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

June 2019

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## Contents

1.	Introduction to SAVES 2 .....	3
2.	The Student Switch Off campaign in Romania .....	3
2.1	Universities taking part.....	3
2.2	Engagement activities .....	3
2.2.1	Launch of the campaign .....	3
2.2.2	Ambassador training sessions and ambassador engagement.....	4
2.2.3	Dormitory visits/on campus face-to-face activities .....	4
2.2.4	Social media competitions .....	5
2.2.5	Climate change quizzes.....	5
2.2.6	End of year event.....	6
2.2.7	Other miscellaneous activities .....	6
2.2.8	Summary of SSO engagement statistics.....	6
2.3	Communication with students .....	6
2.4	Engagement materials .....	6
2.5	The energy dashboard .....	7
2.6	Embedding SSO into wider university initiatives .....	8
2.7	Successes and challenges.....	9
2.8	Photos from the SSO campaign .....	9
2.9	Social media and email examples .....	11
3.	The Student Switch Off+ campaign in Romania .....	15
3.1	Universities receiving information .....	15
3.2	Engagement activities .....	15
3.2.1	Emails and social media .....	17
3.2.2	Training sessions and face-to-face activities .....	17
3.2.3	Photo competitions and engagement activities.....	17
3.3	Engagement materials.....	17
3.4	Successes and challenges.....	18
3.5	Photos from the SSO+ campaign .....	20
3.6	Social media and email examples from the SSO+ campaign.....	20
4.	Conclusions .....	23

# 1. Introduction to SAVES 2

The SAVES 2 project ([www.saves-project.eu](http://www.saves-project.eu)) brings together the Student Switch Off (SSO) and Student Switch Off + (SSO+) campaigns in universities across seven European countries; Bulgaria, Cyprus, Greece, Ireland, Lithuania, Romania and the United Kingdom. This report provides a detailed overview of the student engagement activities performed as part of the Student Switch Off and Student Switch Off+ campaigns in Romania.

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 Romania

### 2.1 Universities taking part

The Student Switch Off campaign was run in Romania (at the University of Bucharest (UoB) only) for the first time during the 2017-18 academic year. During the 2018-19 academic year, 15 out of 18 dormitories were included in the SSO campaign. Compared to the previous year, when 16 dormitories took part, in the second year of the project one dormitory was withdrawn from the competition due to renovation works. The number of students living in dormitories was higher in 2018-19 compared with 2017-18.

Name of University	Number of dormitories at the university	Number of dormitories taking part in SAVES 2	Number of students living in dormitories that are taking part in SAVES 2
University of Bucharest	18	15	4,347

Table 1. Romania universities taking part in SAVES 2

### 2.2 Engagement activities

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

In the 2018-19 academic year, UoB launched the campaign after several discussions among the project team members and the PR responsible at the university level; the campaign was launched by a very visible message, as a site-communicate on the [university webpage](#) on 28<sup>th</sup> September 2018. The message was an invitation to all students living in dormitories to look for information about the project, to become involved either by simply saving energy, or by becoming active in online competitions, or by becoming student ambassadors. The communicate was also sent to the entire academic community as part of a university newsletter on 2<sup>nd</sup> of October and posted on the UoB SSO Facebook page on 1<sup>st</sup> of October which reached 298, has 31 engagements, 18 likes and 3 shares; in addition, the message was posted on 10<sup>th</sup> of October on the university Facebook page which has 86,385 followers.

The campaign was also launched directly during some introductory courses, by the country manager and some of the deans already aware of the project from the previous year – Faculty of Business and Administration,

Faculty of Geography, Faculty of Geology, Faculty of History. A short description of the project was also provided to the highest level of the university, in order to get support from the institutional management level about the campaigns.

This year, a direct communication channel was established with students living in dormitories, through the involvement of a new dormitory coordinator. The new dormitory coordinator is a member of the accommodation staff, working on a daily basis with dormitory administrators and students living in halls. This has proved as a positive change for the campaigns, especially because the interaction with students became more efficient.

### 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 throughout the academic year.

The main ambassador training session at UoB was run on 20<sup>th</sup> of November 2018 and was divided into two. The first part of the training session was dedicated to the importance of energy saving in the context of European policy and measures that are taken internationally towards environmental challenges; a guest was invited from the Energy Policy Group who talked about the current opportunities and possibility of behavioural changes. The second part of the training session covered what the SSO campaign is about and trained students on the best way of effective communication.

UoB organized several additional sessions (eight in total) as there was an ongoing interest from students in becoming SSO ambassadors. The sessions were delivered by the country manager. In most of the cases, the new students coming to individual sessions had already been aware of the project objectives from their peers. During the sessions, all the ambassadors were invited to like the Facebook page, if they hadn't already.

After the sessions, ambassadors started to encourage their peers to get involved with the SSO campaign, in their dormitories or faculties.

Name of University	Number of training sessions ran	Number of students attending
University of Bucharest	1 session on 20 November 2018	5
University of Bucharest	8 sessions in November/December 2018	8

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

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

In 2018-19, 26 dormitory visits were organised; some at the beginning of the academic year, some at the beginning of the second semester. The administrators of the dormitories were asked to keep the project posters in visible places and to invite students to access the information about how they could individually contribute to saving energy.

During October and November, eight dormitory visits were organised by the dormitory coordinator (five in Grozavesti Campus, and one in each of the campuses: Kogalniceanu, Stoian Militaru an Pallady). During these visits the dormitory coordinator informed students about the project and its aims and the competitions they could get involved in. As part of the visits, flyers were given to students.

The other 18 dormitory visits were conducted during March and April in all the university dormitories, when all the members of the project participated; in addition, the administrative director in charge of the dormitories was also invited. Several discussions with students on ways of how to save energy took place, as well as small local competitions related to the campaign and project. Students were offered promotional materials (t-shirts, mugs, memory sticks, bags). In addition, students were invited to take part in the climate quiz.

The UoB team used practical examples of saving energy so that the students could remember and implement them easily. Table 3 offers a short description of the activities carried out during the visits.

Name of University	Number of onsite engagement visits	Description of Activities
University of Bucharest	26 halls visits	<ul style="list-style-type: none"> <li>- Short description of the reason why we all met</li> <li>- Short description of the previous events and the future activities</li> </ul>

		<ul style="list-style-type: none"> <li>- Short session of Q&amp;A about energy saving in order to allocate the prizes from the team project members or from the sponsors</li> <li>- Flyers handed out to students</li> <li>- Some quizzes were given on printed format to the students (in March and April only)</li> </ul>
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Table 3. Face-to-face engagement activities on Romania university campuses (excluding ambassador training)

## 2.2.4 Social media competitions

UoB ran twelve social media competitions in the 2018-19 academic year. The prizes offered to students included coffee vouchers provided by a local company (Coffeol), and bags with pen and agenda from a private hall (ARCCA). Some of these students offered to promote the campaign among their colleagues and they were given some promotional materials, such as flyers, T-shirts, mugs, memory sticks. In addition to photo competitions, students posted videos in relation to the topic of the competition; there were posted 15 photos and 9 videos, generating 793 likes. The themes of the competitions varied and can be seen in Table 4.

Name of University	Competition type and theme	Number of entries	Platform used
University of Bucharest	Photo competitions and themes:  12 social media competitions <ul style="list-style-type: none"> <li>• x 1 An encouragement message on saving energy</li> <li>• x 1 Turn off the light</li> <li>• x 1 Put a lid on it!</li> <li>• x 1 Don't overfill the kettle!</li> <li>• x 1 Dress up for the season!</li> <li>• X 1 Do not leave the plug in the socket!</li> <li>• X 1 Better laptop than PC!</li> <li>• X 1 Natural light is healthier!</li> <li>• X 1 Adjust humidity in the room!</li> <li>• X 1 Change the incandescent bulb to an economic one or led!</li> <li>• X 1 Do not leave the mobile phone charger plugged in!</li> <li>• X 1 Thank you for joining us in the second year of the project!</li> </ul>	15 photos submitted 9 videos submitted 739 likes	Facebook <a href="https://www.facebook.com/UOBSSO">https://www.facebook.com/UOBSSO</a>

Table 4. Photo competitions at Romania SAVES 2 universities

## 2.2.5 Climate change quizzes

Two climate quizzes were run at UoB during 2018-19 to raise awareness about climate change and energy saving; 314 students participated in the quizzes, as shown in the Table 5. The first quiz was distributed only as an online version, while the second also included hard copies that were distributed during the dormitory visits. Students taking part were offered project promotional materials. Both the quizzes were open for a few weeks.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
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University of Bucharest	Online quiz 1 = 182 Online quiz 2 = 71 Face to face quiz 2 = 61 Total = 253 online + 61 face to face = <b>314</b>	<b>7.22%</b>
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Table 5. Student participation in climate quizzes at the Romania SAVES 2 universities

### 2.2.6 End of year event

The end of year celebration event took place on 30<sup>th</sup> of May 2019 and was held at the university's Grozăvești campus under the call of "Have fun with energy saving" ("Energie la veselie, fara economie!"). It was attended by 22 students, among which 16 were part of the SSO campaign and 6 of the SSO+ campaign. As part of the event, students were awarded with certificates of recognition. During the event, UoB staff had a discussion with the students about what went well and what needs to be done better to prepare for the 2019-20 campaigns. One student offered to send a written proposition for future improvements; among these, an INSTAGRAM account would be most likely to be considered, since the beginning of the project, students have started to use more INSTAGRAM accounts more than Facebook accounts.

The winning dorm for 2018-19 academic year was Fundeni hall, where students saved 26.5% of energy, more than what the same hall saved in the previous year (13.2%).

### 2.2.7 Other miscellaneous activities

UoB gathered feedback from students on the SSO campaign on an ongoing basis, through discussions with the SSO ambassadors and during some teaching activities. This has helped shape the campaign for the 2018-19 academic year and will continue to do so for the 2019-20 academic year. Some of students' feedback will be considered in the third year of project implementation.

### 2.2.8 Summary of SSO engagement statistics

Table 6 below gives an overview of the SSO engagement achievements in University of Bucharest, Romania.

Name of University	No. students living in dormitories	No. students signed up to the campaign	% students signed up to the campaign	Number attending the Ambassador training	Online climate quiz entries	Photo/online competition entries	Number of social media followers (please specify which one)	% energy saved
University of Bucharest	4,347	1,072	24.71	13	314	24	645	9.3%

Table 6. Overall student engagement statistics in Romania

## 2.3 Communication with students

The 2018-19 SSO campaign at the University of Bucharest was communicated to students using different communication channels (both online and through face-to-face) that included: emails, Facebook page (<https://www.facebook.com/UOBSSO>), the Romanian SSO website (<http://romania.studentswitchoff.org>), messenger (with ambassadors) and face to face meetings during the dormitory visits, as well as direct communication during some teaching activities.

The most efficient way of communicating the campaign was through face to face meetings, no matter if these direct meeting were visits to dorms, class activities, or student – country manager/dormitory coordinator dialog. UoB team posted tips, information and articles on recycling and protecting the environment, on the UoB SSO Facebook page on a regular basis (about once a day).

## 2.4 Engagement materials

A number of marketing materials were used to help students' engagement in the campaign. The promotional materials were personalized during the first year of project (2017-18) and the remaining ones were used in this academic year, too. These included:

- Posters - already personalized for UoB and sent to be posted in every dormitory and in faculty buildings
- Leaflets - these were also used in the personalized form and offered by students' ambassadors and dormitory coordinator to students living in dormitories in the process of signing up

- Roll-up banner– this was personalized and used by the UoB project team in all relevant activities: e.g during training for ambassadors or group meetings
- Bags – these were made of cotton and offered to student ambassadors, and to students during the visits in dormitories, to the students taking part in engagement activities
- T-shirts – these were offered to ambassadors and also offered as prizes to some students who did well in the face-to-face climate quiz during some visits in dormitories
- Mugs – were offered as prizes for the Facebook photo competitions
- 4 GB memory sticks – were offered as prizes for the Facebook photo competitions, for local competitions during the dorm visits.

Through sponsorships, UoB was able to provide additional giveaways: external batteries, bags with pen and agenda from a private hall (ARCCA), vouchers for coffee (Coffeol) and one free course at Fundatia Calea Victoriei. In addition, the university offered to support five students (most active) to participate at a summer school in Rasnov, Romania dedicated on art, history and culture.

## 2.5 The energy dashboard

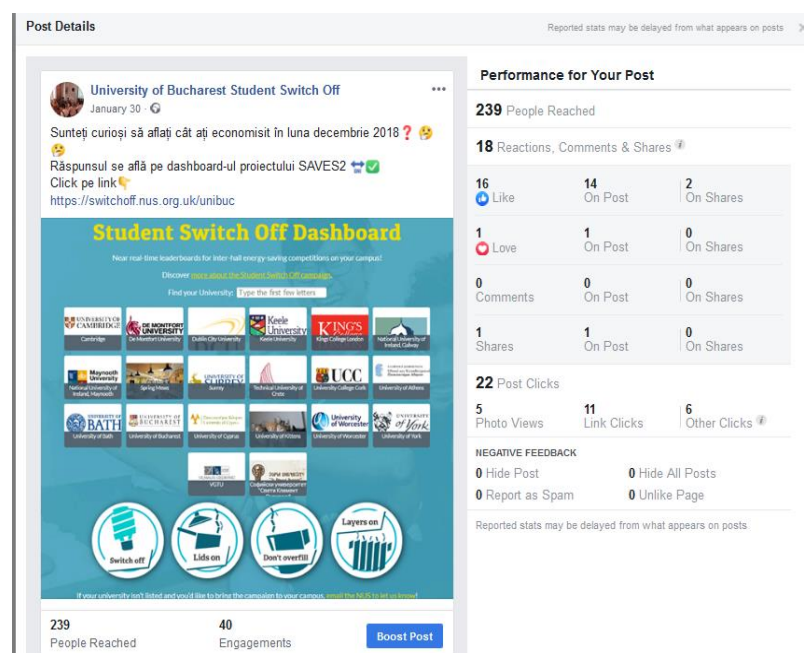
The energy dashboard is a supporting tool for the SSO campaign, developed by Ecovisum. It makes use of dormitory energy data to feedback on energy performance of each building on an ongoing basis and drives the competition to save energy.

A short description of the dashboard was given as part of all meetings with ambassadors and discussions during visits in dormitories. The dashboard was embedded on the UoB SSO website and on the UoB Facebook page as the following link and print screen show: <http://romania.studentswitchoff.org/competition/>.

Every month UoB published news about how much energy was saved (Figure 1) on their SSO Facebook page:

<https://www.facebook.com/UOBSSO/photos/a.149957455618821/329954307619134/?type=3&theater>

Figure 1. Energy saved – posted on UoB SSO Facebook page



The dashboard was a very useful tool in monitoring the energy consumption and running the competitions between dormitories. Figure 2 shows the annual competition, Figure 3 shows a sub-competitions).



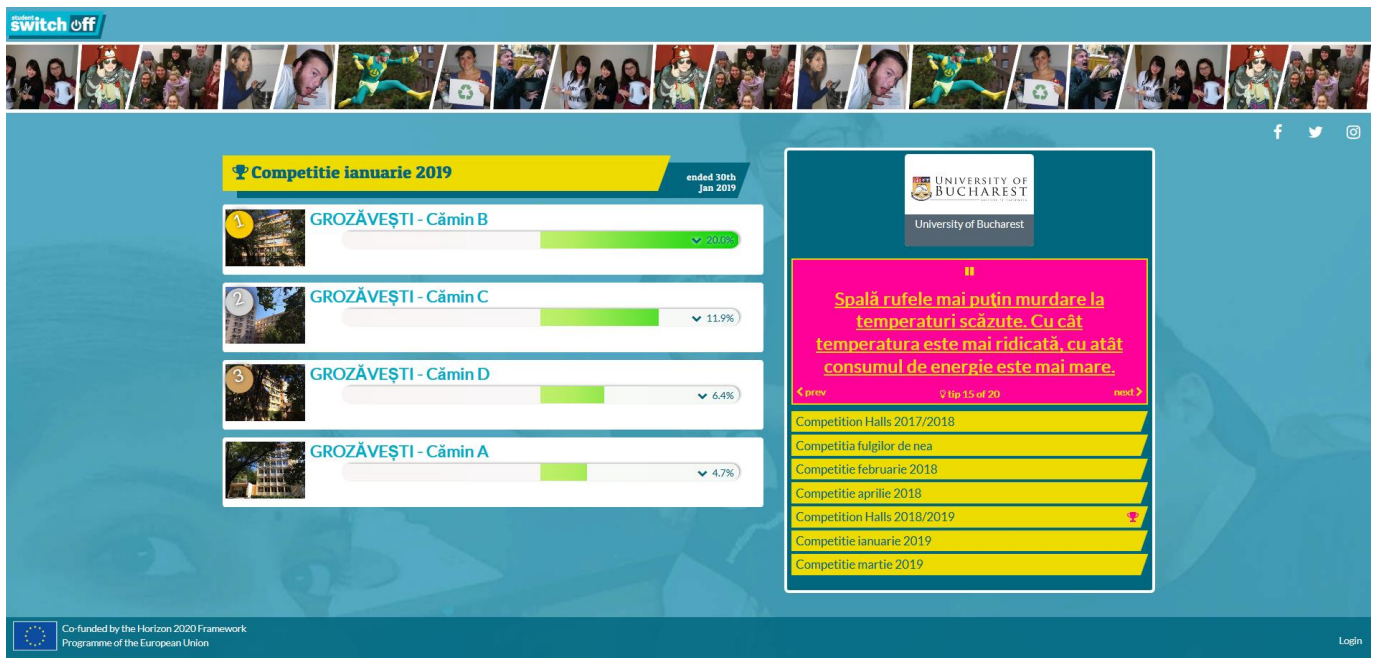
Figure 2. Annual halls competition 2018-19 (baseline October 2016-May 2017)

<https://switchoff.nus.org.uk/unibuc>



Figure 3. First sub-competition in January 2018-19 academic year

<https://switchoff.nus.org.uk/unibuc/competition/204>



## 2.6 Embedding SSO into wider university initiatives

UoB took the opportunity to communicate the SAVES 2 project to other universities in Romania during the UNIVERSITARIA CONSORTIUM meetings – in November 2018 and June 2019; this is a network of five big universities in Romania, sharing the same goals. In addition, a special meeting in Cluj was organized in May 2019 when the country manager met the vice rector and the students' representative at UBB Cluj and



explained the purpose of the project. Many promises have been expressed, and more action is expected in other universities for the next academic year.

## 2.7 Successes and challenges

UoB did a number of activities differently for the 2018-19 academic year. Below are activities considered successful:

- More direct communication with students (in class)
- Different involvement of students' ambassadors (more online than direct dialogs)
- More visits to dormitories
- New dormitory coordinator (they are a member of the university staff in charge of student dormitories, so he knew how to approach students in dormitories)
- More involvement of the administrative staff in dormitories (administrators)
- New students elected by student community as residential assistants (they help dormitory staff with all issues related to the buildings)

It is also important to highlight some successes from 2017-18 that continued through to 2018-19.

- Great learning experience for everybody (both staff and students)
- Better transfer of information in the university administration and management
- Best practices shared among all involved parties
- Creative sharing and learning between staff and students

A number of challenges were identified for the SSO campaign in 2018-19:

- Motivating more students to participate in Facebook photo competitions
- Motivating other students to support their peers
- Getting students' associations effectively involved

Most of the last year's challenges have been well managed this year, such as managing all media and IT&C technologies: the website, Facebook page, dashboard, quizzes etc, while the students' motivation to get engaged and to save energy still remains as a continuous challenge.

For the next year of the campaign, challenges will be overcome by creating a consulting group of students and deciding in collaboration with them which actions should be taken.

## 2.8 Photos from the SSO campaign

Photo 1. Training session with students' ambassadors and our guest in November 2018-19



Photo 2 & 3. Dormitory coordinator in dorms inviting students to sign up for 2018-19 campaign



Photo 4. Country manager and the project team visiting dorms and inviting students to take part in the quiz



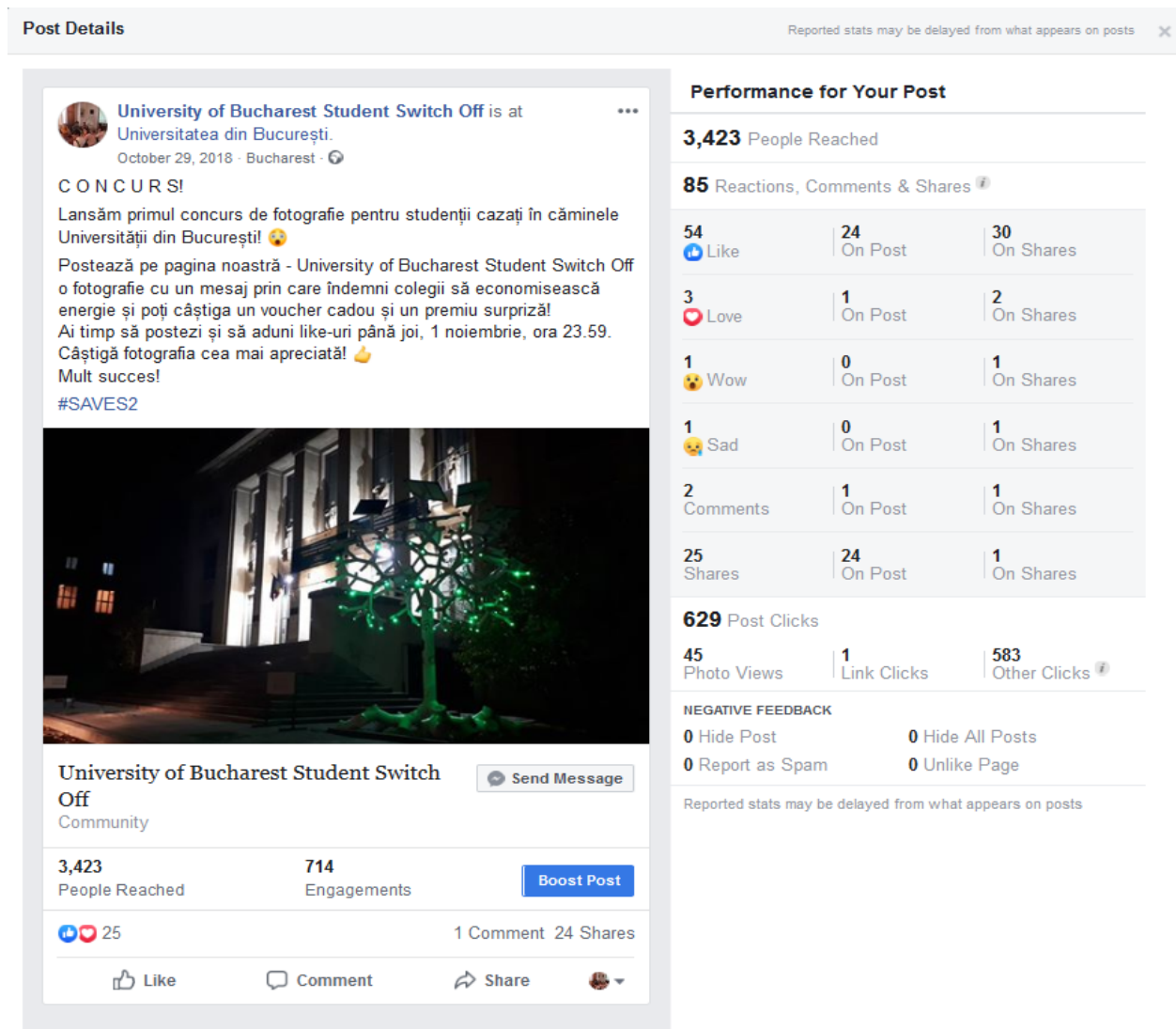
Photo 5. Messages left for students in the kitchen areas, as part of dorm visits



## 2.9 Social media and email examples

Figure 4. Facebook post – an invitation to Facebook competition – October 2018

<https://www.facebook.com/UOBSSO/photos/a.149957455618821/291457208135511/?type=3&theater>



[https://www.facebook.com/UOBSSO/posts/360310151250216?\\_tn=-R](https://www.facebook.com/UOBSSO/posts/360310151250216?_tn=-R)

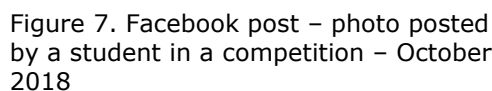
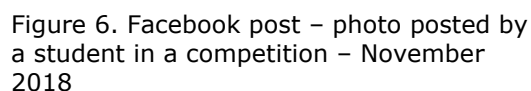




Figure 8. Student email newsletter – October 2018 (SSO campaign continues)



SAVES 2 H2020 <saves2uob@gmail.com>

## Continuăm campania Student Switch Off în căminele UB și SSO+ pentru studenții care s-au mutat din cămine în chirie

SAVES 2 H2020 <saves2uob@gmail.com>  
Către:

10 octombrie 2018, 13:27

Dragi studenți,  
Vă mulțumim că ați fost alături de noi în anul 2017/2018 sprijinind campania proiectului Student Switch Off în timp ce erați cazați în căminele Universității din București.  
Dorim să continuăm campania și în anul universitar 2018/2019 așa că, dacă vreți să vă implicați în demersul nostru, vă rugăm să vă înscrieți accesând formularele de susținere de mai jos:  
**1. Formularul de susținere pentru studenții care beneficiază de cazare în căminele UB poate fi accesat la <https://goo.gl/forms/YExrzLrsBon0u9jd3>**

**2. Formularul de susținere pentru studenții care locuiesc în locuințe private poate fi accesat la <https://goo.gl/forms/BbezNtb8BbMFD6Rw1>**

Revenim și în acest an cu informații utile și concursuri privind modul de a utiliza eficient energia ☀ și de a economisi bani 💰.

The newsletter content is as follows:

**student switch off +**

Dragi studenți,  
Universitatea din București  
București, RO

**Afiș despre factura la energie**

În perioada în care ați locuit în căminele din campusul Universității din București, ați plătit o taxă de cazare care acoperă printre altele și consumul de energie electrică, dar atunci când vă mutați într-o locuință din mediul privat, veți plăti consumul de energie.

Vedeți mai jos cât ați economisit în căminele UB în anul universitar 2017/2018 - și nu uitați să fiți atenți la consumul de energie electrică atunci când vă mutați, pentru a nu avea o surpriză neplăcută atunci când primiți prima factură de plată!

**1. Consumul căminelor înscrie în proiectul SAVES 2 în perioada august 2017 - iulie 2019 a fost redus cu:**  
Total energie electrică: 198,20 MWh

**2. Cât am economisit?**  
8,6%

**3. Cum să economisiți bani la facturile de energie:**

- ✓ **Schimbarea furnizorului/tarifului** - în cazul în care plătiți direct factura de energie, aveți posibilitatea de a vă schimba furnizorul sau tariful. Schimbarea aceasta vă poate ajuta să economisiți bani, așa că verificați și comparați prețurile pentru a găsi cea mai bună variantă pentru dvs.
- ✓ **Solicitați certificatul de performanță energetică (EPC) de la proprietar** (în special atunci când vă aflați în clădirea unei locuințe). Acesta atestă performanța energetică a clădirii și dispune de un sistem de clasificare energetică de la A la G, așa că vă recomandăm să evitați proprietățile evaluate în F sau G, caz în care veți plăti destul de mult pentru a vă menține locuința încălzită.
- ✓ **Optați pentru un contor digital** - puteți solicita un contor inteligent de la furnizorul dvs. de energie, fără costuri suplimentare. Acesta furnizează informații în timp real cu privire la cât de multă energie electrică consumați și chealluți, identificând mai ușor pierderile de energie.
- ✓ **Nu lăsați înalt deschise încălzirea/luminile/aparatele electrice!**

**SAVES 2** Financed by the European Union through the Horizon 2020 research and innovation programme

Apnează pagina de Facebook - <https://www.facebook.com/UOBSSO> - pentru a primi mai multe informații. Deoarece cum să vă plătească facturile de energie cât mai mic în perioada august până la sfârșitul anului universitar.

Mulțumim,  
Echipa UoB

<http://romania.studentswitchoff.org/>

<https://www.facebook.com/UOBSSO/>



Figure 9. Student email newsletter– February 2019 (invitation in the second semester reminding students of the SSO campaign)

 Gmail SAVES 2 H2020 <saves2uob@gmail.com>

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**Fwd: Campania Student Switch Off continuă pentru studenții cazați în căminele Universității din București**

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SAVES 2 H2020 <saves2uob@gmail.com> 18 februarie 2019, 16:34  
Către:


Dragi studenți,

Vă mulțumim că ați fost alături de noi în primul semestru și v-ați implicat în campania proiectului de conștientizare a importanței economisirii de energie în căminele Universității din București, **Student Switch Off**.

Prin intermediul competițiilor de economisire, provocări lansate pe Facebook și pe dashboard, ați învățat cum să consumați eficient energie în viața de zi cu zi, contribuind astfel la reducerea încălzirii globale și, implicit, la salvarea planetei.

Continuăm această campanie și în al doilea semestru, iar pentru a câștiga unul din premiile puse în joc, trebuie să:

- participați la competițiile tematice lansate pe pagina de Facebook [University of Bucharest Student Switch Off](#)
- să răspundeți la chestionarul de follow-up
- să economisiți energie astfel încât, la finalul anului universitar, căminul câștigător să fie al dv. Ce trebuie să faceți? Iată câteva exemple: să stingeți lumina când nu sunteți în încăpere, să închideți aparatele electronice atunci când nu le folosiți, să puneți un capac pe oală atunci când gătiți, să încălziți în fierbător doar cantitatea de apă care aveți nevoie. Ușor, nu? Monitorizarea consumului se face lunar și se găsește pe dashboard-ul proiectului: <https://switchoff.nus.org.uk/unibuc>



-dacă doriți să vă implicați și mai mult în această campanie, puteți deveni ambasador al căminului dv. prin trimiterea unui mesaj la adresa [saves2uob@gmail.com](mailto:saves2uob@gmail.com) sau prin completarea formularului <https://goo.gl/forms/xq28MlmyPUijwRVi2>.

Haideți, veniți cu noi și în semestrul doi!  
Economisim, concurăm și câștigăm!

Echipa UoB

Pentru mai multe informații despre cum să economisiți energie și bani în locuința dvs., consultați site-ul nostru <http://romania.studentswitchoff.org/>

Dacă nu doriți să primiți aceste e-mailuri, vă puteți dezabona prin transmiterea unui mesaj la adresa de email [saves2uob@gmail.com](mailto:saves2uob@gmail.com) . Puteți să vă implicați și să ne sprijiniți mai departe în demersul nostru prin aprecierea și urmărirea paginii de Facebook (<https://www.facebook.com/UOBSSO/> ), chiar dacă nu doriți să primiți mesaje de poștă electronică.



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

#### 3.1 Universities receiving information

The 2018-19 academic year was the first time that the SSO+ campaign was run in Romania. The team at UoB found it challenging to reach students living in private accommodation.

Three main ways to reach students were identified:

- Students studying at UoB who had lived in dormitories in the previous academic year and moved into private accommodations or currently living in private accommodation and willing to sign up for the SSO+ campaign;
- Students from other universities who found out about the SSO+ campaign from online communication and signed up filling in an online form, some of them being from universities members of the UNIVERSITARIA CONSORTIUM;
- Students living in a private hall of accommodation from different universities; manager of the private hall accepted to promote the campaign among their students.

In some cases, students willing to take part in the campaign did not specify at which university they were currently studying; therefore, their universities could not have been identified. In Table 7, the most frequent universities are shown. The team sent 1137 e-mails to students regarding the SSO+ campaign: there were 650 students who lived in dormitories during 2017-18 and 487 students who wanted to be part of the campaign living in private accommodation in 2018-19.

Name of University	Number of students reached via email
University of Bucharest	<p>1,137 students:</p> <ul style="list-style-type: none"> <li>• 650 students who lived in dormitories during 2017-18</li> <li>• 487 students living in private accommodation in 2018-19</li> </ul>
National University of Physical Education and Sport	
Bucharest Academy of Economic Studies	
The National School of Political Science and Public Administration,	
Politehnica University of Bucharest	
Technical University of Civil Engineering of Bucharest	
University of Medicine and Pharmacy Bucharest	
Other universities (few students)	

Table 7. Universities in Romania receiving SSO+ information

#### 3.2 Engagement activities

Unlike SSO, the vast majority of SSO+ engagement is done online via email and social media; this is predominantly because unlike university dormitories, that are normally localized and easily accessible, privately rented accommodation is spread across town, and is not easily accessible. The main activities that took place as part of SSO+ was the sending of regular emails to students living in the private rented sector, regular posts on social media (Facebook and Twitter) and a face-to-face training.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	10 emails sent monthly	<p>Oct – Email 2017/18 former halls students to inform them about SSO+ campaign and Energy Dummy bill</p> <p>Nov - Advice for energy and money saving in rented accommodation</p> <p>Nov – Advice on using appliances efficiently (kitchen), how to understand and manage</p>	1,137	2 advice emails also launched a social media competition

		<p>your energy bills and how to request a smart meter</p> <p>Dec – Reminder to switch off unnecessary lights, appliances and heating over the Christmas holidays</p> <p>Jan – Advice how to stay warm and save money in winter time</p> <p>Feb - Advice about how to switch supplier and to request a smart meter</p> <p>March - Time-saving tips to get more time for revising</p> <p>April – House hunting</p> <p>May - Energy saving at summer holiday and thanks for support</p>		
Social Media Posts	45 posts over the year, posted every 1-2 weeks	Energy Dummy bill, tips about saving energy from EU campaigns, increasing energy efficiency in buildings in Romania, tips about saving energy interactive-house, how to make one's home energy efficient, access to and use of energy services, save energy and money and help to protect the climate by reducing your emissions, how much money you could save using a led lightbulb for a year, EU energy label, about energy estimated consumption of a home, tips about Christmas time, smart meter, using water responsibly, about energy from renewable sources, EPCs, energy bills, think before you drive, shopping and eating habits, safety rules near electrical networks, how to save energy in winter, the EU's energy strategy: target of 20% by 2020.	<p>Total social media reach = 7.554</p> <p>Total social media engagement = 864</p> <p>Average Media Reach -168</p> <p>Average Media Engagement -19</p>	
Training	2	<p>Face-to-face training (20<sup>th</sup> Nov)</p> <p>Online Training (e-mail) – 29<sup>th</sup> of Nov</p>	<p>5 students</p> <p>10 students</p>	
Face to Face activities	5 1 1	<p>Individual training sessions</p> <p>Focus group</p> <p>Final year event (ceremony)</p>	<p>5 students</p> <p>9 students</p> <p>6 students</p>	
Photo Competitions	2 competitions	<p>Nov/Dec – Save energy in the kitchen</p> <p>Feb/March – Save energy</p>	Social media competition posts reached between 1,000 - 1,500 students per post on Facebook	4 entries across the 2 competitions 2 photos and 2 videos = 90 likes

	1 competition	May (at the final event)	6 SSO+ participants	1 summer school winner
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Table 8. Students' engagement activities in the SSO+ campaign

### 3.2.1 Emails and social media

E-mails were generally sent on a monthly base, as mentioned in Table 8. Topics covered included general information and advice on how to save energy and money, how to rent the best apartment etc (further information available in Table 8). During the year, over 45 post were uploaded on Facebook:

<https://www.facebook.com/UOBSSO>

### 3.2.2 Training sessions and face-to-face activities

The main training session for SSO+ ambassadors was run on 20<sup>th</sup> of November 2018; it was a joined session together with the SSO student ambassadors (please refer to section 2.2.2). Five SSO+ student ambassadors took part. Students who expressed interest at a later date from individual training from the country manager in November and December 2018. Details about the session have been presented in section 2.2.2.

### 3.2.3 Photo competitions and engagement activities

Students involved in the SSO+ campaign received invitations to social media competitions through newsletters, as there wasn't a specific SSO+ Facebook page. Students received the same prizes as they did in SSO competitions - mainly coffee vouchers, bags, agendas.

Photo competitions were announced through newsletters, in November and February. They were instructed to post photos on the Facebook UoB SSO page mentioning the acronym of SSO+, so, we could identify the competition participants.

## 3.3 Engagement materials

The same engagement materials were used for SSO+ as in the SSO campaign (as described in section 2.4).

In addition, UoB used a [video](#), created the previous academic year, which included advise on how to save energy when renting. This included information on Energy Performance Certificates, switching suppliers, buying energy efficient appliances and getting a smart meter. The video was shared on the UoB Facebook pages.

A dummy bill, used to help students understand how to read a bill, was also created; it was sent by e-mail to students who lived in halls in the previous academic year (2017-18) in October 2018 to coincide with them moving into private accommodation (please refer to Figure 10).

Figure 10. Facebook post including the dummy energy bill

**student switch off+**

Universitatea din București  
București, RO

Câteva informații privind reducerea costurilor la energie

În perioada în care ați locuit în căminele din campusul Universității din București, ați plătit o taxă de cazare care acoperă printre altele și consumul de energie electrică, dar atunci când vă mutați într-o locuință din mediul privat, veți plăti consumul de energie.

Vedeți mai jos cât ați economisit în căminele UB în anul universitar 2017/2018 - și nu uitați să fiți atenți la consumul de energie electrică atunci când vă mutați, pentru a nu avea o surpriză neplăcută atunci când primiți prima factură de plată!

1. Consumul căminelor înscrise în proiectul SAVES 2 în perioada august 2017 – iulie 2018 a fost redus cu:  
Total energie electrică: 196,20 MWh

2. Cât am economisit?  
**8,6%**

3. Cum să economisiți bani la facturile de energie:

- ✓ **Schimbarea furnizorului/tarifului** - în cazul în care plătiți direct factura de energie, aveți posibilitatea de a vă schimba furnizorul sau tariful. Schimbarea aceasta vă poate ajuta să economisiți bani, așa că verificați și comparați prețurile pentru a găsi cea mai bună variantă pentru dv.
- ✓ **Solicitați certificatul de performanță energetică (EPC) de la proprietar** (în special atunci când vă aflați în căutarea unei locuințe). Acesta atestă performanța energetică a clădirii și dispune de un sistem de clasificare energetică de la A la G, așa că vă recomandăm să evitați proprietățile evaluate în F sau G, caz în care veți plăti destul de mult pentru a vă menține locuința încălzită.
- ✓ **Optați pentru un contor digital** - puteți solicita un contor inteligent de la furnizorul dvs. de energie, fără costuri suplimentare. Acesta furnizează informații în timp real cu privire la cât de multă energie electrică consumați și cheltuiți, identificând mai ușor pierderile de energie.
- ✓ **Nu lăsați înutil deschise încălzirea/luminile/aparatele electrice!**

**SAVES2**

Financed by the Horizon 2020 Framework Programme of the European Union

The sole responsibility for the content of this flyer with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EADPE nor the European Commission are responsible for any use that may be made of the information contained therein.

Apreciază pagina de Facebook - (<https://www.facebook.com/UBSSO/>) - pentru a primi mai multe sfaturi despre cum să vă păstrați facturile de energie cât mai mici cu puțină atunci când plecați din cămine. <http://romania.studentswitchoff.org/>

University of Bucharest Student Switch Off

Page Liked · October 25, 2018 ·

Vă gândiți să vă căutați o nouă locuință? 😊  
Sunteți informați despre cum să economisiți energie și bani în locuința închiriată? 😊  
Aruncați o privire peste recomandările noastre... 😊  
See Translation

You, Claudia Maria Udrescu and 14 others · 8 Shares

Like Comment Share

Write a comment...

### 3.4 Successes and challenges

A large students' union (a federation of student associations) called USR: Uniunea Studentilor din Romania (Students' Union of Romania) accepted to post on their Facebook page the SSO+ video. As a consequence, it was shared and forwarded by other union groups (e.g.

<https://www.facebook.com/organizatiastudentilorchimisti.osc/>; <https://www.facebook.com/ascb.ro/>; <https://www.facebook.com/asub.page/>) and students on their Facebook pages (e.g. <https://www.facebook.com/mihai.tavirlau> ; <https://www.facebook.com/munteanu.diana.3108> )

The student president of the Student Union of Romania (USR) posted the Romanian Student Switch Off+ video (<https://www.youtube.com/watch?v=5-qzIr5oq18&t=2s>) on their Facebook page (<https://www.facebook.com/UniuneaStudentilordinRomania/>)

In only 2 weeks, it had received over:

- 2,400 views,
- 44 likes and
- 100 shares.

The video was also posted by two other students' associations: ASUB – University of Bucharest Students, and Cluj University Students' Union.

Challenges for the 2018-19 academic year included:

- motivating more student associations and students to get involved in the SSO+ campaign
- measuring the reach and engagement
- increasing the number of students to support and participate in the campaigns

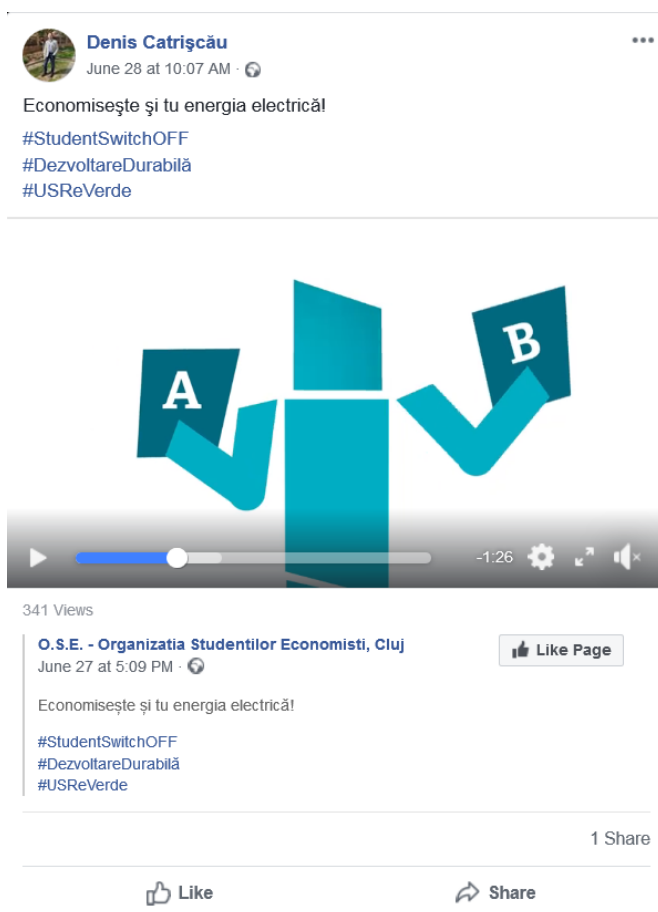
- using an online form for students from other universities to register ([https://docs.google.com/forms/d/1wooV6EQfUz5WMMhKdNvnuMoCIUEOsrxKUXhOyuT3nI/viewform?edit\\_requested=true](https://docs.google.com/forms/d/1wooV6EQfUz5WMMhKdNvnuMoCIUEOsrxKUXhOyuT3nI/viewform?edit_requested=true) ).

UoB plan to overcome these challenges by working closely with students' representatives in 2019-20.

Figure 11. USR post of the SSO+ video



Figure 12. ASUB post of the SSO+ video

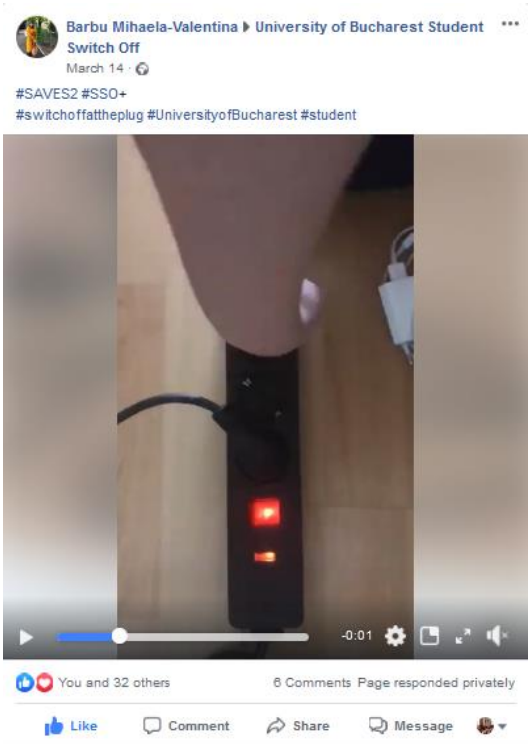


3.5 Photos from the SSO+ campaign

Photo 6. Winner post from 1<sup>st</sup> SSO+ social media campaign



Photo 7. Winner post from 2<sup>nd</sup> SSO+ social media campaign



3.6 Social media and email examples from the SSO+ campaign

Figure 13. Facebook post – advice on choosing the energy provider – November 2018





Figure 14. Facebook post – 10 ideas on how to get your house energy efficient – November 2018



Figure 15. Newsletter - Ten ideas on how to save energy and money in the kitchen –November 2018



Figure 16. Newsletter – Save money during the summer holiday – June 2019

Gmail - Evitați căderile de tensiune și economisiți bani pe parcursul va... <https://mail.google.com/mail/u/2?ik=0b50aa2c2a&view=pt&search=a...>



SAVES 2 H2020 <saves2uob@gmail.com>

## Evitați căderile de tensiune și economisiți bani pe parcursul vacanței de vară

1 mesaj

SAVES 2 H2020 <saves2uob@gmail.com>

4 iunie 2019, 16:12

Către:

Dragi studenți,

Acest newsletter reprezintă ultima informare din anul universitar 2018/2019.

Dacă doriți să ne fiți alături și în anul universitar 2019/2020 o puteți face prin **aprecierea** (👍) **paginii de facebook** și/sau prin **completarea formularului de susținere**: <https://forms.gle/psGdrkkjQYiScqBL9>.

Vă vom trimite newslettere, detalii despre competițiile de fotografie și chestionare (acestea sunt aplicate studenților pentru a evalua impactul campaniei de informare SSO+).

În această lună ne concentrăm asupra unor sfaturi pentru sfârșitul anului universitar. Le-am rezumat în [acest](#) videoclip.

💡🔌 **Economie de energie în mijlocul verii** - dacă plecați din locuința închiriată pentru vacanța de vară, dar plătiți în continuare pentru cazare, este important să vă asigurați că nu plătiți suplimentar pentru încălzirea/iluminarea unei proprietăți nefolosite. Așadar:

- înainte de a pleca acasă, asigurați-vă că ați oprit toate aparatele inutile, inclusiv electrocasnicele mari cum ar fi frigiderul. Nu uitați să scoateți mâncarea/băutura înainte de a opri frigiderul!
- în lunile de vară, ar trebui să puteți opri încălzirea sau să o setați la valoarea minimă.

🔍 **Citiți contoarele și transmiteți indexul de consum** - este foarte important ca atunci când se finalizează contractul de închiriere să faceți o ultimă citire a contorului astfel încât să nu fiți taxat pentru consumul de energie al persoanei care se mută după dvs. În mod similar, atunci când vă mutați într-o locuință nouă citiți personal consumul (eventual puteți face o fotografie a acestuia) pentru a vă asigura că nu sunteți taxați pentru energia consumată de cei care au locuit acolo înainte!

🔌🔄 **Schimbați furnizorul de energie!** Dacă aveți posibilitatea, puteți să schimbați furnizorul sau tariful. Schimbarea aceasta vă poate ajuta să economisiți bani, așa că verificați și comparați prețurile pentru a găsi cea mai bună variantă. Pe site-ul ANRE găsiți o [listă actualizată cu furnizorii de energie electrică](#), în funcție de zona geografică.

📱 **Alegeți citirea digitală și optați pentru un contor digital.** Dacă aveți posibilitatea, puteți solicita un contor inteligent de la furnizorul de energie, fără costuri suplimentare. Acestea furnizează informații în timp real cu privire la cât de multă energie electrică consumați și veți putea identifica mai ușor pierderile de energie.

Mai multe informații privind funcționalitatea și modul de utilizare a sistemelor de măsurare inteligentă găsiți pe site-ul ANRE [aici](#) și pe paginile furnizorilor de energie electrică.



Vă mulțumim pentru susținere și implicare!

Echipa Student Switch OFF+

Universitatea din București

P.S. Găsiți mai multe informații despre cum să economisiți energie și bani în locuința închiriată la <http://romania.studentswitchoff.org/> sau <https://www.facebook.com/UOBSSO/>.



## 4. Conclusions

Both the SSO and SSO+ campaigns went well during the 2018-19 academic year. The project team felt more confident in running the SSO campaign, as this was the second year that it ran at UoB. Regarding the SSO+ campaign, the team at UoB took learnings from the different countries implementing the campaign (Bulgaria, Cyprus, Greece, Ireland, Lithuania and the UK).

The UoB team is proud of:

- Some students' initiatives - many of them offered to raise awareness about the project, once they realized its relevance. This was especially among students winning the photo competitions, who offered to promote further among their friends
- Team work – nationally and internationally. UoB has members in the project that work well together in terms of ideas sharing and collaboration.
- Capacity of some students to change their behaviors - many students have become more responsible about energy saving
- The percentage of the energy saved (increased in 2018-19, compared with the 2017-18 for the SSO campaign). This is good result, considering the higher saving percentage in 2018-19 of 9.3% compared to 8.6% in 2017-18.
- Diversity of the information on Facebook. We have a very active Facebook page, with a lot of information on saving energy, water, sustainability, climate change.

Student engagement in the private sector SSO+, is a challenge,

In 2019-20, the following (at least) things will be done differently:

I. For the SSO campaign:

- Information on the SSO campaign will be left in student dormitories at the beginning of the academic year. This will include flyers, printed subscribing forms, stickers containing advice.
- Presentations of the SAVES 2 and campaign will be delivered at the opening ceremonies at as many faculties as possible
- An INSTAGRAM account will be created

II. For the SSO+ campaign:

- University leaders at other Romanian universities will be contacted to present and promote the SSO+ campaign; example: Romanian- American University in Bucharest.
- More students' associations will be contacted to promote the campaign among their members.