τις χρησιμοποιείτε!
- Μην αφήνετε τον υπολογιστή ή την τηλεόραση σε κατάσταση αναμονής για μεγάλο χρονικό διάστημα.
- Ρυθμίστε τον θερμοστάτη σε χαμηλότερη θερμοκρασία κατά τη διάρκεια της νύχτας ή όταν φεύγετε για λίγες ώρες από το σπίτι.
- Αφήστε τα ρούχα να στεγνώσουν φυσικά στον ήλιο αντί να χρησιμοποιείται το στεγνωτήριο τις ηλιόλουστες ημέρες
- Πλύντε τα ρούχα σας στους 30°C!
- Γεμίστε τον κάδο του πλυντηρίου δίχως να τον υπερφορτώνετε! Τα πλυντήρια που γεμίζουν μόνο στο 40% της χωρητικότητάς τους, αυξάνουν την κατανάλωση ενέργειας, από 42% ως 95%, ανά κιλό υφάσματος ενώ από την άλλη μεριά η υπερφόρτωση του κάδου καταπονεί το πλυντήριο και μειώνει το χρόνο ζωής του.

Για περισσότερες πληροφορίες για την εκστρατεία Students Switch Off, μπορείς να ανατρέξεις στην ιστοσελίδα www.studentswitchoff.gr, στην σελίδα μας στο facebook: Student Switch Off - ΕΚΠΑ, να λάβεις μέρος στους διαγωνισμούς φωτογραφίας καθώς επίσης και να παρακολουθήσεις τον ενεργειακό πίνακα (energy dashboard) του Students Switch Off για τις εστίες του Ε.Κ.Π.Α.

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Με εκτίμηση,

Ομάδα Μελετών Κτιριακού Περιβάλλοντος

Τμήμα Φυσικής - ΕΚΠΑ

Υπεύθυνη Εργαστηρίου:

Αναπληρώτρια Καθηγήτρια

Μαργαρίτα-Νίκη Ασημακοπούλου



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 754203

Figure 9. Email sent to students, NKUA. Provides energy saving tips, promotes NKUA's photo competitions and includes links to the energy dashboard and to the Greek SSO website & NKUA's SSO social media page.



Εξοικονόμησης ενέργειας στην κατοικία σας & Διαγωνισμός Φωτογραφίας Ιανουαρίου 2019

Το σημερινό email εστιάζει σε μεθόδους εξοικονόμησης ενέργειας στην κατοικία σας κατά την προετοιμασία γευμάτων ή ροφημάτων.

1. Βάλτε καπάκι στην κατσαρόλα!

Όταν μαγειρεύεται βεβαιωθείτε ότι καλύπτετε το μαγειρικό σας σκεύος με το καπάκι του - παγιδεύει τη θερμότητα που σημαίνει ότι μπορείτε να μαγειρέψετε σε λιγότερο χρόνο.

2. Μην παραγεμίζετε τις κατσαρόλες με νερό.

Όταν βράζουμε τρόφιμα (π.χ. ζυμαρικά ή λαχανικά) και έχουμε γεμίσει υπερβολικά την κατσαρόλα με νερό απαιτείται περισσότερος χρόνος για να μαγειρευτούν τα τρόφιμα και σπαταλιέται περισσότερη ενέργεια.

3. Χρησιμοποιήστε τη σωστή εστία

Εάν έχετε μια μικρή κατσαρόλα, θα χρειαστείτε μόνο μια μικρή εστία και το αντίθετο. Χρησιμοποιώντας ένα μικρό μαγειρικό σκεύος σε μια μεγάλη εστία σημαίνει συχνά ότι η θερμότητα χάνεται γύρω από την άκρη του σκεύους.

4. Μαγειρέψτε μαζί με τους συγκατοίκους σας ή τους φίλους σας

Το κοινό μαγείρεμα εξοικονομεί ενέργεια, χρόνο και είναι πιο κοινωνικό!

5. Μη υπερχειλίζετε τον βραστήρα

Όταν ετοιμάζετε τσάι / καφέ βράζετε μόνο το νερό που χρειάζεστε (βεβαιωθείτε ότι είναι πάνω από την ελάχιστη γραμμή πλήρωσης). Θα κερδίσετε χρόνο και θα ετοιμάσετε το ρόφημά σας γρηγορότερα!

6. Εάν φτιάχνετε τσάι / καφέ, απενεργοποιήστε το βραστήρα πριν έρθει στο βρασμό.

Η βέλτιστη θερμοκρασία για τα περισσότερα ζεστά ροφήματα είναι κάτω από τη θερμοκρασία βρασμού.

7. Ξεπαύστε τον καταψύκτη

Εάν ο καταψύκτης σας έχει δημιουργήσει πάγο, θα λειτουργεί λιγότερο αποτελεσματικά. Αυτό μπορεί να κάνει διαφορά μέχρι και 100 ευρώ το χρόνο!

8. Αφήστε τα ζεστά τρόφιμα να κρυώσουν σε θερμοκρασία δωματίου πριν τα τοποθετήσετε στο ψυγείο.

9. Μην αφήνετε τις βρύσες σε λειτουργία όταν καθαρίζετε τα πιάτα.

Χρησιμοποιήστε ένα μπολ για να τα καθαρίσετε για να μειώσετε τη χρήση νερού και την ενέργεια που απαιτείται για τη θέρμανση του νερού.

Για περισσότερες πληροφορίες σχετικά με τον τρόπο εξοικονόμησης ενέργειας και χρημάτων στα εννοιαζόμενα καταλύματα, ανατρέξτε στην ιστοσελίδα μας <http://greece.studentswitchoff.org>.

στην σελίδα μας στο

[Facebook: Student Switch Off - TUC](#)

καθώς επίσης και να παρακολουθήσετε το σχετικό [video](#) του Students Switch Off+.



Figure 10. Email sent to students, TUC. Provides energy saving tips, includes links of Greek website, TUC SSO social media page and finally including one more link of video SSO+ just for information.

3. The Student Switch Off+ campaign in Greece

3.1 Universities receiving information

In Greece the Student Switch Off+ (SSO+) campaign is run in five different universities. The National and Kapodistrian University of Athens, the Technical University of Crete, the University of Piraeus, the International Hellenic University and the Democritus University of Thrace. The academic year 2018-19 is the second year the SSO+ campaign has been running in NKUA and TUC, while it is the first year that it ran in the other three universities. The Technical University of Crete coordinates the SSO+ campaign in Greece.

The exact number of students reached through SSO+ cannot be accurately measured. There may be students that were reached via more than one means (e.g. social media, email and posters). In order to find a balance and make sure that we are not double-counting students, in NKUA it was decided to report the following:

- Students living in the private rented sector receiving the SSO+ newsletter (196 students).
 - Students reached through face to face communications:
 - 31 students attended the SSO+ seminar
 - 548 students received information during the year through face to face communications
 - 2,000 students saw the SSO+ poster and dummy energy bill in secretary's office of the Physics department or in other communal areas of NKUA campus.
 - Students who were living in the NKUA dormitories during the previous academic year 2017-18 and moved to private accommodation this academic year 2018-19. (267 students)
- In 2017-18 academic year the SSO+ dummy energy bill was posted in communal areas and handed out as a leaflet as well (1,068 students). Every year approximately 25% of students leave the dormitory and moves to private rented accommodation. The majority of students (~75%) continued living in the dormitories from the year before and may therefore be familiar with SSO as well.

In TUC:

- Students living in the private rented sector receiving the SSO+ newsletter (350 students).

In the University of Piraeus (UniPi):

- Students living in the private rented sector receiving the SSO+ newsletter (300 students).

In the International Hellenic University (IHU):

- Students living in the private rented sector receiving the SSO+ newsletter (300 students).

In the Democritus University of Thrace (DUTH):

- Students living in the private rented sector receiving the SSO+ newsletter (400 students).

Name of University	Number of students reached
NKUA	3,042
TUC	350
University of Piraeus	300
International Hellenic University	300
Democritus University of Thrace	400
Total	4,392

Table 7. Universities in Greece receiving SSO+ information

3.2 Engagement activities

The main activities that took place as part of SSO+ was sending of regular emails to students living in the private rented sector, regular posts on social media ([Student Switch Off+ Greece](#)), and face-to-face activities.

Engagement Activity	Frequency	Theme	Reach	Additional Information
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Advice Email	NKUA: 7 emails, sent every 4 to 6 weeks	<ul style="list-style-type: none"> Oct - "Looking for new accommodation". Nov - "Energy efficient appliances". Jan - "Save energy while cooking". Jan - "Save energy at home" Mar - "Cooling - ventilation". May - "Thermal comfort - Cooling". Jun - "House hunting". 	196 students emailed	6 advice emails also launched a social media competitions, see below
	TUC: 8 emails, sent monthly	Sept – "Example Energy Bill" Nov – "Thermal Comfort" Dec – "Christmas energy saving tips" Jan – "Saving energy while cooking" Feb – "Saving energy while cooking" Mar – "Energy efficient appliances" Apr – "Easter energy saving tips" May – "House Hunting"	350 students emailed	
	UniPi, UHI, DUTH: 6 emails, Sent every six weeks	<ul style="list-style-type: none"> Oct - "Looking for new accommodation". Dec - "Energy efficient appliances". Jan - "Save energy while cooking". Mar - "Saving energy at home". Apr - "Thermal comfort - Cooling". Jun - "House hunting". 	1,000 students emailed	UniPi :300 students UHI: 300 students DUTH: 400 students
Social Media Posts	48 posts over the year, posted every week	Oct - Example Energy Bill / Energy Efficient Appliances / Tips Nov – Smart Meters / EPCs / Tips Dec – Energy Saving Tips Jan – Energy poverty/Tips Feb – EPCs / Energy Efficiency (insulation) /Tips Mar – Energy Efficiency (Lighting) / Tips Apr - Bill Switching and Energy Tariffs / Energy Efficient Appliances /Tips May – Thermal Comfort (Cooling) / Tips June – Example Energy Bill / Tips	Social media posts on Facebook reached on average 217 students per post	On average 16 reactions per post. 10,438 total views.

Training sessions	NKUA: 1	Oct- 2018	2 students	
	TUC: 2	Nov- 2018 Mar- 2019	16 students	
SSO+ seminars	NKUA: 2	Mar- 2019	31 students	
	TUC: 2	Nov- 2018 Mar- 2019	16 students	
Face to Face activities	NKUA: 3	Nov - 2018 Mar - 2019 May - 2019	548 students	
	TUC	Dec - 2018 Jan - 2019 Mar - 2019 May - 2019	400 students	
Photo Competitions and engagement activities	TUC: 4 photo competitions	Nov - Any saving energy action at home Jan - Switch off lights Mar - Any saving energy action at home May - Saving energy while cooking	Social media competition posts reached between 200-300 students per post on Facebook	10 entries across the 4 competitions
SSO+ poster	NKUA: Posted 3 times in communal areas of six NKUA departments	"Save energy and protect the environment from home"	2,000 students	

3.2.1 Emails and social media

In NKUA and TUC the following specific engagement activities took place:

Emails

In TUC, during the 2018-19 academic year 10 emails were sent to 350 students who signed up to the SSO+ campaign. Eight emails contained energy saving advice while the other two were invitation emails to TUC's SSO+ training sessions.

Advice emails on energy saving were sent monthly from September 2018 to May 2019. The general areas TUC's newsletter focused on were: Thermal Comfort, saving energy while cooking, Energy efficient appliances, general info about Smart meters, buildings EPCs, Saving energy tips at home and House Hunting.

Seven emails were sent during the academic year 2018-19 to 196 students (NKUA) living in private accommodation. Because students in NKUA tended to unsubscribe from the mailing list when they received emails every 2 to 4 weeks, emails were sent every 4 to 6 weeks.

- Students were emailed at the end of October 2018 with advice on what to look for when house hunting (i.e EPC's, insulation, signs of mould)
- At the end of November 2018 students received advice about energy efficient house appliances (i.e energy ratings, maintenance)
- Soon after the Christmas holidays, at the beginning of January 2019, students received advice on how to save energy while cooking (i.e put lids on pans, don't overfill kettles)
- At the end of January students received tips with advice on saving energy in their house (i.e switch off lights, avoid standby mode of TVs, unplug mobile chargers when not in use)
- In mid-March 2019 students received information on how to naturally ventilate their houses and save energy (i.e open windows instead of turning on A/C, put plants in your balcony for extra shadow and better air quality)
- In May 2019, students received advice on how to save energy during the hot days of summer (i.e use awnings above windows, use a fan instead of A/C, select an energy efficient A/C for your room).

- In June 2019, students received advice on what to look for when house hunting (i.e. EPC, insulation, signs of mould)

A link to the Greek SSO+ Facebook page "[Student Switch Off+ Greece](#)", a link to the [Greek SSO website](#) as well as a link to the [SSO+ video](#) was included in every email sent by TUC.

In addition, NKUA prepared 12 emails that TUC disseminated to the three new universities that took part in the SSO+ campaign this academic year; the University of Piraeus, the International Hellenic University, and the Democritus University of Thrace. Six of these emails were in Greek and six in English for Erasmus students. Three hundred (300) students from The University of Piraeus, 300 students from the International Hellenic University and 400 students from the Democritus University of Thrace received these emails every six weeks. The subject of these emails as well as the dates they were sent are the following:

- "Looking for new accommodation". Date sent : end of October 2018
- "Energy efficient appliances". Date sent: beginning of December 2018
- "Save energy while cooking". Date sent : mid-January 2019
- "Saving energy at home". Date sent: beginning of March 2019
- "Thermal comfort – Cooling". Date sent: mid-April 2019
- "House hunting". Date sent: mid-June 2019

A link to the Greek SSO+ Facebook page "[Student Switch Off+ Greece](#)", a link to the [Greek SSO website](#) as well as a link to the [SSO+ video](#) was included in every email sent by NKUA, UniPi, UHI and DUTH.

Social media

On the 25th September 2018, NKUA and TUC launched a common SSO+ Facebook page under the name "Student Switch Off+ Greece" in which –at least- once a week, posts relative to the SSO+ campaign were posted. In total 48 posts were posted from September 2018 until June 2019, with an average reach (views) of 217 people for each post. In addition, each post received 16 reactions on average (clicks on links, likes, shares). The total views of all the posts was 10,438 whereas the total number of reactions was 769. The Greek Facebook page dedicated to the Student Switch Off+ campaign can be accessed from the following link: <https://www.facebook.com/saves2greece/>

Before September 2018, both universities used their SSO Facebook pages to inform students of the private rented sector. During 2018-19, TUC continued to use its SSO Facebook to disseminate the SSO+ photo competition that were targeted to its students and to frequently share content from the "Student Switch Off+ Greece" Facebook page.

Posts on "Student Switch Off+ Greece" Facebook page covered the following topics: energy saving in home, smart meters, EPCs, thermal comfort, equipment efficiency, tenants' rights, tariff choices, energy poverty. Moreover, throughout the year, student blogs from students across the SAVES 2 countries, sharing their experiences with the SSO+ campaign, were shared through the Greek SSO+ Facebook page. In more detail:

- Tips on how to save energy and reduce energy costs were provided every two weeks (9 posts from NKUA and 18 posts from TUC over the academic year)
- Copies of the dummy energy bills for students living in the private rented sector were posted in October 2018 and in June 2019 by NKUA
- Four videos – October 2018, March 2019, April 2019, May 2019 - with energy saving tips were posted by TUC. Two videos ([video 1](#), [video 2](#)) were in Greek and one in English language ([video 3](#)) to engage with Erasmus students as well.
- Eleven posts with general information on energy poverty, energy saving, sustainability and climate change (five posts over the year by NKUA and six posts over the year by TUC).
- Six blogs either from students or from country managers with experiences from the SSO+ campaign across the SAVES2 countries (five posts from TUC and one post from NKUA)

3.2.2 Training sessions and face-to-face activities

Training sessions

Two SSO+ ambassadors were trained in NKUA in October 2018 and supported the delivery of the SSO+ campaign. The ambassador training sessions in NKUA covered what the SSO+ campaign is about and trained students on how to communicate SSO+ to students living in the private rented sector. The ambassadors helped inform the students on the NKUA university campus about the concept of SSO+. At the end of the training, each of the attendees received an SSO jumper. The training session lasted 60 minutes.

In TUC, two training sessions were organized and sixteen students were trained to become SSO+ ambassadors. The training sessions in TUC were organized together with the SSO+ seminars and because of this, the participation was high. The preceding SSO+ seminar helped students understand the concept of the SSO+ campaign and in the 30 minutes of the SSO+ training session students were trained on communications with regard to SSO+ dissemination. At the end of the training session, students received flyers with the dummy energy bill and energy saving tips.

Face to face communications

Three face-to-face communications were organized in NKUA during 2018-19 academic year. Five hundred forty eight (548) students living in the private rented sector were reached and received information on saving energy, energy efficiency, EPCs, smart meters, tenants' rights and energy poverty. Every face-to-face activity lasted approximately three hours and was held in the communal areas of NKUA. The first face-to-face campaign was organized in November 2018 and 200 students living in the private rented sector were reached. The second face-to-face activity took place in March 2019 with 98 students living in the private rented sector being reached while the third face-to-face activity was held on May 2019 and 250 students were reached. Face to face communications were supported by the two SSO+ student ambassadors and by NKUA's SSO+ manager. More than 60 dummy energy bills were handed to students and six SSO+ posters were posted on noticeboards together with eight dummy energy bills.

Four face-to-face communications were organized in the communal areas of TUC during the 2018-19 academic year; in December, January, March and May. Each face-to-face communication event lasted three hours and was supported by TUC's SSO+ coordinator and the SSO+ student ambassadors. Approximately 400 hundred students living in the private rented sector received information on the topics the SSO+ campaign covers. Flyers with energy saving tips, example EPCs and dummy energy bills were handed to students.

SSO+ seminars

Two seminars on SSO+ were organized by NKUA in March 2019 (Photo), with thirty-one students in total attending the seminars. Two training sessions on SSO+ were also organized by TUC in November 2018 and March 2019, with eight students attending in each seminar.

Each seminar lasted approximately one and a half hours. Topics such as the benefits of smart meters and their postponed roll out in Greece, tariff choices and tenants' rights as well as energy poverty in Greece were covered. In addition, tips on what to look out for when house hunting (e.g EPC, signs of mould), how to select appliances (e.g energy efficiency labels) and how to save energy at home through simple behavior change actions were discussed.

In addition, in NKUA, a university professor supported the SSO+ seminars by sharing her expertise and knowledge on the topics of energy efficiency, thermal comfort and energy poverty.



Photo 8 SSO+ seminar in NKUA

3.2.3 Photo competitions and engagement activities

Four photo competitions themed around energy saving were organized at TUC and launched via the TUC SSO Facebook page and email. The prizes for the photo competitions were ferry tickets on "Chania-Athens-Chania" route, sponsored by ANEK LINES. The four competitions had energy saving themes – X 2 "any saving energy actions at home", X 1 "switch-off lights" and X 1 "saving energy while cooking". The photo competitions were an extra activity as part of SSO+ campaign.

3.3 Engagement materials

The main engagement materials used by NKUA and TUC for SSO+ were the dummy energy bill and an SSO+ video, specifically created for the campaign. The purpose of the dummy energy bill was to raise awareness of how much students would have spent on electricity if they were living in the private rented sector and paying for their utility bills. The bill included tips on what students could do to minimise their energy usage and costs when living in the private rented sector – including advice on smart meters and on energy performance certificates. Two versions of the dummy energy bills were created in the academic year 2017-18; one for students looking to move out of NKUA dorms and one for students already living in the private rented sector (Figure) and used during this academic year as well.

The SSO+ video provides advice on what to look for from a new property in order to maintain energy costs down and have comfortable warmth – e.g. encouraging students to request to see an Energy Performance Certificate (EPC) from their landlord, to choose a property with a good EPC rating and check on the energy rating of the appliances in the property. The url of the Greek version of the SSO+ video can be found here:

<https://www.youtube.com/watch?v=zv65HYZY064&feature=youtu.be>

At the beginning of the 2018-19 academic year, NKUA's SSO+ coordinator created a new SSO+ poster (Figure 10) based on the feedback received from Greek students the students showing that they are concerned the most about the issue of climate change. The SSO+ student ambassadors also provided feedback on the design and theme of the poster. The subject matter of the poster is about saving energy and protecting the environment from home with a focus on climate change. The poster calls students to get informed about the benefits that saving energy in their homes has on the environment and on their budget and take action. The poster encourages students to follow the Greek SSO+ Facebook page and visit the local SSO website to find out more about the campaign and on how to save energy. Six posters were posted on the communal areas of NKUA's campus as well as in the Secretary's office of the Physics department. Each month more than a thousand students visits the Secretary's office for administrative issues.

Finally, on a regular basis, newsletters to SSO+ students were sent from all five Greek universities taking part in the campaign with simple but impactful energy efficiency advice.

student switch off +

Προς φοιτητές ένοικους της
Φοιτητικής Εστίας Πανεπιστημίου Αθηνών

Όπως θα γνωρίζετε, το οικονομικό κόστος από την κατανάλωση της ηλεκτρικής ενέργειας σε κτίρια φοιτητικών εστιών τις περισσότερες φορές δεν επιβαρύνει τους φοιτητές που διαμένουν σε αυτή. Ωστόσο θα ήταν χρήσιμο να γνωρίζετε την μέση ενεργειακή κατανάλωση σε κτίρια κατοικιών, έτσι ώστε να είστε προετοιμασμένοι για το σχετικό ενεργειακό κόστος που θα σας επιβαρύνει όταν μετακινηθείτε στον ιδιωτικό τομέα.

Παρακάτω υπολογίζεται η μέση ετήσια κατανάλωση ενέργειας και το κόστος της (συμπεριλαμβανονται φόροι/εισφορές) ανά άτομο στην Ελλάδα, βάση στατιστικών στοιχείων από την ΕΛΣΤΑΤ, την Eurostat και το Παρατηρητήριο Τιμών Υγρών Καυσίμων του υπ. Ανάπτυξης και Ανταγωνιστικότητας. Ο σκοπός είναι να δώσετε την απαραίτητη προσοχή ως προς την κατανάλωση ενέργειας, ώστε να γνωρίζετε την τάξη μεγέθους του κόστους της ενεργειακής σας χρήσης στο μέλλον.

1. Μέση συνολική ενεργειακή κόστος ανά άτομο ανά έτος: **402 €**
Ηλεκτρική Ενέργεια: **245 €**
Φυσικό Αέριο: **18 €**
Πετρέλαιο Θέρμανσης: **139 €**

2. Μέση κατανάλωση ενέργειας ανά άτομο ανά έτος:
Ηλεκτρική Ενέργεια: **1427.4 kWh**
Φυσικό Αέριο: **26.4 m³**
Πετρέλαιο Θέρμανσης: **143.9 lt**

3. Πώς να μειώσετε την κατανάλωση ηλεκτρικής ενέργειας στον ιδιωτικό τομέα:

- **Ζητείστε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ)** των σπιτιών που σας ενδιαφέρει να ενοικιάσετε. Ανάμεσα στις πληροφορίες που παρέχει είναι και το πόσο καλά μονωμένο είναι το σπίτι. Η κλίμακα ενεργειακής κλάσης κυμαίνεται από το Α έως το Η, με Α την βέλτιστη ενεργειακή κλάση. Προσέχουμε να αποφεύγετε τις χαμηλές ενεργειακές κλάσεις, γιατί αυτές συνεπάγονται υψηλότερο κόστος για θέρμανση ή δροσισμό.
- **Προμηθευτείτε έναν έξυπνο μετρητή.** Μπορείτε να ζητήσετε έναν έξυπνο μετρητή από τον πάροχο ενέργειας. Οι μετρητές αυτοί παρέχουν πληροφορίες σε πραγματικό χρόνο σχετικά με το κόστος της ενέργειας που καταναλώνετε και όρα καθιστούν εύκολο τον εντοπισμό της άσκοπης σπατάλης ενέργειας.
- **Ανεργονομείτε.** Μην χρησιμοποιείτε άσκοπα την θέρμανση, τα φώτα και τις υπόλοιπες ηλεκτρικές συσκευές.

SAVES2

Funded by the Horizon 2020 Framework Programme of the European Union

Like our Facebook page – [Student Switch Off – EKTIA](#)

Για συμβουλές εξοικονόμησης ενέργειας κατά την μετακίνησή σας στον ιδιωτικό τομέα – [studentswitchoff.gr](#)

student switch off +

Προς φοιτητές
Εθνικού και Καποδιστριακού
Πανεπιστημίου Αθηνών

Θα θέλαμε να σας ενημερώσουμε για την μέση ενεργειακή κατανάλωση σε κτίρια κατοικιών, έτσι ώστε να είστε προετοιμασμένοι για το σχετικό ενεργειακό κόστος που μπορεί να επιβαρύνει όσους από εσάς ενοικιάσετε (ή σκοπεύετε να ενοικιάσετε) για φέτος κάποιο διαμέρισμα.

Παρακάτω υπολογίζεται η μέση ετήσια κατανάλωση ενέργειας και το κόστος της (συμπεριλαμβανονται φόροι/εισφορές) ανά άτομο στην Ελλάδα, βάση στατιστικών στοιχείων από την ΕΛΣΤΑΤ, την Eurostat και το Παρατηρητήριο Τιμών Υγρών Καυσίμων του υπ. Ανάπτυξης και Ανταγωνιστικότητας. Στόχος της ενημέρωσης αυτής είναι να σας ευαισθητοποιήσει και να σας προετοιμάσει να χρησιμοποιείτε την ενέργεια συντά.

1. Μέση συνολική ενεργειακή κόστος ανά άτομο ανά έτος: **402 €**
Ηλεκτρική Ενέργεια: **245 €**
Φυσικό Αέριο: **18 €**
Πετρέλαιο Θέρμανσης: **139 €**

2. Μέση κατανάλωση ενέργειας ανά άτομο ανά έτος:
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Φυσικό Αέριο: **26.4 m³**
Πετρέλαιο Θέρμανσης: **143.9 lt**

3. Πώς να μειώσετε την κατανάλωση ηλεκτρικής ενέργειας στον ιδιωτικό τομέα:

- **Ζητείστε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ)** του σπιτιού που ενοικιάζετε (ή που σας ενδιαφέρει να ενοικιάσετε). Ανάμεσα στις πληροφορίες που παρέχει είναι και το πόσο καλά μονωμένο είναι το σπίτι. Η κλίμακα ενεργειακής κλάσης κυμαίνεται από το Α έως το Η, με Α την βέλτιστη ενεργειακή κλάση. Προσέχουμε να αποφεύγετε τις χαμηλές ενεργειακές κλάσεις, γιατί αυτές συνεπάγονται υψηλότερο κόστος για θέρμανση και δροσισμό.
- **Προμηθευτείτε έναν έξυπνο μετρητή.** Μπορείτε να ζητήσετε έναν έξυπνο μετρητή από τον πάροχο ενέργειας. Οι μετρητές αυτοί παρέχουν πληροφορίες σε πραγματικό χρόνο σχετικά με το κόστος της ενέργειας που καταναλώνετε και όρα καθιστούν εύκολο τον εντοπισμό της άσκοπης σπατάλης ενέργειας.
- **Ανεργονομείτε.** Μην χρησιμοποιείτε άσκοπα την θέρμανση, τα φώτα και τις υπόλοιπες ηλεκτρικές συσκευές.

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Figure 11. Dummy energy bill for students looking to move out of dorms (left) and for students already living in the private rented sector (right)



Figure 102. SSO+ poster created by NKUA's SSO+ team. NKUA

3.4 Successes and challenges

Successes and challenges

The biggest success for NKUA this academic year is the number of students reached by the SSO+ campaign. Two thousand students saw NKUA's SSO+ poster, more than 500 students talked with an SSO+ ambassador and almost 200 students received the SSO+ newsletter through their email. At the same time, these numbers pose a challenge for NKUA's SSO+ team to surpass them. At the same time, the SSO+ campaign should gain greater attention from NKUA's students studying outside the campus. The plan for next year is to visit more departments of the university and organize at least one more face-to-face communication event that would be in a department of the university outside the campus.

With regards to TUC, its biggest success was the introduction of three new Greek universities to the SSO+ campaign. One thousand students from UniPi, IHU and DUTH received newsletters with energy saving tips and got in touch with the SSO+ campaign. Another success for TUC were the four photo competitions with ten entries and the sponsorship received for the awards.

The biggest challenge for TUC is to participate in more University's initiatives and to create more attractive SSO+ newsletters. For this reason, this coming year, TUC will keep an eye on the various events of TUC to participate and will add more photographs and visual content on its newsletter.

Addressing last year's challenges

The biggest challenge during 2017-18 academic year was to understand the level of impact that the information received actually had on Greek students. This was addressed through the findings of a research exercise that explores and analyzes the impact of the SSO+ campaign on students performed at the end of the 2017-18 academic year. In addition, the findings of this research helped to identify what best motivates Greek students and increases the impact of the SSO+ campaign on them; that is environmental protection and the reduction of energy costs in their homes. With this knowledge, NKUA and TUC further tailored the SSO+ campaign by integrating these aspects more robustly in their communications and engagement materials (see 2018 poster created by NKUA, section 3.3).

3.5 Photos from the SSO+ campaign



Photo 7 An SSO+ pull up banner in the communal areas of TUC



Photo 108 SSO+ face-to-face communications in TUC's communal areas

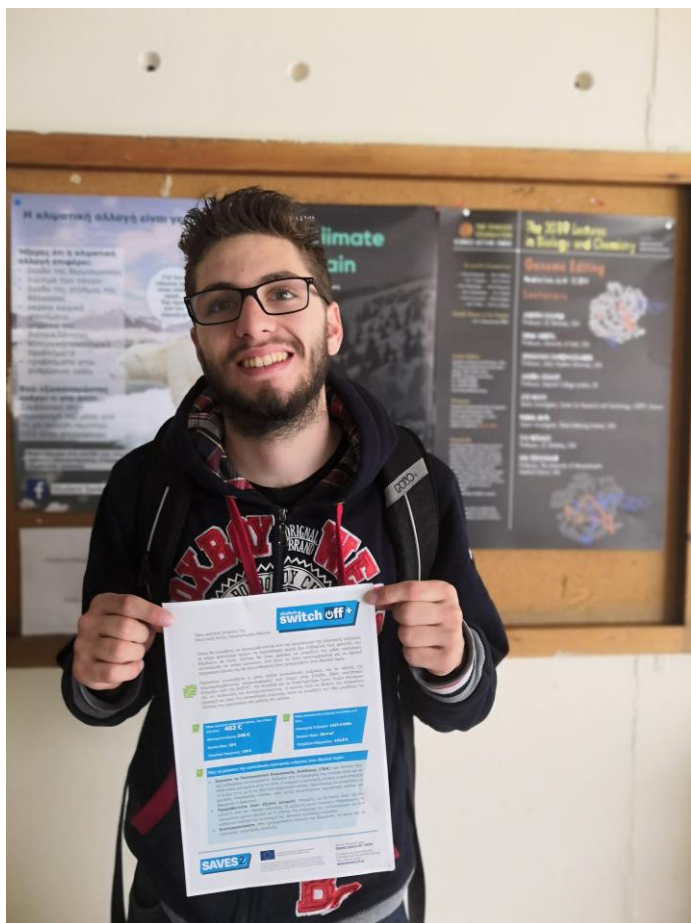


Photo 11. A student has just received his dummy energy bill. Face to face communications. NKUA

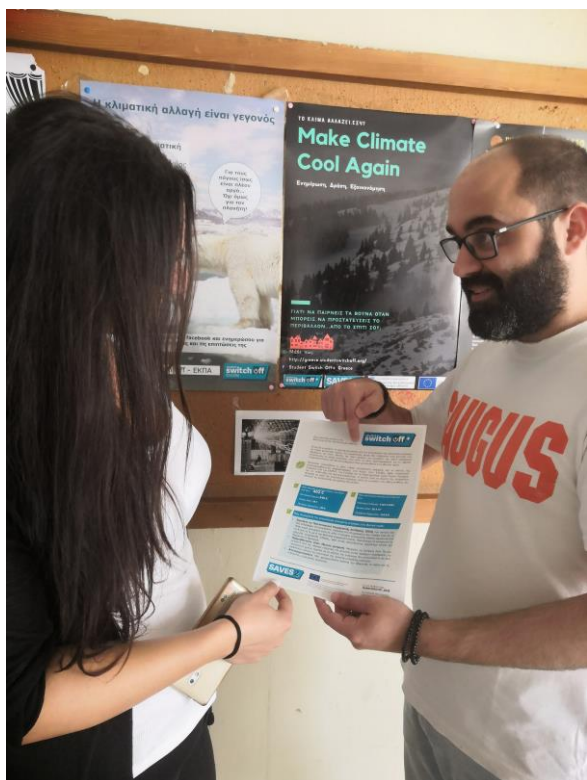




Photo 12 Informing students on the average energy costs per person in Greece. SSO+ face-to-face communications. NKUA

3.6 Social media and email examples from the SSO+ campaign

**Student Switch Off+ Greece**

Δημοσιεύτηκε από Vassilis StudentSwitchoff [?] · 21 Νοεμβρίου 2018 · 

Οι έξυπνοι μετρητές αποτελούν ένα χρήσιμο εργαλείο στις προσπάθειες εξοικονόμησης ενέργειας ενώ αποτελούν και ακρογωνιαίο λίθο των έξυπνων δικτύων. Στην Ελλάδα, η εγκατάστασή τους βρίσκεται σε πιλοτικό στάδιο ενώ σύντομα αναμένεται η μαζική διανομή τους (roll out). Χρήσιμες πληροφορίες για τους έξυπνους μετρητές και τα πλεονεκτήματά τους αλλά και το στάδιο στο οποίο βρίσκεται το roll out στη χώρα μπορείτε να βρείτε στην παρουσίαση που ακολουθεί απο τον ΔΕΔΔΗΕ & την ΡΑΕ.

https://energypress.gr/.../default/files/media/01d_-_p2_andre...


ENERGYPRESS.GR
energypress.gr


105
Απήχηση

10
Αλληλεπιδράσεις

Πρώθηση δημοσίευσης


Figure 113. Facebook post on smart meters accompanied with a presentation given by HEDNO and RAE. NKUA

**Student Switch Off+ Greece**

Δημοσιεύτηκε από Vassilis StudentSwitchoff [?] · 26 Μαρτίου · 

#Ενεργειακή #Φτώχεια #SAVES2 #SSO+
Εσείς? Μπορείτε να θερμάνετε την κατοικία σας?
Η ικανότητα κάθε νοικοκυριού να θερμάνει επαρκώς την κατοικία του είναι ένας από τους 3 δείκτες προσδιορισμού της ενεργειακής φτώχειας σε πανευρωπαϊκό επίπεδο. Τέσσερις χώρες του SAVES2 βρίσκονται στην πρώτη τετράδα αυτού του δείκτη αποδεικνύοντας την μεγάλη σημασία του προγράμματος για την ενημέρωση των νέων φοιτητών προκειμένου να αντιμετωπίσουν αυτή την δυσάρεστη κατάσταση.

<https://ec.europa.eu/.../products-eurostat-.../DDN-20190131-1...>



EC.EUROPA.EU
Can you afford to heat your home?
In 2017, 8 % of the European Union (EU) population said in an EU-wide survey that they could not afford to heat their home sufficiently. This share peaked in 2012 (11 %), and has fallen

59
Απήχηση

11
Αλληλεπιδράσεις

Πρώθηση δημοσίευσης

Figure 124. Facebook post on energy poverty across Europe, according to Eurostat. NKUA

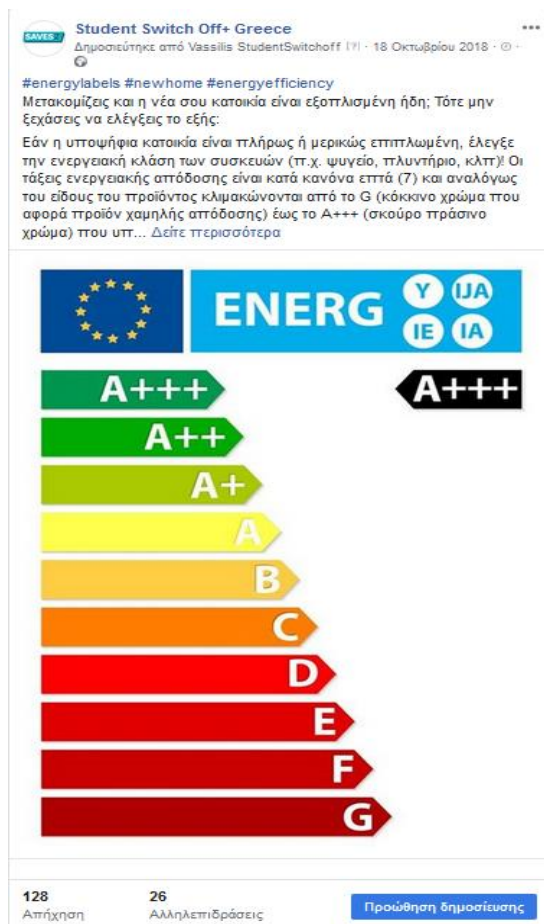


Figure 15. Facebook post with information on appliance energy labelling. NKUA



Figure 1613. Facebook post with energy saving tips. TUC

Θέμα: [ssoplus-newsletter] Ενεργειακές συμβουλές κατά την αναζήτηση κατοικίας
 Από: Ομάδα Μελετών Κτηριακού Περιβάλλοντος - ΕΚΠΑ <grbes@phys.uoa.gr>
 Ημερομηνία: Τρί, Ιούνιος 18, 2019 15:49
 Προς: ssoplus-newsletter@lists.uoa.gr
 Δημιουργία Φίλτρου: Αυτόματα | Αποστολές | Από | Προς | Θέμα
 Λίστα Μηνυμάτων (Mailing List): Αρχείο Λίστας | Βοήθεια | Επικοινωνία με τον Ιδιοκτήτη της Λίστας | Ταχυδρομική στη Λίστα | Απάντηση στη Λίστα | Εγγραφή | Ακύρωση Εγγραφής
 Επιλογές: Εμφάνιση Πλήρους Κεφαλίδας | Δείτε Εκτυπώσιμη Έκδοση | Κατέβασμα ως αρχείο | Προσθήκη στο Βιβλίο Διευδύνσεων



Αγαπητέ/ή φοιτητή/τρια,

Το σημερινό email εστιάζει στο τι πρέπει να προσέχει κάποιος όταν είναι σε διαδικασία αναζήτησης κατοικίας έτσι ώστε να έχει πολλαπλά οφέλη που σχετίζονται με την υγεία, το κόστος και την άνεσή του.

Ακολουθούν οι συστάσεις μας:

- Ζήτησε να δεις το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ) - Το ΠΕΑ διαθέτει ένα σύστημα βαθμολόγησης από A+ έως H, όπου το H είναι το χειρότερο επίπεδο ενεργειακής απόδοσης και το A+ το καλύτερο. Εάν θέλεις να ελαχιστοποιήσεις το ενεργειακό κόστος τότε θα πρέπει να αναζητήσεις ένα ακίνητο που είναι όσο το δυνατό πιο κοντά στο A.
- Εάν η υποψήφια κατοικία είναι πλήρως ή μερικώς επιπλωμένη, έλεγξε την ενεργειακή κλάση των συσκευών (π.χ. ψυγείο, πλυντήριο, κλπ). Οι τάξεις ενεργειακής απόδοσης είναι κατά κανόνα επτά (7) και αναλόγως του είδους του προϊόντος κλιμακώνονται από το G (κόκκινο χρώμα που αφορά προϊόν χαμηλής απόδοσης) έως το A+++ (σκούρο πράσινο χρώμα που υποδηλώνει ιδιαίτερα αποδοτικό προϊόν).
- Έλεγξε ενδεκτικά σημάδια μιας κακής μόνωσης ή κακής συντήρησης - μούχλας, υγρασίας και συμπίκνωσης. Η μακροχρόνια έκθεση σε τέτοιες συνθήκες μπορεί να έχει σημαντικό αντίκτυπο στην ποιότητα ζωής σου. Για το λόγο αυτό, προσπάθησε να αποφύγεις σπίτια που έχουν τέτοια προβλήματα.
- Εάν υπάρχουν προβλήματα με υγρασία / μούχλα ή συμπίκνωση, ζήτησε από τον ιδιοκτήτη να λάβει μέτρα για να τα αντιμετωπίσει προτού προχωρήσεις στην ενοίκιαση (π.χ. να βελτιώσει τη μόνωση του ακινήτου ή να σε προμηθεύσει με έναν αφυγραντήρα).
- Εάν έχεις την ευκαιρία, συζήτησε με τους σημερινούς ενοικιαστές της κατοικίας έτσι ώστε να ενημερωθείς σχετικά με την ποιότητα του σπιτιού, τα λειτουργικά του έξοδα και οποιαδήποτε άλλα πιθανά προβλήματα.

Για περισσότερες πληροφορίες μπορείς να ανατρέξεις στην ιστοσελίδα www.studentswitchoff.gr καθώς και στην σελίδα μας στο facebook: [Student Switch Off+ Greece](https://www.facebook.com/StudentSwitchOff+Greece). Επίσης μπορείς να παρακολουθήσεις και το σχετικό video του Students Switch Off+.

Εάν επιθυμείς να διαγραφείς από τη λίστα επικοινωνίας μας για την εκστρατεία Student Switch Off+ μπορείς να το κάνεις είτε αποστέλλοντας σχετικό αίτημα στην ηλεκτρονική διεύθυνση από την οποία έλαβες αυτό το email είτε επιλέγοντας "Unsubscribe" εδώ: <http://lists.uoa.gr/www/info/ssoplus-newsletter>

Με εκτίμηση,

Υπεύθυνη Εργαστηρίου:

Αναπληρώτρια Καθηγήτρια
 Μαργαρίτα-Νίκη Ασημακοπούλου



Figure 147. SSO+ email newsletter. NKUA.

• Προωθήσατε αυτό το μήνυμα στις 28/1/2019 2:35 μμ.



Εξοικονόμηση ενέργειας και διακοπές Χριστουγέννων

Καλώς ήλθατε στο ενημερωτικό μας email με συμβουλές για το πώς μπορείτε να εξοικονομήσετε ενέργεια και χρήματα στην κατοικία σας. Αυτό το μήνα εστιάζουμε στην εξοικονόμηση ενέργειας καθώς ετοιμάζετε για τις Χριστουγεννιάτικες διακοπές σας! Πολλοί από εμάς θα αφήσετε τη φοιτητική σας κατοικία για λίγες εβδομάδες κατά τη διάρκεια των διακοπών σας. Για αυτό το λόγο έχουμε κάποιες προτάσεις για να ελαχιστοποιήσετε τις καταναλώσεις σας την συγκεκριμένη περίοδο!

1. Απενεργοποιήστε τη θέρμανση σας. Εάν κανείς δεν ζει στην κατοικία κατά τη διάρκεια των διακοπών των Χριστουγέννων, τότε προσαρμόστε τις ρυθμίσεις του λέβητα πριν φύγετε για να μειώσετε ή να απενεργοποιήσετε τη θέρμανση. Είναι καλύτερο να μην απενεργοποιήσετε πλήρως τη θέρμανση σε περίπτωση που υπάρχει παγετός ενώ είστε μακριά, καθώς οι σωλήνες μπορούν να παγώσουν.
2. Απενεργοποιήστε τα φώτα και τις συσκευές. Κατά τη διάρκεια των 2-3 εβδομάδων που είστε εκτός από τις κατοικίες σας, η ενέργεια που χρησιμοποιείται από τις συσκευές που παραμένουν σε κατάσταση αναμονής ξοδεύουν ενέργεια. Θυμηθείτε να απενεργοποιήσετε τα πράγματα από τις μπρίζες, όπως ο φούρνος μικροκυμάτων, οι τηλεοράσεις, οι κονσόλες παιχνιδιών, οι φορτιστές οδοντόβουρτσας, τα φώτα, οι ηλεκτρικές κουζίνες, τα ψυγεία (αν δεν υπάρχει τροφή!). Μην απενεργοποιήσετε τα ψυγεία-καταψύκτες, αλλιώς μπορείτε να επιστρέψετε σε μια πλημμυρισμένη κουζίνα λόγω της απόψυξής του πάγου!

Για περισσότερες πληροφορίες σχετικά με τον τρόπο εξοικονόμησης ενέργειας και χρημάτων στα ενοικιαζόμενα καταλύματα, ανατρέξτε στην ιστοσελίδα μας <http://greece.studentswitchoff.org/>

καθώς και στην σελίδα μας στο
[Facebook: Student Switch Off - TUC](https://www.facebook.com/StudentSwitchOff-TUC)



Figure 158. SSO+ email newsletter. TUC

4 Conclusions

The SSO campaign ran in two Greek universities during the 2018-19 academic year; the National and Kapodistrian University of Athens (NKUA) and the Technical University of Crete (TUC). The SSO+ campaign ran in five Greek universities during the 2018-19 academic year; the National and Kapodistrian University of Athens (NKUA), the Technical University of Crete (TUC), the University of Piraeus (UniPi), the International Hellenic University (IHU) and the Democritus University of Thrace (DUTH).

Student Switch Off

Throughout the academic year a number of activities took place in the dormitories in Greece as part of the Student Switch Off campaign. These included photo competitions (34 photo entries), climate quizzes (22% of students took part), dormitory visits (4-7 visits per university), ambassador training sessions (two sessions run in each university) and beginning of year and end of year events. Seventeen percent of students living in TUC's and NKUA's dormitories signed up to SSO and five ambassadors participated in training events and supported the delivery of the campaign. SSO promotional materials such as coasters, jumpers, blankets and umbrellas were used in the engagement activities. Posters and flyers were also used.

Students were informed about a number of SSO specific, but also broader energy efficiency related topics. SSO specific information included: photo competitions, climate quiz, tips on how to save energy at home, news from other countries' campaigns. Broader topic information included: reports on fuel poverty, tips on how to select a home or appliances when moving into the private rented sector and facts about climate change. The communication channels used were: face-to-face, Facebook and emails.

The main challenge faced by NKUA this academic year, 2018-19, was the establishment of lively communications with students through its SSO Facebook page. A dynamic content with the ability to give students the opportunity to comment such as "the question of the day" or running polls related to SSO topics will be promoted in the next academic year. With regard to TUC, the biggest challenge of this academic year was student engagement in photo competitions. The plan for next year is to prepare more attracting email invitations for the photo competitions and organize more frequent face to face communications through which the photo competitions could gain a wider visibility amongst students.

This year, higher energy savings compared to the previous year were achieved in both universities. Namely, 4.86% energy savings were achieved in the NKUA dormitories (4.46% in 2017-18) and 12.01% in the TUC dormitories (8.11% in 2017-18). The increased energy savings are in line with the higher number of students who got in touch with the campaign and engaged in the various SSO activities this year. Compared to the previous year, more frequent face to face communications and motivated student ambassadors living in the dormitories who encourage their peers in the dormitories to save energy had a positive impact on the efforts of students to save energy.

Student Switch Off+

The SSO+ campaign targeted two groups of students a) students already living in the private rented sector and b) students living in dormitories that will eventually move out of dormitories into private accommodation. The number of students reached in Greece was 4,392 and this is the campaign's greatest success. Approaching three new universities, UniPi, UHI and DUTH, helped the campaign to gain further attention among students and brought 1,000 extra students in contact with the SSO+ messages.

The main activities through which these students were reached in NKUA and TUC were a) SSO+ newsletter, b) regular posts on social media (Facebook), c) face-to-face communications and d) training seminars. In UniPi, IHU and DUTH students were reached through the SSO+ newsletter.

The information that students received included: the Greek SSO+ video, tips on how to save energy and reduce energy costs at home, a dummy energy bill for students living in dormitories, a dummy energy bill for students already living in the private rented sector, advice on how to choose accommodation and appliances based on their EPC and energy performance respectively.

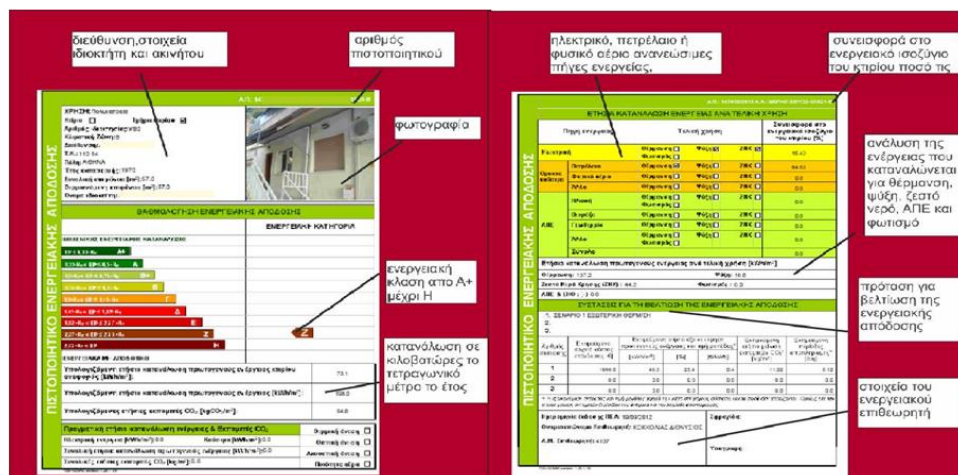


Figure 19. Example of EPC with explantion comment which posted in SSO+ Social Media (TUC)

In 2019-20, to help increase the number of students involved with the campaign, the SSO+ campaign will establish its presence in more departments of NKUA and TUC. The plan for next academic year includes extra face-to-face communications for both universities whereas for NKUA visits to more departments of the university located outside the campus are planned. Considering NKUA, at least two face-to-face communication events will take place in a department of the university outside the campus.