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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 Lithuania.

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 among 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 Lithuania

2.1 Universities taking part

Vilnius Gediminas Technical University (VGTU) is responsible for coordinating the Student Switch Off campaign in Lithuania; it is the only Lithuanian university currently taking part. Five dormitories are involved; all dormitories are situated on the university campus (it takes about 7-10 min to walk to the building of administration of the university and faculties). Approximately 3,740 students are living in VGTU dormitories taking part in Student Switch Off in 2018-19. It is less by approximately 10% compared with previous 2017-18 academic year.

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
Vilnius Gediminas Technical University (VGTU)	5	5	3,740

Table 1. Lithuanian university 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 VGTU 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 sections below describe these in more detail and what engagement levels were reached.

2.2.1 Launch of the campaign

The SSO campaign was launched in VGTU in September 2018 for the 2018-19 academic year. Preparatory meetings were held between the country manager and the dormitory coordinators as well as management of the university and administrator of dormitories prior to the campaign launching. Communication materials (more details in section 2.4), used to promote engagement activities, were prepared and the Lithuanian Student Switch Off website (<http://lithuania.studentswitchoff.org/>) was updated with information about SAVES 2 project and SSO activities. A welcoming email was sent at the end of September to all VGTU students living in the dormitories introducing and reminding the SSO campaign.

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 (each approximately 1.5 hours long) in VGTU covered what the SSO campaign is about and trained students on the best way of effective communication. The sessions were delivered by the dormitory coordinators, country manager and previously trained student ambassadors at the beginning of both semesters.

Eight students were trained as part of the first session (October 2018), while a further six were trained as part of the second one (February 2019). All participating students were given an SSO t-shirt to increase the visibility of the campaign. The SSO ambassadors were a great help during SSO events organised by the dormitory coordinator (especially dormitory visits, see section 2.2.3) throughout the year.

Name of University	Number of training sessions ran	Number of students attending
VGTU	2	14

Table 2. Number of students attending ambassador training sessions at VGTU during 2018-19 academic year

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

Face-to-face visits (on average 1.5-2 hours each) were conducted by the dormitory coordinator and student ambassadors at the five dormitories to raise awareness and engagement on the SSO campaign. At each dormitory a stall was organized with student ambassadors inviting residents of the dormitories to take part in different SSO activities, such as photo competitions and quizzes. SSO promotional leaflets were given to students and information on how to participate more actively in the campaign and save energy was provided. Most active students who pledged to save energy and followed the VGTU Student Switch Off Facebook (<https://www.facebook.com/studentswitchoffLietuva/>) page were awarded with SSO T-shirts to help further promote the campaign.

In total 15 visits were carried out during the 2018-19 academic year.

Name of University	Number of onsite engagement visits	Description of Activities
VGTU	3 per each dormitory (15 in total)	Stalls at each dormitory introducing the SSO campaign, promoting photo competitions and awarding students with SSO t-shirts.

Table 3. Face-to-face engagement activities on VGTU campus (excluding ambassador training)

2.2.4 Social media competitions

Throughout the year eight photo competitions were organized at VGTU to raise awareness about energy saving actions. The competitions were launched both by email and the VGTU Student Switch Off Facebook page. Competition posts appeared in participating students' and their friends' social feed, reaching a number of people (from 150 up to 400 people). On average there were three entries per competition, and in total 21 photos were submitted. Table 4 lists the competitions that took place.

Name of University	Competition type and theme	Number of entries	Platform used (Facebook/Instagram/Snapchat etc)
VGTU	Photo competitions and themes: <ul style="list-style-type: none">• X 2 Switch off lights and appliances• X 1 Put a lid on• X 2 Layers challenge• X 1 boil what you need• X 2 any energy saving action	21 photos	Facebook

Table 4. Photo competitions at VGTU

2.2.5 Climate change quizzes

Two climate quizzes (<https://www.facebook.com/studentswitchoffLietuva/app/350148035060030/>) were launched during the academic year (one per semester) to raise awareness about climate change and energy saving. The first climate quiz was introduced in November 2018 and stayed open for entries for three weeks while the second quiz was introduced in April 2019 and stayed open for four weeks. The quizzes were disseminated by an email to all students living in dormitories. Six students who entered the quiz were randomly selected and awarded with SSO branded jumpers and T-shirts. In total 345 students took part in the quiz, which is over 9% of all residents.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
VG TU	345	9.2%

Table 5. Student participation in climate quizzes at the VG TU

2.2.6 End of year event

The end of year Student Switch Off events are a fantastic opportunity to celebrate student involvement in the campaign.

The end of year event at VG TU, celebrating the winning dormitory (Dormitory No. 6, with the total saving of 26,061 kWh or 19.33%), took place in June 2019. As a prize, students from the winning dormitory were invited to have a BBQ held at the VG TU student campus. Twenty-five students attended the event and received free food and gifts as a reward for their energy saving efforts.

2.2.7 Other miscellaneous activities

SAVES 2 was among 12 finalists (<https://eusew.eu/awards-public-vote>) of the EU Sustainable Energy Week Awards (youth category) chosen from a shortlist of the year's most successful projects for clean, secure and efficient energy. The awards competition highlight new ways to shape Europe's energy future and were culminated with the Awards Ceremony in Brussels on 18 June 2019.

On 16th April 2019 the SAVES 2 video for the EU Sustainable Energy Awards 2019 was filmed at VG TU (<https://www.youtube.com/watch?v=v3fFhcDWIVw>). The EU Sustainable Energy Awards recognised outstanding innovation in energy efficiency and renewables, and the SAVES 2 project team is proud of the achievement.

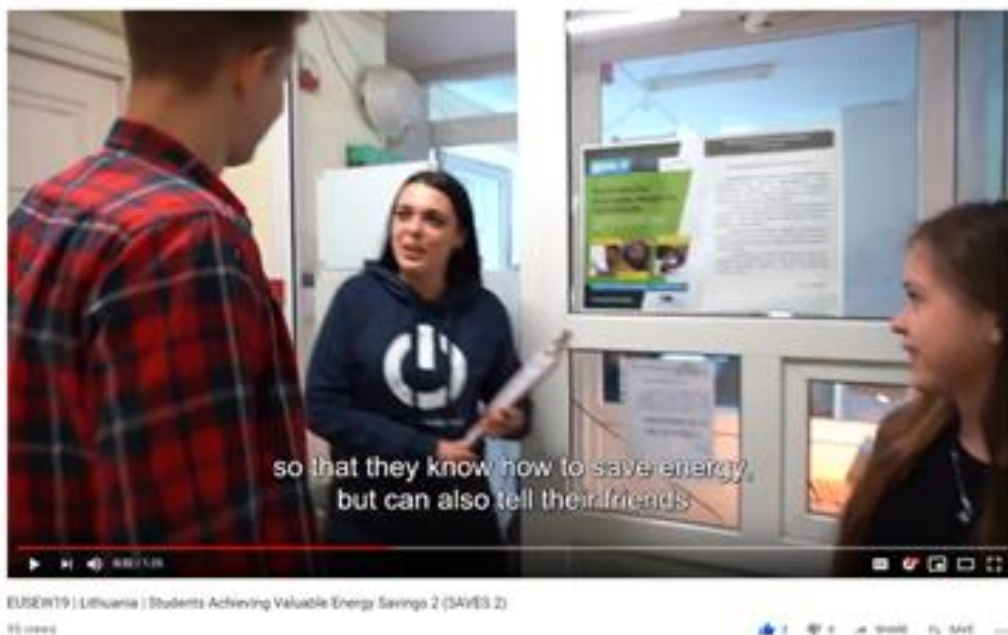


Fig. 1. Screenshot from EU Sustainable Energy Awards 2019 video

2.2.8 Summary of SSO engagement statistics

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

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
VG TU	3,740	3,740	100*	14	345	21	309	10.84

Table 6. Overall student engagement statistics in Lithuania

*students had the possibility to unsubscribe the mailing list, however no students did that.

2.3 Communication with students

There were four main communication channels through which students were engaged with the campaign and competitions at VG TU:

- VG TU SSO Facebook page (www.facebook.com/studentswitchoffLietuva/),
- Student Switch Off webpage (<http://lithuania.studentswitchoff.org/>)
- Emails
- Face-to-face events

The Facebook page was mainly used for launching the photo competitions. It was also updated monthly with sustainability related articles, information about activities of other partners of the project.

All students living in dormitories also received emails informing them of each competition/energy saving tips. On specific events (launch of the campaign, ambassador training, announcing of results, climate quiz launch) residential services sent an email to every single student living in dormitories thus widening the reach.

Over the year, fifteen face-to-face communication activities (stalls in each of the dormitory) took place in VG TU which were run by the dormitory coordinator and student ambassadors (see section 2.2.3).

2.4 Engagement materials

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

These materials included:

- Leaflets - were given during the stalls and left in the common areas at the dormitories (see Fig. 3);
- Cotton t-shirts with the SSO logo - promotional materials were handed out to students during face-to-face activities such as dormitory visits, photo competitions, ambassador training and end of year events (see Fig. 2);
- Cotton jumpers with the SSO logo - promotional materials were handed out to students during face-to-face activities such as dormitory visits, photo competitions, ambassador training and end of year events (see Fig. 2).

Further materials will be created for the start of the 2019-20 academic year.



Fig. 2. Cotton t-shirts and jumpers with the SSO logo given to students

2.5 The energy dashboard

The energy dashboard (<https://switchoff.nus.org.uk>), created and maintained by SAVES 2 project partner Ecovisum, is the main tool to engage students, letting them know how much energy they are saving throughout the year in their dormitories. The energy meters in the dormitories of VGTU automatically transmit the metered data to the energy dashboard, showing the total energy consumption in each dormitory.

Students of VGTU were able to view the energy savings of their dormitory over the year through the online dashboard (<https://switchoff.nus.org.uk/vgtu>). The information about winning dormitory was included in SSO newsletters. Additionally, the dashboard has been promoted by the student ambassadors during the face to face dormitory visits, regular newsletters and on VGTU Student Switch Off Facebook page.

2.6 Embedding SSO into wider university initiatives

The aims of the SAVES 2 project are supported by the administration of VGTU and as they are part of the strategy to become a green university. The VGTU Senate endorsed the Concept of Green University in 2014, which aims to contribute to the sustainable development of society, modernization and development of existing and planned infrastructure management with particular attention to the responsible and rational use of natural resources. Some ideas for the updated Concept were proposed by SAVES 2 project team. It included expanding smart meters to all dormitories of the university, using the dashboard as a representative method to inform students about energy usage and encourage energy saving. The measures adopted in the Concept of Green University have a wide spectrum - from energy-saving lamps with motion sensors or rain water collection and use, smart meters, to the electronic documents system, promotion of cycling and electric vehicle charging station installation in campus.

2.7 Successes and challenges

The biggest success of the SSO campaign was the student ambassador engagement in the campaign. Fourteen student ambassadors were trained and all of them were enthusiastic and did great job engaging other students to participate in the SSO related activities.

Another success of VGTU SSO campaign is the energy saved in the dormitories during the 2018-19 academic year. In total 116,512 kWh were saved resulting in 10.84% change and saving of 31,458 kg of CO₂. The calculations were done by comparing the energy usage during the year 2018-19 with the baseline data. This saving can be linked to the regular campaign updates and tips on how to save energy sent via email to all students living in dormitories.

The main challenge of the SSO campaign is to have good engagement of students in the various SSO activities: photo competitions and climate change quizzes. Despite the possibility to win attractive prizes, students in general were not interested in entering the competitions.

Some students also seemed to be demotivated to participate in the overall aims of the SSO campaign (helping their dormitory achieve the biggest energy savings), as their accommodation fee is constant and not related to the energy consumption. Regardless, students did save energy in their dormitories, as can be seen from the nearly 11% saving of electricity, when compared to a pre-intervention baseline. New opportunities will be explored, to further encourage students to save energy during the 2019-20 academic year.

2.8 Photos from the SSO campaign



Fig. 3. SSO stall at the civil engineering faculty students' union event 2018-09-28



Fig. 4. Put on extra layer photo competition entry



Fig. 5. Switch off lights and appliances photo competition entry

2.9 Social media and email examples



Fig. 6. Screen print of Facebook post photo competition Put a lid on competition entry



Studente - keletas patarimų Tau, kaip taupyti energiją bendrabutyje:



Naudokite mikrobangų krosnelę, o ne viryklę – tai greičiau ir pigiau pašildyti maistą: nereikia riebalų ar vandens, įsilaikyti šilumą, o tik maistas. Be to, pats procesas trunka tik kelias minutes, tad energijos nuostoliai yra minimalūs.

Nelaikykite atviro šaldytuvo ilgiau. Šaldytuvai ir šaldikliai sunaudoja apie 25 proc. visos namų ūkio energijos, o 3 mm storio šerkšnas šaldiklyje padidina šaldytuvo suvartojamos energijos kiekį 30 proc.



Skalbkite drabužius žemesnėje temperatūroje. Skalbkite tik pilnai prikovę skalbiamąją mašiną ir pasirinkite ekonominę skalbimo režimą – sunaudosite mažiau vandens ir elektros energijos jam pašildyti.

Student Switch Off komanda

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Fig. 7. Screen print of Email Advice sent to students via email



Studente - norėdamas sužinoti, kiek Tavo ir Tavo draugų dėka sutaupote elektros energijos, atkreipk dėmesį į savo bendrabučio rezultatus, kurie pateikti čia.
Iki varžybų galo (2019-06-01) liko visai nedaug!



Student Switch Off komanda

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

Fig. 8. Screen print of Email about the Dashboard sent to students via email

3. The Student Switch Off+ campaign in Lithuania

3.1 Universities receiving information

The aim of the SSO+ campaign is to reach and promote energy efficiency, smart meters, and information about energy performance certificates to students living in the private rented sector, thus helping them address potential energy poverty challenges.

The SSO+ campaign at VGTU launched in September 2018. To reach the students living in privately rented accommodation, the university's central database of student e-mail addresses was used and 7,200 students were reached. The database is renewed every academic year. In order to send the emails regularly, a newsletter was created.

The students from Vilnius University were reached through their Student Union. SSO+ related emails were shared with student representatives to circulate the information through their mailing lists or other communication channels. Around 500 students were reached from Vilnius University.

Name of University	Number of students reached
VGTU	7,200
Vilnius University (VU)	500

Table 7. Universities in Lithuania receiving SSO+ information

3.2 Engagement activities

Unlike SSO, the vast majority of SSO+ engagement is done online via email and social media; this is predominantly because unlike university dormitories, that are normally localised and easily accessible, privately rented accommodation is spread across the city 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, posts on social media (Facebook www.facebook.com/studentswitchoffLietuva/) and a face-to-face training.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	4 emails, sent every two months	September 2018 – Email to 2017/18 halls students to inform them about SSO+ and giving them the option to opt out November 2018 - Example Energy Bill February 2019 - Emails to SSO+ students with tips on home energy saving advice April 2019 - Email to students living in halls advice on what to look for when moving out of halls	7,700 students emailed	N/A
Social Media Posts	4 posts over the year	September 2018 – Social media post with information on energy saving at home November 2018 – Facebook post- Example Energy Bill January 2019 - Facebook post with a photo competition	Social media posts on Facebook reached between 150-400 students per post	N/A

		May 2019 - Facebook post giving an advice on what to look for when moving out of halls		
Training	1	Face to face training about SSO+ actions	6 students	N/A

Table 8. Engagement Activities for SSO+

3.2.1 Emails and social media

Emails to students living in the private rented sector were sent every two months between October 2018 and June 2019. In total 7,700 students were informed about SSO+ via emails. The newsletter focused on basic advice, which should be taken daily and could lead to some valuable energy savings. Guidance was also provided about selecting energy efficient appliances and the usefulness of energy performance certificates (EPCs) when looking for a new apartment. As it is possible to reach all students of VGTU, e-mails are considered as very effective way of communication. In general, the topics of the emails were:

- How to choose an apartment wisely (insulation, heating systems, etc);
- Advices on how to save energy daily;
- Energy efficiency ratings and Energy Performance Certificates (EPCs) (when looking for accommodation)
- How to choose energy efficient appliances.

Tips on how to save energy and reduce energy costs were provided through the VGTU SSO Facebook page (<https://www.facebook.com/studentswitchoffLietuva/>).

3.2.2 Training sessions and face-to-face activities

A training session ran by country manager and dormitory coordinators took place on in November 2018, that focused on energy saving practices in the private sector for students at VGTU. The topic of energy poverty in Lithuania was introduced, in addition to tips on what to look out for when choosing accommodation and selecting main electric appliances. Six students took part in the training. Participating students were awarded with branded T-shirts.

The trainings did not include presentations by other students living in private rented accommodation and hasn't been shared with other universities/unions.

3.2.3 Photo competitions and engagement activities

A photo competition themed around energy saving was organized and launched via SSO+ mailing list. The competition received 6 entries showing students turning off lights, putting on an extra layer and putting a lid on pans. Students who entered the competition were awarded with SSO branded t-shirts. The photo competitions were an extra activity as part of SSO+ campaign.

3.3 Engagement materials

A number of materials were created to support the SSO+ campaign throughout the 2018-19 academic year:

- A dummy energy bill (Figure 13) that helps students understand how to read a bill was circulated prior to the start of the academic year, to coincide with students moving into private accommodation;
- An energy saving video was further circulated: <https://www.youtube.com/watch?reload=9&v=IP7qLF3j8gI&feature=youtu.be>, it was also embedded on the Lithuanian SSO+ website: <http://lithuania.studentswitchoff.org/kaip-taupyti-energija/>

3.4 Successes and challenges

The biggest success of the SSO+ campaign was the number of reached students in private rented sector (7,700 students were reached via emails). Given that SSO+ is mostly an online campaign, it has been challenging to know what exact impact the campaign has had in terms of true engagement, however the surveys that are being conducted as part of our monitoring and evaluation efforts will help with this.

For the year 2019/20 two photo competitions are planned having broad topics. SSO+ specific quiz will be also launched for the next year.

3.5 Photos from the SSO+ campaign



Fig. 9. Energy saving photo competition entries



Fig. 10. Facebook post about EPC's

3.6 Social media and email examples from the SSO+ campaign

Kaip taupyti energiją savo būste?

Mielas studente, siunčiame keletą patarimų, kaip gali taupyti elektros energiją Tavo naujuose namuose:



Neperpildykite virdulio, virkite tiek vandens, kiek reikia. Jei norite išgerti puodelį arbatos, Jums nereikia virinti pilno arbatinuko vandens. Vandens greičiau užvirinsite elektriniame arbatinuke, o ne ant elektrinės viryklės. Jei bendrabutyje turite dujinę viryklę, ant jos kaitinkite ir vandenį, nes tai kainuos pigiau nei jungti elektrinį virduklį.

Virkite sandariai uždengtame puode. Virdami valgi greitpuodyje, elektros energijos sunaudosite trigubai mažiau, o virdami paprastame uždengtame puode – pusantro karto mažiau nei su neuždengtu indu. Įpraskite išjungti elektrinę viryklę likus kelioms minutėms iki maisto gaminimo pabaigos.



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  The project has received funding from the European Union Horizon 2020 research and innovation programme under grant agreement No 754202

Fig. 11. Print screen of advice sent to students via email



Studente - rinkdamasis naująjį būstą, atkreipk dėmesį į pastato energetinį naudingumą. Daugiau informacijos apie tai bei kitus patarimus rasi paspaudęs [čia](#).

**PASTATO ENERGINIO NAUDINGUMO
SERTIFIKATAS**

Nr.

Unikalus pastato Nr.: _____

Pastato adresas: _____

Pastato paskirtis: Gyvenamosios paskirties vieno ir dviejų būry pastatai

Pastato naudingasis plotas: 219,00 m²

Pastatų energinio naudingumo klasifikavimas į klases*: Nustatyta pastato energinio naudingumo klasė

A++

A+

A

B

C

D

E

F

G

C

* A++ klasė yra laikoma aukščiausia, nurodo energijos beveik nevartojantį pastatą, G klasė nurodo energiškai neefektyvų pastatą

Skaičiuojamosios suminės energijos sąnaudos vienam kvadratiniam metrui pastato naudingojo ploto: 145,57 kWh/(m²×metai)

Pagrindinis pastato šildymui naudojamas šilumos šaltinis: Skysto kuro katilas, automatinis reguliavimas

Energijos sąnaudos pastato šildymui: 118,24 kWh/(m²×metai)

Sertifikato išdavimo data: 2013-11-15

Sertifikato galiojimo terminas: 2023-11-15

Sertifikata išdavė ekspertas Atestato Nr. 0432

62152 UAB "MJR group"

Skaičiavimai atlikti pagal STR 2.01.09:2005 reikalavimus. Sertifikatų registras skelbiamas www.spsc.lt

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Vilniaus universitetas
 Vilnius University
 Technikos universitetas
 Faculty of Engineering
 Vilnius, Lithuania
 Vilniaus universitetas
 Vilnius University
 Technikos universitetas
 Faculty of Engineering
 Vilnius, Lithuania

Fig. 12. Print screen of advice about EPCS sent to students via email





Gyvendami bendrabutyje jūs mokate „viskas įskaičiuota“ nuomos mokestį, tačiau išsikeliant į savo ar nuomojamą būstą jūs mokėsite pagal tai, kiek energijos patys suvartojote.

Šis pavyzdys abstrakčiai parodo kiek energijos jūs suvartojote gyvendamas(-a) VGTU bendrabučiuose ir kiek tai kainavo. Nepamirškite atkreipti dėmesį į elektros energijos vartojimo įpročius įsikėlus į savo būstą ir linkime negauti „ispūdingos“ pirmosios sąskaitos!

1.

Kiek išleidau už elektros energiją per metus?

88.24 €

2.

Elektros energijos suvartojimas šiais metais:

774 kWh

3. Kaip sutaupyti pinigų mokant už elektros energiją?

- Pasirinkite tarifą** – jeigu tiesiogiai mokate už elektros energiją, jūs galite pasirinkti jums tinkamiausią vienos ar dviejų laiko zonų tarifą. Tai gali jums padėti sutaupyti iki 50 €/metus.
- Ieškant būsto, **paprašykite pastato energetinio naudingumo sertifikato** iš nuomojamo buto savininko. Tai parodys kokia šilumos izoliaciją turi butas. Pastatai (jų dalys) pagal energinį naudingumą klasifikuojami į 9 klases: A++, A+, A, B, C, D, E, F, G. A++ klasė yra laikoma aukščiausia ir ji nurodo energijos beveik nevartojantį pastatą (jo dalį).
- Išjunkite nenaudojamus šildymo/apšvietimo ir kitus elektros prietaisus!**





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Fig. 13. Energy Dummy Bill sent to students in the beginning of the academic year

4 Conclusions

The implementation of SAVES 2 in VGTU for the 2018-19 year has been successful. Both SSO and SSO+ campaigns run relatively successfully without significant issues.

The biggest success for SSO was the number of reached students living in dormitories. In total 3,740 students were reached. Another success was the engagement of student ambassadors; 14 students were trained and all of them were enthusiastic and did great job engaging other students to participate in the SSO related activities. The energy saving was 10.84% which results in 31,458 tones of CO₂.

On 16th April 2019 the SAVES 2 video for the EU Sustainable Energy Awards 2019 was filmed at VGTU (<https://www.youtube.com/watch?v=v3fFhcDWIVw>). The EU Sustainable Energy Awards recognised outstanding innovation in energy efficiency and renewables, and the SAVES 2 project team is proud of the achievement. The main challenge faced in SSO this academic year was the participation of students in the

photo competitions and climate change quizzes. It is important to innovate the campaign and think of new methods how to engage students.

For SSO+ campaign the biggest success is the reach (7,700 students in total). The information that students received included: the Lithuanian SSO+ video, tips on how to save energy and reduce energy costs at home, a dummy energy bill that helps students understand how to read a bill, advice on how to choose accommodation and appliances based on their EPC and energy performance. It has not been possible to accurately measure the energy saving impact of the SSO+ campaign, however it is strongly believed that the project had a positive impact on energy and, thus, carbon savings.