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

2.2 Engagement activities

Throughout the 2019-20 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, social media polls related to the SSO content, 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 moved into the dormitories of NKUA at the beginning of October. NKUA launched the SSO campaign in the mid of October 2019, when all students had moved in, through three dormitory visits with the help of four student ambassadors (more detail on student ambassadors found in section 2.2.2). The first two visits were made in two subsequent days in October and the third visit at the end of October, with each visit



covering all four dormitory buildings. NKUA's SSO ambassadors spoke with 300 residents. 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 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 moved into the dormitory at the end of October 2019. Four dormitory visits took place between November and December 2019 as a way to launch the campaign. As part of these 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 session 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 one session of approximately 90 minutes. The training session was organized in September 2019, with four students trained. One of the four students continued on as a student ambassador this academic year after his participation as an SSO ambassador in 2018-19 academic year. 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. 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 with a focus on the efficient use of appliances.

Four ambassadors were trained in TUC in the first semester. 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 session was organised by the dormitory coordinator and took place in November 2019. The 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	1	4
TUC	1	4
Total	2	8

Table 2 Number of students attending ambassador training sessions at Greek SAVES 2 universities in 2019-20.

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

Until the end of February 2020, five onsite engagement visits took place in NKUA during the 2019-20 academic year to raise awareness about SSO. The first three visits were made to launch the SSO campaign in the second half of October 2019. Over these three visits, NKUA's SSO ambassadors spoke with 300 residents. The fourth visit was made in December 2019 and the fifth visit was made in the end of February 2020. During the 4th and the 5th visits, NKUA's SSO ambassadors engaged with 70 and 60 residents respectively. Thus, during the five face to face activities 430 students were engaged in total. 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. NKUA, due to COVID-19 pandemic, didn't host any students in its four dormitory buildings after mid-March 2020 and subsequently face to face activities had to be cancelled.

The first three visits to the NKUA dormitories were door-to-door whereas the fourth and fifth visit involved holding an information stall in communal areas of the dormitory buildings. In all cases, SSO promotional materials (leaflets) were given to students and information on how to participate more actively in the campaign



and save energy was provided. Moreover, posters and 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 December 2019 and in February 2020 and during those visits dummy energy bills were handed to students and posters were posted on communal areas.

In TUC, until March 2020, six dormitory visits took place in the 2019-20 academic year; two in November 2019, two in December 2019, one in February 2020 and one in March 2020. 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 all 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. Due to the COVID-19 pandemic, like NKUA, TUC did not host any students in its dormitory building after mid-March 2020 and subsequently face to face activities were suspended.

Name of University	Number of onsite engagement visits	Description of Activities
NKUA	5	Informed students on energy efficiency issues and on ways to participate in SSO – 430 students were reached Dummy energy bills and posters pinned in communal areas of the dormitories – 1,068 students reached
TUC	6	Dissemination of the SSO campaign, provided energy tips to student and sign up student to SSO via emails, posters and media 76 SSO students)

Table 3 Face-to-face engagement activities on Greek university campuses (excluding ambassador training) in 2019-20.

2.2.4 Social media competitions

Eight energy saving themed photo competitions were launched on the [NKUA SSO Facebook](#) page during the 2019-20 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). Nineteen photo entries were received. In addition, seven week-long polls (

Figure 1) were introduced in NKUA's SSO Facebook page. All seven polls had energy saving themes (these included efficient heating, cost effective house insulation, average energy needs for space heating and cooling in households and CO₂ emissions). In spite of not being incentivized, these polls received 71 entries and reached between 78 to 128 students per poll.

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). Fourteen entries were received.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc)
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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 	19	Facebook
	Energy Saving Themed Polls: <ul style="list-style-type: none"> • X 2 House Insulation • X 2 Efficient Heating • X 1 Average Energy Needs for Heating & Cooling • X 1 Volume of one CO₂ tonne 	71	Facebook
TUC	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	14	Facebook

Table 4 Social media competitions in Greek SAVES 2 universities in 2019-20



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 Facebook pages to raise awareness about climate change and energy saving. NKUA's first climate quiz was launched in November 2019 and stayed open for two weeks while the second quiz was launched in February 2020. Due to COVID-19, it was decided February's climate quiz to remain open for entries until the end of the academic year. The climate quiz was disseminated through Facebook and emails and received 219 entries over both quizzes.

TUC launched its two climate quizzes in November 2019 and in February 2020. The climate quizzes were communicated through Facebook and emails and stayed open for three months each. In total the quizzes received 173 entries (80% participation in each of the two quizzes).

Name of University	Number of students that took part	Proportion of students that took part in the quiz
NKUA	219	21%
TUC	173	80%
Total	392	35%

Table 5 Student participation in climate quizzes at the Greek SAVES 2 universities in 2019-20.

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, taking place in June 2020, 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 End of year event in NKUA, June 2020. (Left) SSO Student ambassadors with SSO giveaways in the end of the year event at NKUA's dormitories. (Right) The SSO Student ambassadors thank students for their efforts in saving energy). The note was thanking students for their efforts to save energy through their participation in the SSO campaign.

In NKUA, the building with the biggest energy saving as of end February 2020 was dormitory Building C (29,143 kWh saved, 18% savings), achieving a 20,931 kg CO₂ saving, compared to the baseline.

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: 32
- T-Shirts: 24
- Tote bags: 18
- String bags: 20
- Umbrellas: 16



Photo 2 End of year event in NKUA, June 2020. (Left) SSO Student ambassadors with SSO giveaways in the end of the year event at NKUA's dormitories. (Right) The SSO Student ambassadors thank students for their efforts in saving energy

The academic year in TUC ended with an SSO celebration event in July 2020. The participating TUC dormitory managed to achieve a 25.5% energy reduction (28,262 kWh) when compared with a 2016-2017 baseline. Student Switch Off ambassadors supported the end of the year event and more than 20 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. Some SSO face masks, hats, jumpers and T-shirts were also offered to students as giveaways. A local company in Chania sponsored the refreshments at the event. Due to COVID-19 the population of students on the campus was low, but it was still important to recognise the energy-saving efforts of the students.

2.2.7 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	Competition entries	Number of social media followers (please specify which one)	% energy saved
NKUA	1,068	211	19.8%	4	219	90	Facebook : 352	3.90 %
TUC	76	76	100%	4	173	57	Facebook : 393	25.51 %
TOTAL	1,144	287	25.1%	8	392	147	746	6.01 %

Table 6 Overall student engagement statistics for SSO in Greece in 2019-20

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/>) as these were the communication channels most preferred by students living in the university dormitories. During the 2019-20 academic year, five 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 and the SSO student ambassadors living in dormitories 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 in-home energy wastage, tips on how to select a home



or appliances when moving into the private rented sector, facts about climate change and energy saving tips. Furthermore, other EU funded projects ([Digilabel](#), [Selina](#)) related to energy saving as well as EU funded energy saving themed videos ([video 1](#), [video 2](#)) were promoted through NKUA's SSO Facebook page (Figure 7 and Figure 1). Every month, a student blog or article from another SAVES 2 country was shared through the NKUA SSO Facebook page. Moreover, eight photo competitions, the SSO climate quiz and seven energy saving themed polls were launched through NKUA's SSO Facebook page.

In addition, the dummy energy bill for students looking to move out of dormitories was posted four times throughout the year. Finally, the energy dashboard was promoted fortnightly on NKUA's SSO Facebook page.

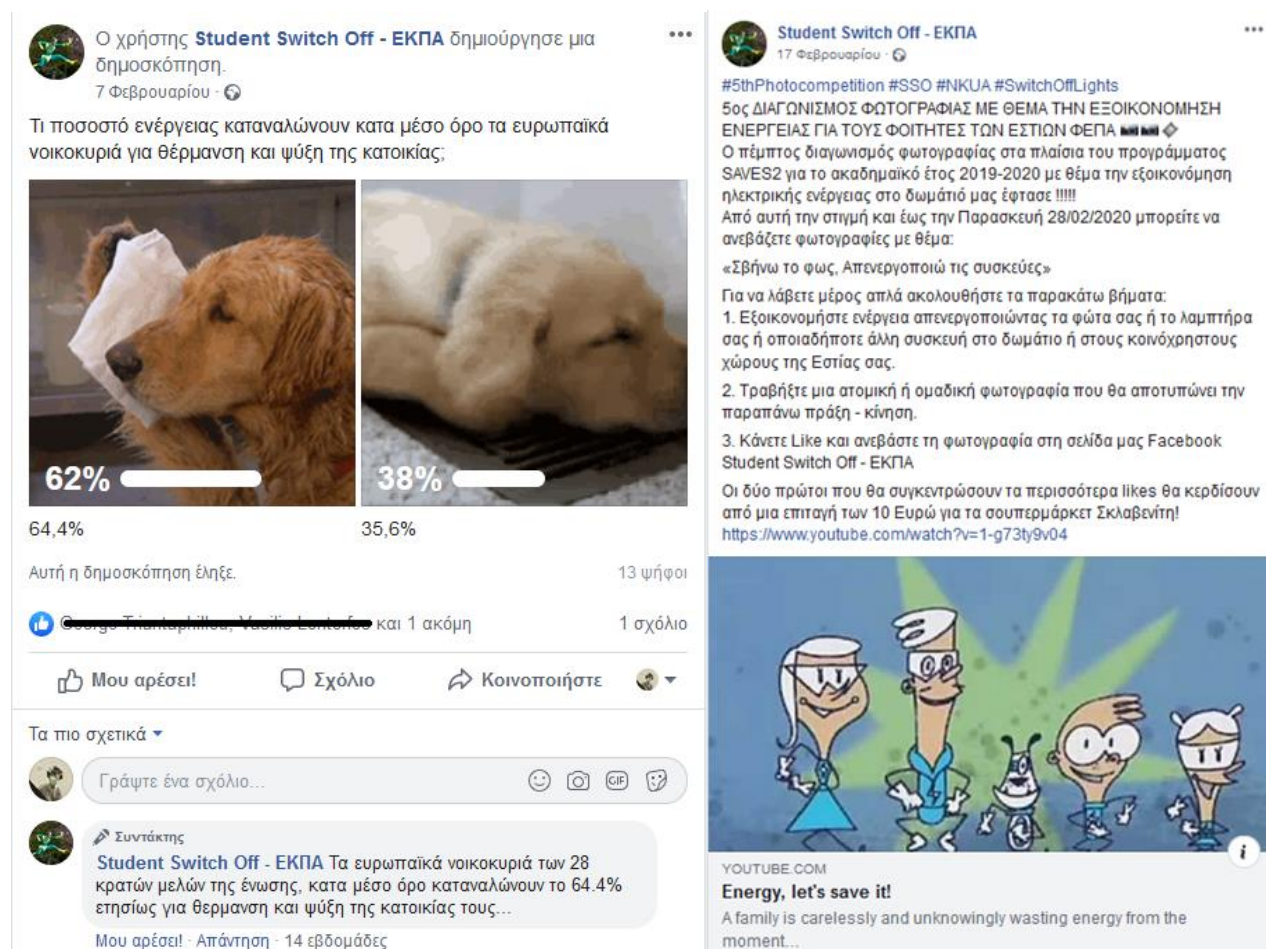


Figure 1(Left) Energy saving themed poll in NKUA's Facebook page. (Right) An energy saving themed video (<https://www.youtube.com/watch?v=1-g73ty9v04&t=110s>) funded by the European Commission is promoted along with the launch of NKUA's 5th photo competition

Students who signed up to NKUA's university SSO mailing list were emailed on a monthly basis. Along with energy tips, a link to the [energy dashboard](#), a link to the [Greek SSO website](#), a link to [NKUA's SSO Facebook page](#) as well as the launch of the month's photo competitions was included in every email sent by NKUA.

In TUC, information on the SSO campaign was disseminated through emails, the Student Switch Off [Greek website](#), TUC [Facebook page](#) 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. Every two weeks, information around energy saving and sustainability in general was posted on the TUC Facebook page, 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 month, a student blog or a guest article from a dormitory coordinator originated from a SAVES 2 country was shared through TUC Facebook page. Moreover, eight photo



competitions and the two SSO climate quizzes were launched through TUC Facebook page. In addition, the dummy energy bill for students looking to move out of dormitories was posted every two months. Finally, the energy dashboard was promoted fortnightly on TUC Facebook page.

Six face to face visits took place between November and March. 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. The last two visits took part in the TUC Campus area, close to the academic buildings.

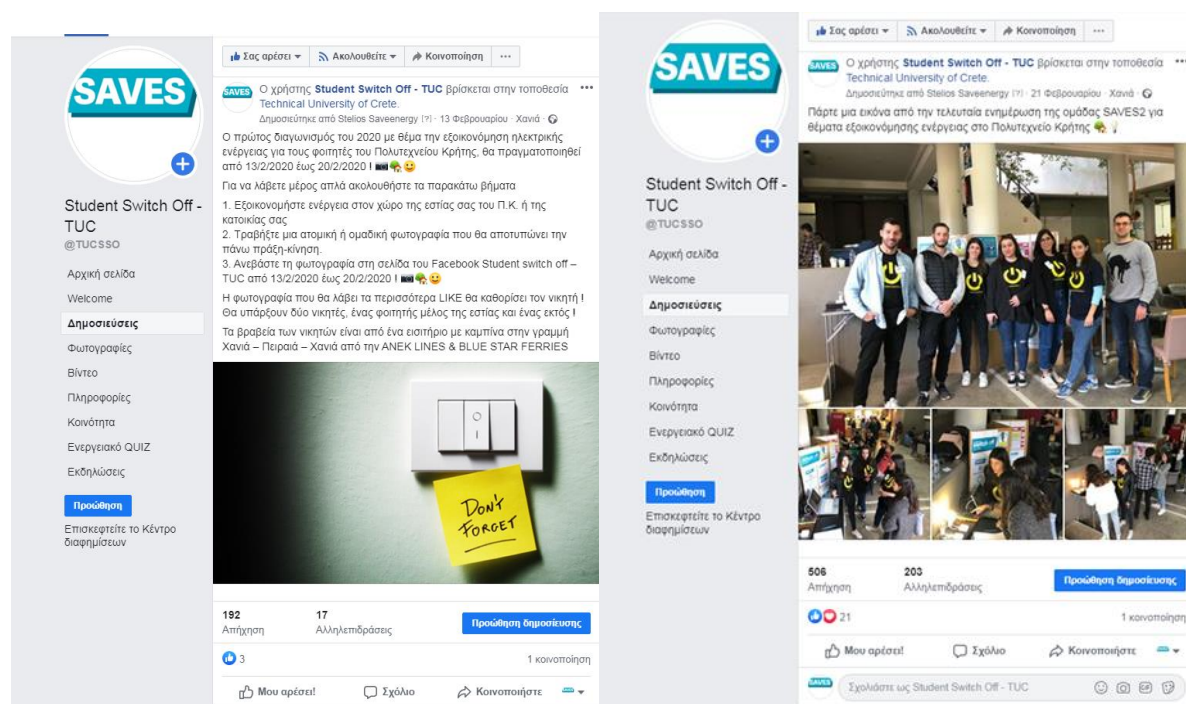


Figure 2 (Left) An energy Photo Competition Published in TUC facebook Page. (Right) Photos from February 2020 visit in Technical University of Crete by SAVES2 ambassadors.

2.4 Engagement materials

A variety of branded marketing materials was used for NKUA's campaign throughout the year to engage students. These were: jumpers, blankets, umbrellas, tote bags, string bags, coasters and T-shirts (Figure 3). 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.





Figure 3 SSO promotional materials used by NKUA to engage students

In addition, a dummy version of an energy bill (Figure 11) 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. Hard copies were handed out to students as flyers during all face-to-face visits at NKUA. Moreover, a poster 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. 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.

Additionally, NKUA used a poster, first introduced at the beginning of 2018-19 academic year, as an extra engagement material (Figure 4). The poster informs students on the benefits that saving energy has on climate and encourages them to adopt energy saving habits. The main message "*Everything is about to change*" highlights the importance of behavior change in mitigating climate change. The design of the poster is based on the feedback received from Greek students and on previous experience from SAVES 1 showing that they are concerned the most about the issue of climate change. 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 as well as in the Secretary's office of the Physics department. Posters were also put up on the entrance of each dormitory building and on the reception desks. Student ambassadors ensured that they remained posted during the entire academic year otherwise they renewed them. One thousand and sixty-eight (1,068) students were reached from the displayed posters and dummy energy bills.

Ten euro vouchers sponsored by a supermarket chain were provided for the photo competitions in NKUA (Photo 1).



Figure 4 SSO poster created by NKUA's SSO team

In TUC, hard copies of the dummy energy bill and flyers with energy saving tips were handed out to students during all six 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 materials encouraged 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 new marketing materials, which were used for TUC's campaign throughout the year to engage students. These were: jumpers, t-shirts, masks, pencils, hats and coffee cups. 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 event.

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.

The energy dashboard was disseminated with fortnight Facebook posts and a link to the energy dashboard was included in the monthly emails sent to students. Additionally, the dashboard has been promoted by the



ambassadors in all face to face communications in which students were invited to visit the energy dashboard through the Greek SSO website. In light of COVID-19 implications, and with students being out of their dormitories, the energy dashboard was disseminated only by emails from April until June 2020. The dashboard is embedded to the Greek SSO website with the following link: <https://switchoff.nus.org.uk/athens>

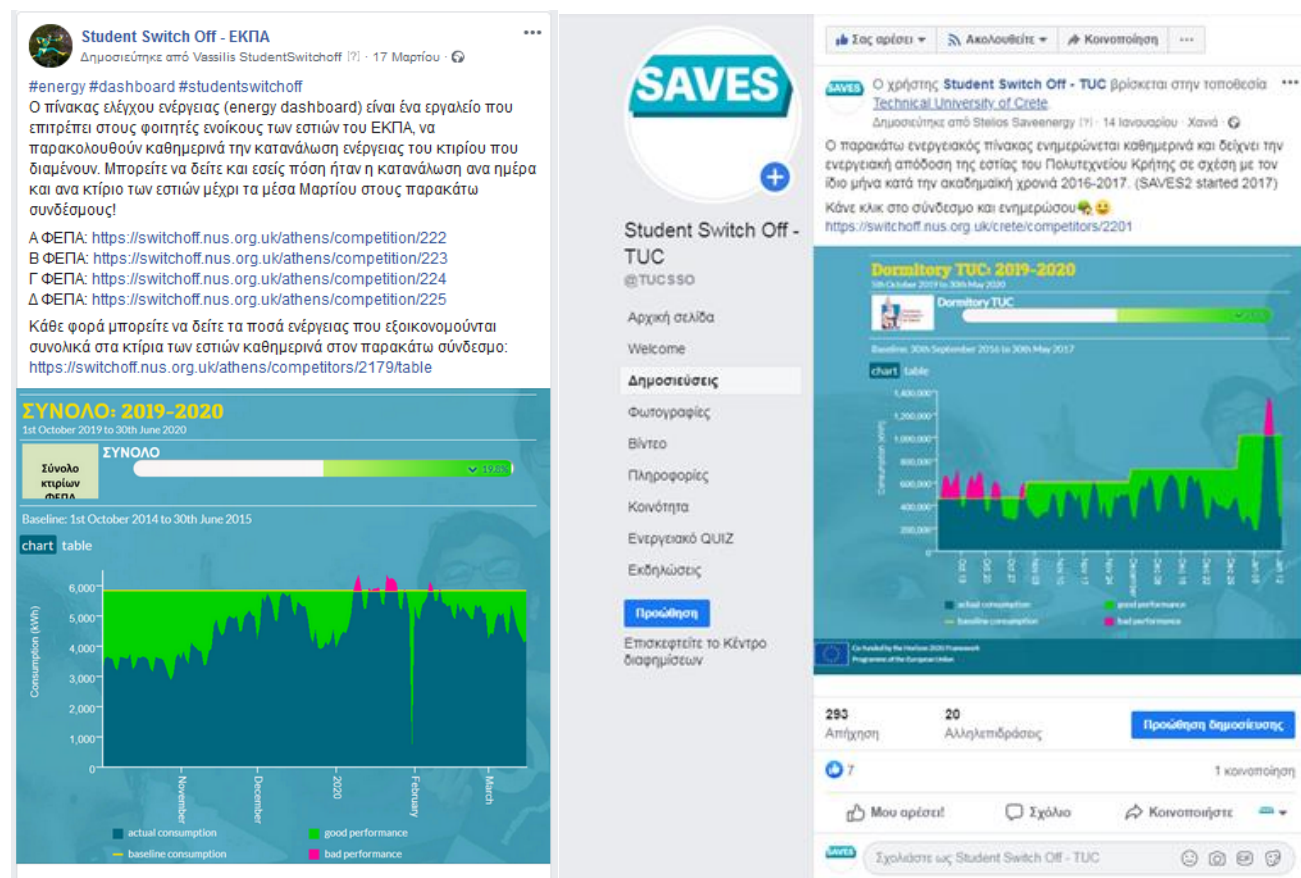


Figure 5(Left) The energy dashboard was disseminated through NKUA's SSO Facebook page every 15 days. (Right) The energy dashboard was disseminated through TUC Facebook page every month.

In TUC the energy dashboard was manually updated once a week during the 2019-20 academic year and communicated to students via email and Facebook (Figure 5, right) 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/229>

2.6 Photos from the SSO campaign



Photo 3 Student Ambassadors holding dummy energy bills in front of the Christmas tree . December 2019, NKUA dormitory. (Middle) Students have just received their SSO promotional material after a face to face communication. October 2019. (Right) A student avoids energy wastage by putting a lid on the pan while cooking. In light of COVID-19 students had to move to their homes where they continued to undertake energy saving actions.



Photo 4 NKUA's SSO Student Ambassadors talk with students, residents of NKUA dormitories in February 2020



Photo 5 Photos from TUC SAVES2 team visits in TUC during the academic year 2019-2020.



Photo 6 Photos from TUC SAVES 2 team visits in TUC during the academic year 2019-2020.



Photo 7 Photos from TUC SAVES2 team visits in TUC during the academic year 2019-2020.

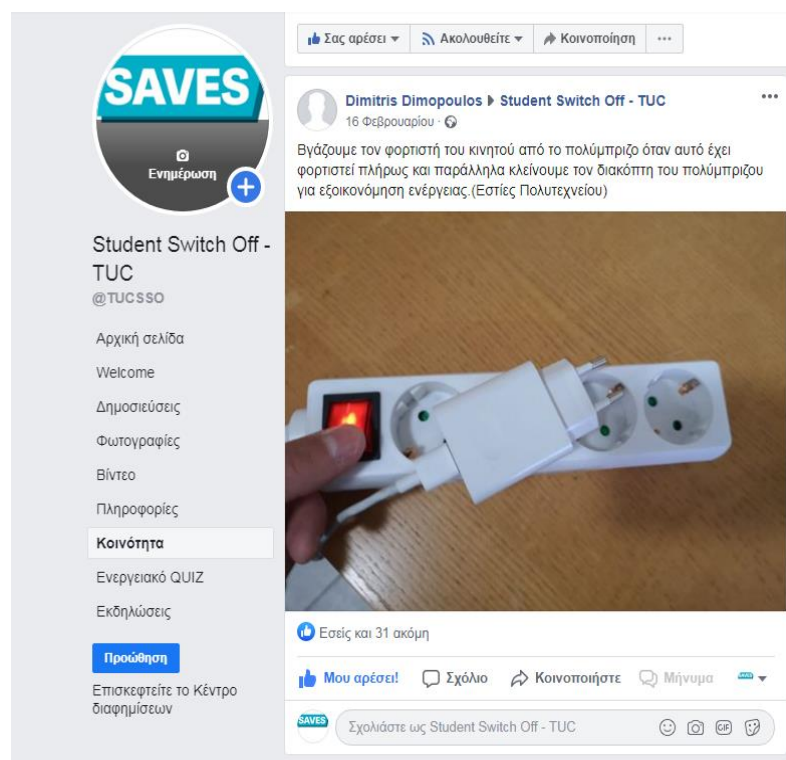


Photo 8 Winning photo from TUC February 2020 Photo Competition



2.7 Social media and email examples



Αγαπητέ/ή φοιτητή/τρια,

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

Το σημερινό email εστιάζει στην ορθή χρήση των οικιακών συσκευών σας για την αποδοτικότερη και οικονομικότερη λειτουργία τους! Ακολουθούν οι συμβουλές μας:

1. Τα μαγειρικά σκεύη ιδανικά πρέπει να εφαρμόζουν στις εστίες της κουζίνας. Σπαταλάτε έως 30% περισσότερη θερμότητα και ρεύμα όταν η βάση του σκεύους είναι 1-2 εκατοστά μικρότερη από την εστία. Προτιμήστε τη χύτρα ταχύτητας προκειμένου να μειώσετε αισθητά το χρόνο μαγειρέματος και να εξοικονομήσετε 30-60% ηλεκτρική ενέργεια.
2. Μην ανοιγοκλείνετε άσκοπα το φούρνο και αποφεύγετε τις άσκοπες προθερμάνσεις. Κάθε φορά που ανοίγετε την πόρτα του φούρνου φεύγει το 20% της εσωτερικής θερμότητας.
3. Ρυθμίστε τη θερμοκρασία στο θάλαμο συντήρησης του ψυγείου σας να είναι 7 °C και του καταψύκτη στους -18 °C. Μπορείτε να εξοικονομήσετε μέχρι και 15% ενέργεια.
4. Τοποθετήστε το ψυγείο σας μακριά από θερμαντικά σώματα, τον φούρνο, και μέρη που τα βλέπει ο ήλιος γιατί έτσι μπορεί να αυξηθεί η κατανάλωση ρεύματος μέχρι και 30%.
5. Γεμίστε τον κάδο πλύσης του πλυντηρίου σας ομοιόμορφα με όλη την ποσότητα που αυτός χωράει.
6. Ενημερωθείτε για την ηλεκτρική κατανάλωση των συσκευών πριν προχωρήσετε στην αγορά τους. Από συσκευή σε συσκευή υπάρχουν διαφορές ακόμα και όταν βρίσκονται σε αναμονή (stand-by)

Συμβουλευτείτε τις ενεργειακές ετικέτες των συσκευών. Η ενεργειακή ετικέτα που διαθέτουν όλες οι σύγχρονες ηλεκτρικές συσκευές μας δίνει πληροφορίες για την ενεργειακή απόδοσή του. Επιλέξτε μια συσκευή με χαμηλή ενεργειακή κατανάλωση.

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

Για περισσότερες πληροφορίες για την εκστρατεία Students Switch Off μπορείς να ανατρέξεις στην ιστοσελίδα greece.studentswitchoff.org, 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.

Έλαβες αυτό το ενημερωτικό email γιατί στο παρελθόν συμπλήρωσες είτε την φόρμα επικοινωνίας του Student Switch Off είτε ένα ερωτηματολόγιο στα πλαίσια μιας σχετικής έρευνας που διεξήγαμε όπου και έδωσες την συγκατάθεσή σου να επικοινωνήσουμε μαζί σου στο μέλλον με ενημερωτικά newsletters σαν κι αυτό.

Έλαβες αυτό το ενημερωτικό email γιατί στο παρελθόν συμπλήρωσες είτε την φόρμα επικοινωνίας του Student Switch Off είτε ένα ερωτηματολόγιο στα πλαίσια μιας σχετικής έρευνας που διεξήγαμε όπου και έδωσες την συγκατάθεσή σου να επικοινωνήσουμε μαζί σου στο μέλλον με ενημερωτικά newsletters σαν κι αυτό.

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/ssonewsletter>

Με εκτίμηση,

Ομάδα Μελετών Κτιριακού Περιβάλλοντος

Υπεύθυνη Εργαστηρίου:

Αναπληρώτρια Καθηγήτρια

Μαργαρίτα-Νίκη Ασημακοπούλου



Figure 6 Email sent NKUA. It provides energy tips, invites students to take the climate quiz, calls for participation in photo competitions and gives links to the energy dashboard and to the Greek SSO webpage & NKUA's SSO social media page.



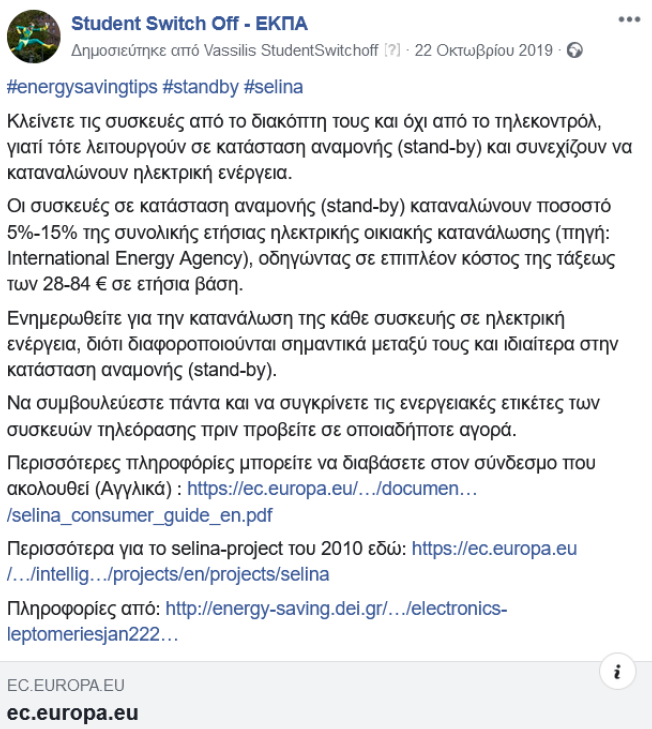


Figure 7 The EU funded Selina project about standby losses from appliances was promoted through NKUA's SSO Facebook page

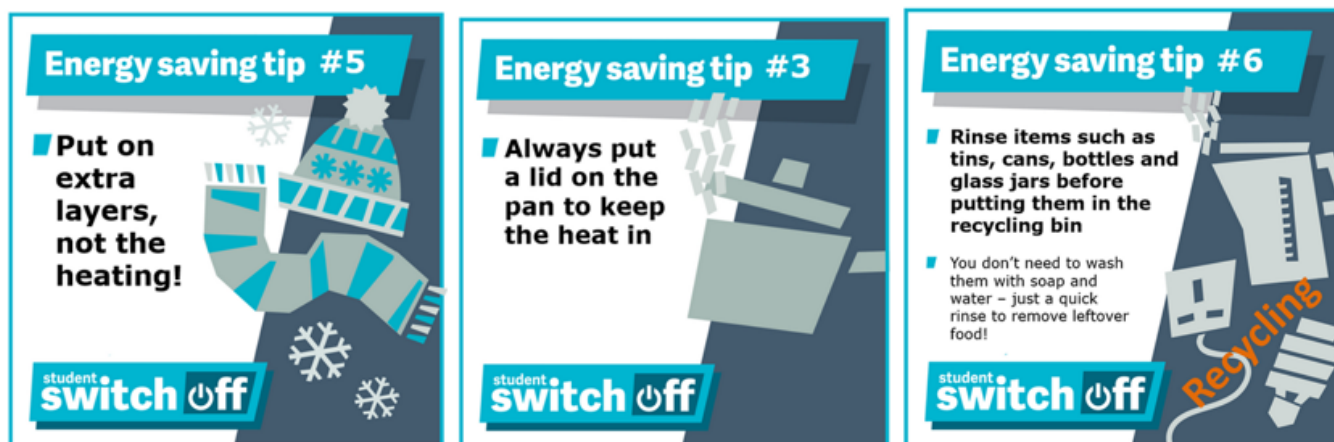


Figure 8 Example of graphics used to disseminate energy saving tips- NKUA. Messages in English were common in NKUA's campaign in order Erasmus students to be reached too.

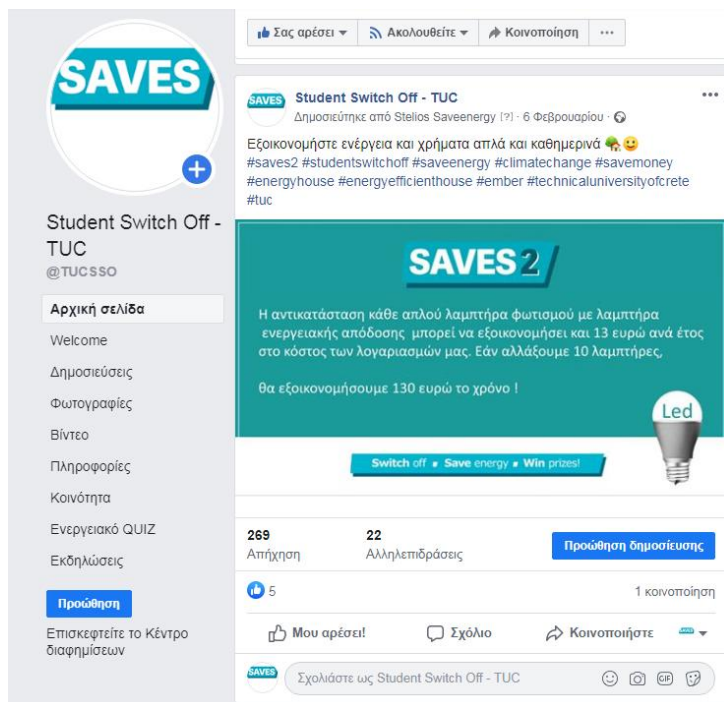




Figure 9 Energy tips posted on TUC Facebook Page via graphics.

Συμβουλές Εξοικονόμησης ενέργειας καθημερινά

- Σβήστε τα φώτα όταν φεύγετε από το σπίτι για λίγες ώρες!
- Σβήστε τα φώτα σε άδεια δωμάτια 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.
- Συντηρήστε τις εγκαταστάσεις θέρμανσης – ψύξης στο τέλος του χειμώνα – καλοκαιριού. Έτσι, η απόδοσή τους θα διατηρείται στο βέλτιστο επίπεδο και η κατανάλωση ενέργειας θα είναι η χαμηλότερη δυνατή.
- Εξαερώστε τα σώματα καλοριφέρ!
- Αφήστε τα ρούχα να στεγνώσουν φυσικά στον ήλιο αντί να χρησιμοποιείτε το στεγνωτήριο τις ηλιόλουστες ημέρες
- Πλύνετε τα ρούχα σας στους 30°!
- Γεμίστε τον κάδο του πλυντηρίου χωρίς 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.
- Εκμεταλλευτείτε το ωράριο μειωμένου τιμολογίου και εξοικονομήστε χρήματα από τον λογαριασμό ηλεκτρικής ενέργειας!

Με εκτίμηση
Στέλιος Διακρούσης

..
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Figure 10 Example of Emails which TUC sends. It provides energy tips, shares links to the Greek SSO webpage & TUC social media page.



3. The Student Switch Off+ campaign in Greece

3.1 Universities receiving information

In Greece the Student Switch Off+ (SSO+) campaign ran in eleven different universities during the 2019-20 academic year. The universities that received information are: National and Kapodistrian University of Athens (NKUA), Technical University of Crete (TUC), University of Piraeus (UniPi), International Hellenic University (IHU), Democritus University of Thrace (DUTH), Hellenic Mediterranean University in Crete (HMUC), University of Hrakleio (UOH), University of Rethimno (UOR), [Athens University of Economics and Business](#) (AUEB), [Harokopio University](#) (HU), and [Panteion, University of Social and Political Sciences](#) (PUSPS).

The HMUC, UOH and UOR, were reached in 2019-20 academic year by TUC. These universities were reached by TUC's students ambassadors via face-to-face visits and monthly emails which included energy tips, EPCs and links to the Greek SSO+ webpage, Facebook SSO+ Page and links to the [SAVES2 SSO+ video](#). AUEB, HU, and PUSPS were reached by NKUA in 2019-20 academic year. In October 2019, NKUA's SSO+ student ambassadors launched the SSO+ campaign in these three universities with face to face communications and dummy energy bills put on display.

The academic year 2019-20 is the third year that the SSO+ campaign has been running in NKUA and TUC, it is the second year that it ran in UniPi, IHU and DUTH while it is the first year that it ran in the other six universities, AUEB, HU, PUSPS, HMUC, UOH and UOR. The Technical University of Crete coordinates the SSO+ campaign in Greece.

In AUEB, HU and PUSPS the engagement was done directly by NKUA's SSO+ student ambassadors and not by the universities themselves.

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, including the three aforementioned universities, it was decided to report the following:

- Students reached through face to face communications as of the beginning of March:
 - 10 students attended the SSO+ seminar
 - 515 students received information through face to face communications in NKUA, AUEB, HU and PUSPS
 - 5,000 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 and in communal areas of AUEB, PUSPS and UniPi
 - 267 students who were living in the NKUA dormitories during the previous academic year 2018-19 and moved to private accommodation this academic year 2019-20.
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 2019-20 academic year, 349 students received NKUA's monthly SSO+ newsletter while the average social media reach per post was 41 students.

In TUC:

- Students living in the private rented sector reacted via [Official TUC webpage](#) and receiving the SSO+ newsletter (1,500 students). In addition the average social media reach per post was 300 students.

In the University of Piraeus (UniPi):

- Students living in the private rented sector receiving the SSO+ newsletter (400 students).
- NKUA's SSO+ student ambassadors visited UniPi's campus and pinned posters on communal areas and on the university's reception front desk. The number of those reached is included in the calculation above.

In the International Hellenic University (IHU):



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

In the Democritus University of Thrace (DUTH):

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

In the University of Rethimno (UOR)

- Students living in the private rented sector reacted via the official [University of Rethimno](#) webpage and receiving the SSO+ newsletter (4.000 students).

In the University of Hrakleio (UOH)

- Students living in the private rented sector reacted via the official [University of Hrakleio webpage](#) and receiving the SSO+ newsletter (10.000 students).

In the The Hellenic Mediterranean University in Crete (HMUC)

- Students living in the private rented sector receiving the SSO+ newsletter (500 students).

Name of University	Number of students reached
NKUA AUEB HU PUSPS	6,182
TUC	1800
UniPi	400
DUTH	350
IHU	400
UOR	4,000
UoH	10,000
HMUC	500
Total	23,632

Table 7 Universities in Greece 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 localized and easily accessible, privately rented accommodation is spread across town, and is not easily accessible. The main activities that took place as part of SSO+ was the sending of regular emails to students living in the private rented sector, regular posts on social media (Facebook: [Student Switch Off+ Greece](#)) and face-to-face activities.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	NKUA, AUEB, HU, PUSPS: 9 emails, sent monthly	<ul style="list-style-type: none"> • Oct - "Looking for new accommodation-EPCs". • Nov - "PC energy savings". • Dec - "Space Heating". • Jan - "Lights" • Feb - "Efficient use of appliances". • Mar - "Saving energy in the kitchen". • Apr - "Cooling - ventilation". • May - "Energy saving tips" 	349 students emailed	



		<ul style="list-style-type: none"> Jun - "Looking for new accommodation - EPCs" 		
	TUC, UniPi, UHI, DUTH, UOR, UoH, HMUC: 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". 	Totally, 17,150 students emailed or visit and reacted by the official Universities pages (UOR, UOH) with the SSO+ newsletters.	Number of students reached with university website: TUC: 1,500 UniPi: 400 UHI: 350 DUTH: 400 UOR: 4,000 UoH: 10,000 HMUC: 500
Social Media Posts	NKUA: 34 posts over the year, posted every week	Oct – Energy labels / Smart meters Nov – Energy efficient appliances / Energy saving Tips Dec – Energy Saving Tips Jan – Climate change /Energy saving Tips Feb – Efficient use of Appliances / Smart meters /Energy poverty Mar – Energy tariffs /Energy providers / Gamification of energy efficiency/ Environmental awareness Apr – Energy tips May – Energy poverty / Energy consumers rights/tariffs/providers/ Smart Meters June – Example Energy Bill / EPCs/ financial incentives for landlords	Social media posts on Facebook reached on average 41 students per post	On average 6 reactions per post. 1,382 total views.
	TUC: Every one or two weeks updates TUC Facebook page and Instagram Page	<ul style="list-style-type: none"> Info about the Project EPCs SSO+ official video Energy efficient appliances Energy saving tips Efficient use of Appliances Energy poverty Environmental awareness 	Social media posts on Facebook and Instagram Total Social Media Reach: 15,756 Total Social Media Engagement: 400	Average Social Media Reach per post:300 Average Social Media Engagement per post:20

		• Example Energy Bill		
Training sessions	NKUA: 1	Oct- 2019	2 students	
	TUC: 1	Nov - 2019	4 students	
SSO+ seminars	NKUA: 1	Oct- 2019	10 students	
	TUC: 1	Nov - 2019	6 students	
Face to Face activities	NKUA: 4	Oct – 2019 Dec - 2019 Feb - 2020 Mar - 2020	515 students	
	TUC: 6	Oct – 2019 Nov- 2019 Dec - 2019 Feb (x2) - 2020 Mar - 2020	1000 students	
Photo Competitions and engagement activities	NKUA: 3	May-2020. Poll: Efficient use of thermostats May – 2020. Poll: Home insulation June – 2020. Poll: Heat loses.	35 students reached on average	
	TUC: 4	Nov-2019 X 1 Switch-off lights, Feb- 2020 X1 Any energy saving action April- 2020 X1 Any energy saving action June-2020 X1 Any energy saving action	Total 15 participants	
SSO+ poster	NKUA: Posted 3 times in communal areas of six NKUA departments and once in AUEB, HU, PUSPS	"Save energy and protect the environment from home"	5,000 students	

Table 8 Engagement activities in Greek universities during 2019-20 academic year.

3.2.1 Emails and social media

In NKUA the following specific engagement activities took place:

Emails

Nine emails were sent during the academic year 2019-20, one per month from October 2019 to June 2020, to 349 students living in private accommodation.

- Students were emailed in the middle of October 2019 with advice on what to look for when house hunting (i.e EPC's, insulation, signs of mould)
- In the mid of November 2019 students received advice on how to save energy from their PC
- In December 2019 students received advice on how to efficiently heat their room
- In mid-January 2020 students were advised about efficient lighting



- In February students received advice on how to use their house appliances (i.e refrigerator, washing machine, oven) efficiently
- Soon after the second semester began, in the mid of March 2020, students received advice on how to save energy while cooking (i.e put lids on pans, don't overfill kettles)
- In mid-April 2020 students received information on how to naturally ventilate their houses and how to save energy during the hot days (i.e open windows instead of turning on A/C, use awnings above windows, use a fan instead of A/C, put plants in your balcony for extra shadow and better air quality)
- In May 2020, 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 June 2020, students received advice on what to look for when house hunting (i.e. EPC, insulation, signs of mould)

In TUC, 12 emails were sent to students in the universities which took part in the SSO+ campaign for the academic year 2019/2020. Six of these emails were in Greek and six in English for Erasmus students. The Technical University of Crete, the University of Piraeus, the International Hellenic University, the Democritus University of Thrace, The Hellenic Mediterranean University in Crete, the University of Iraklio and University of Rethimno 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 2019
- "Energy efficient appliances". Date sent: beginning of December 2019
- "Save energy while cooking". Date sent: mid-January 2020
- "Saving energy at home". Date sent: beginning of March 2020
- "Thermal comfort – Cooling". Date sent: mid-April 2020
- "House hunting". Date sent: mid-June 2020

A link to the Greek SSO+ Facebook page "[Student Switch Off+ Greece](#)", a link to the [Greek SAVES2 website](#) as well as a link to the [SSO+ video](#) was included in every email.

Social media

NKUA and TUC have 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 53 posts were posted from September 2019 until June 2020, with an average reach (views) of 40 people for each post. The total views of all the posts was 3,344. The Greek Facebook page dedicated to the Student Switch Off+ campaign can be accessed from the following link: <https://www.facebook.com/saves2greece/>

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 (13 posts from NKUA and 10 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 2019 and in June 2020 by NKUA
- 14 posts with general information on energy poverty, energy saving, sustainability and climate change (12 posts over the year by NKUA and 2 posts over the year by TUC).
- 12 blogs either from students or from country managers with experiences from the SSO+ campaign across the SAVES 2 countries (7 posts from NKUA and 5 post from TUC)

3.2.2 Training sessions and face-to-face activities

Two SSO+ ambassadors were trained in NKUA in October 2019 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, an umbrella and a blanket. The training session lasted 60 minutes.



In TUC, a training session were organized and four new students were trained to become SSO+ ambassadors. The training sessions in TUC were organized together with the SSO+ seminar and because of this, the participation was high. At the end of the training session, students received flyers with the dummy energy bill and energy saving tips.

Face to face communications

Four face-to-face communications were organized by NKUA during 2019-20 academic year. Five hundred fifteen (515) students living in the private rented sector spoke with NKUA's SSO+ student ambassadors 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 the universities.

The first face-to-face campaign was organized between the 7th to 31st Of October and the SSO+ student ambassadors made eight visits to four universities in Athens, two visits per university. The universities visited were: NKUA, AUEB, HU and PUSPS. 380 students living in the private rented sector were reached with SSO+ info. The second face-to-face activity took place in December 2019 in NKUA's various departments and UniPi with 65 students living in the private rented sector being reached while the third face-to-face activity was held on February 2020 in AUEB and 40 students were reached. The fourth face-to-face activity took place in PUSPS in the beginning of March and 30 students were reached.

Face to face communications were supported by the two SSO+ student ambassadors and by NKUA's SSO+ manager. More than 150 dummy energy bills were handed to students and fourteen SSO+ posters were posted on noticeboards together with fourteen dummy energy bills. According to strict estimations, 5000 students reached from posters in NKUA, AUEB, UniPi and PUSPS.

Six face-to-face communications were organized in the communal areas of TUC and two more visits took place in University of Rethimno and university of Hrakleio during the 2019-20 academic year; November, December, January, February and March. Each face-to-face communication event lasted three hours and was supported by TUC's SSO+ coordinator and the SSO+ student ambassadors. Approximately more than 1,000 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

One seminar on SSO+ was organized by NKUA in November 2019, with ten students attending the seminar. The 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+ seminar by sharing her expertise and knowledge on the topics of energy efficiency, thermal comfort and energy poverty.

In TUC, a seminar was organized in November 2019 and covered information on:

- the SAVES 2 project
- EPCs
- SSO+ official video
- Energy efficient appliances and their use
- Energy saving tips
- Energy poverty
- Environmental awareness
- Example Energy Bill.

At the end of the training session, students received flyers with the dummy energy bill and energy saving tips.





Photo 9 TUC SSO+ training November 2019

3.2.3 Photo competitions and engagement activities

NKUA launched three energy saving themed polls/quizzes in "[Student Switch Off+ Greece](#)" page during the second semester of the 2019-20 academic year. These week-long polls received seven entries and reached 35 students on average per poll. These quizzes were not incentivized with prizes.

Four photo competitions themed around energy saving were organized at TUC and launched via the TUC SSO Facebook page and emails. 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 3 "any saving energy actions at home" and X 1 "switch-off lights". 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 11) and used during this academic year as well. Also, TUC created an extra dissemination material (a flyer) which explain the EPCs in a simple way with comments.

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>

Additionally, NKUA used a poster, created at the beginning of 2018-29 academic year, as an extra engagement material (Figure 12). 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 ask them to 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. The design of the poster is based on the feedback received from Greek students showing that they are concerned the most about the issue of climate change.



Fourteen posters were posted on the communal areas of NKUA's campus as well as in the communal areas of AUEB, PUSPS and UniPi.

Finally, on a regular basis, newsletters to SSO+ students were sent with simple but impactful energy efficiency advice.



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 12. SSO+ poster used in NKUA's SSO+ communications. NKUA



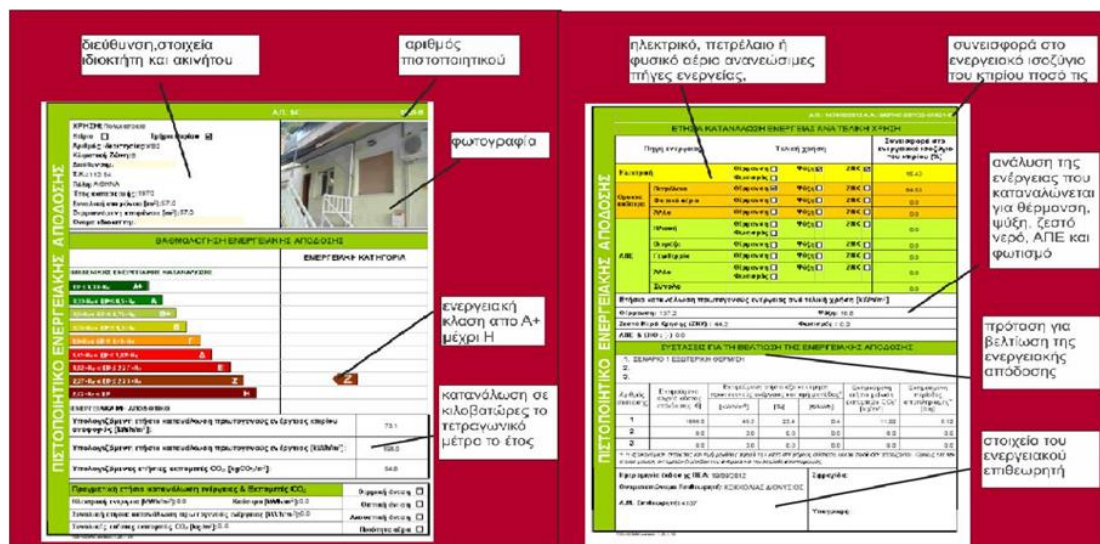


Figure 13 Flyer which explain EPCs by TUC.

3.4 Photos from the SSO+ campaign

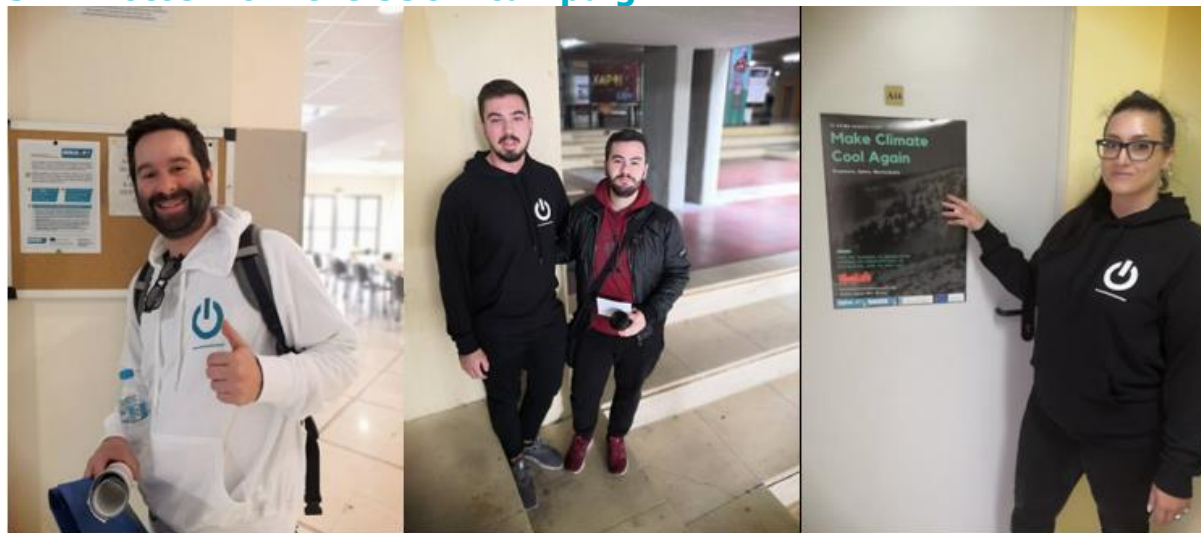


Photo 10 Photos from the SSO+ campaign in NKUA. 2019-20



Photo 11 (Left) TUC ambassadors visits in University of Rethimno. (Right) TUC ambassadors visits Technical University of Crete



3.5 Social media and email examples from the SSO+ campaign



Figure 14 (Left) Facebook post with information on appliance energy labelling, October 2020, NKUA. (Right) Facebook post with energy saving tips and sharing news from the ec.europa.eu website, February 2020. NKUA

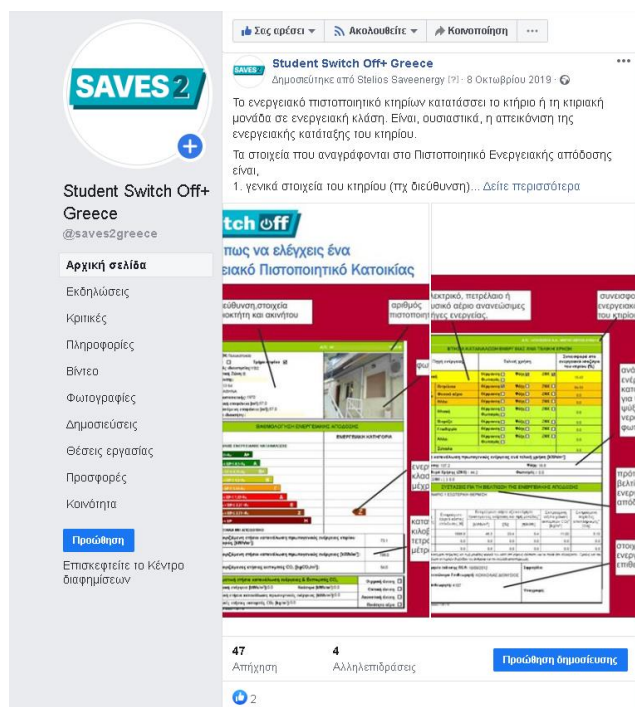


Figure 15 TUC posted an explanation of EPCs on the Greek SSO+ Facebook Page



Αγαπητέ/ή φοιτητή/τρια,

Καλώς ήλθατε στο ενημερωτικό newsletter της εκστρατείας Student Switch Off+ με συμβουλές αποφυγής σπατάλης ενέργειας στην κατοικία σας και εξοικονόμησης χρημάτων από τους λογαριασμούς σας!

Ο βραβευμένος με αστέρι Michelin chef, Tom Aitkens (UK) είπε: "Η σπατάλη ενέργειας είναι τόσο κακή όσο η σπατάλη φαγητού. Κανοντας ορθή χρήση ενέργειας στην κουζίνα κερδίζεις διπλά, αφού μειώνεις τον λογαριασμό και τις εκπομπές διοξειδίου του άνθρακα. Η ενέργεια δεν είναι απεριόριστη οπότε δεν πρέπει να κανουμε κατάχρηση."

Το σημερινό email εστιάζει σε βασικές μεθόδους εξοικονόμησης ενέργειας και στο τι πρέπει να προσέχει κάποιος όταν μαγειρεύει η ετοιμάζει το αγαπημένο του ρόφημα! θυμηθείτε τα παρακάτω!

1. Όταν βράζετε νερό στην εστία βεβαιωθείτε ότι βάζετε καπάκι στο σκεύος σας – παγιδεύει τη θερμότητα που σημαίνει ότι εξοικονομείται ενέργεια και χρόνο!

2. Όταν βράζετε τρόφιμα (π.χ. ζυμαρικά ή λαχανικά) και έχετε γεμίσει υπερβολικά την κατσαρόλα με νερό τότε χρειάζεται περισσότερο χρόνο για να μαγειρευτούν και σπαταλείται περισσότερη ενέργεια. Οπότε, μην παραγεμίζεται τα μαγειρικά σκεύη σας με νερό!

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

4. Μαγειρέψτε μαζί με τους συγκατοίκους σας! Έτσι εξοικονομείτε ενέργεια, χρόνο και είναι πιο κοινωνικό!

5. Αν χρησιμοποιείτε βραστήρα όταν ετοιμάζετε τσάι / καφέ τότε και εδώ να 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. Για το τέλος, απενεργοποιήστε το βραστήρα πριν έρθει στο βρασμό. Η βέλτιστη θερμοκρασία για τα περισσότερα ζεστά ροφήματα είναι κάτω από το βρασμό!

Για περισσότερες πληροφορίες μπορείτε να ανατρέξετε στην ιστοσελίδα www.studentswitchoff.gr καθώς και στην σελίδα μας στο facebook: [Student Switch Off+ Greece](https://www.facebook.com/StudentSwitchOffGreece). Επίσης μπορείτε να παρακολουθήσετε και το σχετικό [video](#) του Students Switch Off+.

Έλαβες αυτό το ενημερωτικό email γιατί στο παρελθόν είτε συμπλήρωσες την φόρμα επικοινωνίας του Student Switch Off+ είτε ένα ερωτηματολόγιο στα πλαίσια μιας σχετικής έρευνας που διεξήγαμε όπου και έδωσες την συγκατάθεσή σου να επικοινωνήσουμε μαζί σου στο μέλλον με ενημερωτικά newsletters σαν κι αυτό.

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,

Ομάδα Μελετών Κτιριακού Περιβάλλοντος

Τμήμα Φυσικής - ΕΚΠΑ

Υπεύθυνη Εργαστηρίου:

Αναπληρώτρια Καθηγήτρια

Μαργαρίτα-Νίκη Ασημακοπούλου



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Figure 16 SSO+ email newsletter March 2020. NKUA

SAVES²

Συμβουλές Εξοικονόμησης ενέργειας καθημερινά

- Σβήστε τα φώτα όταν φεύγετε από το σπίτι για λίγες ώρες!
- Σβήστε τα φώτα σε άδεια δωμάτια 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.
- Συντηρήστε τις εγκαταστάσεις θέρμανσης – ψύξης στο τέλος του χειμώνα – καλοκαιριού. Έτσι, η απόδοσή τους θα διατηρείται στο βέλτιστο επίπεδο και η κατανάλωση ενέργειας θα είναι η χαμηλότερη δυνατή.
- Εξαερώστε τα σώματα καλοριφέρ!
- Αφήστε τα ρούχα να στεγνώσουν φυσικά στον ήλιο αντί να χρησιμοποιείτε το στεγνωτήριο τις ηλιόλουστες ημέρες
- Πλύνετε τα ρούχα σας στους 30°C!
- Γεμίστε τον κάδο του πλυντηρίου χωρίς 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.
- Εκμεταλλευτείτε το ωράριο μειωμένου τιμολογίου και εξοικονομήστε χρήματα από τον λογαριασμό ηλεκτρικής ενέργειας!

Με εκτίμηση
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Figure 17 Example of SSO+ Emails which TUC sends. It provides energy tips, shares links to the Greek SSO webpage & TUC social media page.

4 Reflections of SAVES 2 in Greece

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

The greatest success of the SSO campaign in NKUA has been the energy saved in the dormitories during the 2019-20 academic year and the increased numbers of students who received information with regard to everyday actions they can take to save energy and their familiarity with SSO. The energy savings achieved for NKUA from October until the end of February were 3.90% corresponding to 28,654 tCO₂ saved. Another success, which was a challenge the previous academic year, was the establishment of meaningful interaction among students on NKUA's SSO Facebook page. SSO related quizzes or "True or False" quick questions and a more playful content were received positively by students and they were actively engaged by voting on the related polls or commenting in the comments section which increased the visibility of the SSO campaign and made it more impactful. Moreover, TUC managed to save more energy than in 2018-19 with a 24% energy reduction. The increased energy savings in TUC are in line with the higher number of students who interacted with the campaign and engaged in the various SSO activities in 2019-20. 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.

The biggest success for NKUA in SSO+ this academic year is the number of students reached by the campaign. By March, 5,000 students saw NKUA's SSO+ poster and dummy energy bills, 515 students talked with an SSO+ ambassador and almost 350 students received the SSO+ newsletter through their email. Surpassing last academic year's number of students reached (3,042) was a challenge. However, this academic year, NKUA's SSO+ ambassadors expanded their activities outside the campus by visiting more departments of the university located outside the campus and introducing three additional universities (AUEB, HU and PUSPS) to the campaign. TUC managed to reach more than 17,000 students via emails and universities webpages in six universities (TUC, UniPi, UHI, DUTH, UOR, UoH, HMUC) and meet more than 1,000 students in face to face activities.

The main challenge of SSO+ at NKUA was to encourage students to engage with landlords and ask the latter to proceed on any required renovation in their property or fix any energy issues (i.e. draughty doors, malfunctions of their heating system etc.) in the property. Due to an increasing demand for housing in Athens, students didn't want to ask their landlords to make more investments in their properties because of fear of being evicted. Practical tips to become more energy efficient, information provided on the benefits of energy efficient renovations as well as some financial tools (e.g [eksikonomo](#)) for landlords provided to students, helped them to approach their landlords and in some cases to further improve the thermal comfort of their accommodation.

On the 10th of March 2020, all educational institutions in Greece halted their operation in light of the COVID-19 pandemic. Due to this, all face to face communications in NKUA and in TUC were cancelled until the end of the academic year and the objectives of the campaign were disseminated only through electronic means (social media and emails). As a result, NKUA faced the challenge to adapt fast on disseminating both the SSO and SSO+ campaigns only through online means of communication and NKUA's ambassadors had to re-evaluate their language and visual content. For example, they avoided images or videos with people touching each other and messages encouraging students to closely interact with each other had to be scrutinized. Furthermore, they minded their tone and didn't add to the panic with dramatic language. As a consequence, they managed to keep people informed, encouraged them to stay in their homes and provided them with happy messages.

4.2 Embedding SAVES 2 into wider activities

The SSO and SSO+ campaign key messages are incorporated in the academic courses of "Renewable Forms of Energy & Buildings' Energy Design", B.Sc. level, and "Physics of the Built Environment", M.Sc. level, in NKUA's Physics department. In addition, the student ambassadors came in touch with NKUA's "students' environmental group" and the campaigns were also promoted through this group.

4.3 Impact of SAVES 2

The campaign, during the whole project 2017-2020 helped NKUA's students to save 128.47 tonnes CO₂ from being emitted in the atmosphere while they saved 178.882 kWh of energy. TUC students have saved 66.794 tonnes CO₂ from being emitted in the atmosphere, whilst saving 79.018 kWh of energy.

In addition, during the same period, students in Greece, based on the results of the annual research that investigates the impact of the SSO campaign on students, showed willingness to increase their efforts in saving energy in their future lifestyle: Year 1: +65%, Year 2: +68% and Year 3: +80 %. Their concrete savings alongside their willingness to save more energy in the future highlights the effectiveness of the campaign in Greece.

SAVES 2's positive impact is recognized across Greece. The campaign is considered among the most relevant "good practices" in the country with regard to alleviating energy poverty experienced by university students. This is reflected in two documents: In the annual EPOV's [Member State Report on energy poverty](#) for Greece, published in May 2020, and in a [report on energy poverty in Greece](#), published in 2019.

4.4 Legacy of SAVES 2

The lack of NKUA's funding for green initiatives makes the realisation of the campaigns very difficult. For the SSO campaign specifically it is more realistic to say that the campaign can be run on a self-funded basis in private dormitories due to the possible availability of funding. Private housing providers may decide to take up SSO if it is attractive enough for them. Parts of SSO+, like those that target students moving out of dormitories into private accommodation, could be integrated into these SSO campaigns.

TUC, taking into account the serious work of SAVES 2 project of the last years in students' energy behavior, would like to continue to disseminate the acquired experience and knowledge to the future SSO and SSO+ students all around Europe, as legacy to SAVES 2. In this context, TUC is creating a legacy video. The main concept of the legacy video would be looking to the future and what students should do from now on to become energy-aware citizens, how the project should affect their lives and how students can get involved. The video will be shared on the official pages of all collaborate universities in coming years.



5 Conclusions

The SSO campaign ran in two Greek universities during the 2019-20 academic year; the National and Kapodistrian University of Athens (NKUA) and the Technical University of Crete (TUC). The SSO+ campaign ran in eleven (11) Greek universities during the 2019-20 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), the Democritus University of Thrace (DUTH), the University of Rethimno (UOR), the University of Hrakleio (UoH), The Hellenic Mediterranean University in Crete (HMUC), the Athens University of Economics and Business (AUEB), the Harokopio University (HU), and the Panteion University of Social and Political Sciences (PUSPS).

On the 10th of March 2020, all educational institutions in Greece halted their operation in light of the COVID-19 pandemic. As a result, all face to face communications in NKUA and in TUC were cancelled until the end of the academic year and the objectives of the campaign were disseminated only through electronic means (social media and emails). In addition, after the 20th of March, students living in NKUA's dormitories and TUC Dormitory had to leave their rooms after a general lockdown due to COVID-19 was put in force across Greece.

Student Switch Off (NKUA)

Throughout the academic year a number of activities took place in NKUA's dormitories in Greece as part of the Student Switch Off campaign. These included photo competitions (19 photo entries), climate quizzes (21% of students took part), dormitory visits (5 visits), ambassador training sessions (one session run in NKUA) and beginning of year and end of year events. Twenty percent of students living in NKUA's dormitories signed up to SSO and four 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.

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. In addition, a more 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 were promoted in NKUA's SSO social media page. These changes, compared to the previous academic year, led to increased student engagement and concrete energy savings.

This year, significant energy savings were achieved in NKUA dormitories. Namely, 3.90% energy savings were achieved. The 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. In the last academic year 2018-19 11.4% of those living in NKUA's dormitories had signed up in the campaign while this academic year 19.8% of students living in the dormitories had signed up to the SSO campaign.

Student Switch Off (TUC)

In the last academic year, TUC managed to engage via emails all students residing in dormitories. SSO promotional materials such as t-shirts, jumpers, jups, posters, flyers which were used parallel with three well trained SSO ambassadors contributed to this success. The biggest success was higher energy savings compared to the previous years of the project; 8.1%, 12.1% and 25.5% energy savings were achieved in the TUC dormitory 2017-2018, 2018-2019 and 2019-2020 respectively.

Student Switch Off+ (NKUA, TUC)

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 SSO+ Campaign reacted in Greece by NKUA and TUC in two parallel ways,

- The number of students NKUA's SSO+ ambassadors reached was 6,182 and this is the campaigns greatest success. Approaching three new universities, AUEB, HU and PUSPS, helped the campaign to gain further attention among students and brought extra students in contact with the SSO+ messages.



- TUC managed to reach almost 1,500 SSO+ students on campus and a further 17,000 SSO+ students across seven Greek universities. Three of the seven universities were newly engaged for the academic year 2019-2020, UoR, UoH, HMUC, which helped the campaign gain further attention amongst students and brought extra students in contact with the SSO+ messages.

The main activities through which students were reached both 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 AUEB, HU, PUSPS, UniPi, IHU, DUTH, UHI, DUTH, UoR, UoH, HMUC 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.

In 2019-20, to help increase the number of students involved, the SSO+ campaign established its presence in more departments of NKUA, and also in departments in three other universities in Athens, and ran more face to face communications with students. TUC disseminated information on SSO+ in further seven universities, which greatly helped increase the number of students reached with important advice on energy saving.

