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

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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 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 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 55,000 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 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 and, in the 2019-20 academic year, 13 dormitories were included in the SSO campaign.

Compared to the previous years, in the third year of the project three dormitories were withdrawn from the competition due to renovation works. The number of students living in participating dormitories was higher in 2018-19 (4,347) compared to 2017-18 (4,288), but lower in 2019-20 (3,790 see Table 1) due to these renovation works.

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	13	3,790

Table 1. Romanian universities taking part in SAVES 2 in 2019-20

2.2 Engagement activities

Throughout 2019-20 academic year, a number of activities took place face-to-face in dormitories of University of Bucharest or online, in order to raise awareness about energy saving. These included social media/photo competitions, climate quizzes, dormitory visits, ambassador training sessions, new academic year ceremonies and an end of the year event. The sections below describe these in more detail and what engagement levels were reached.

2.2.1 Launch of the campaign

Like in the previous years, in 2019-20, UoB launched the campaign after several discussions of the project team members and the PR representatives at the university level; the campaign was launched by a very visible message, as an online communication on the [university webpage](#) on 1st October 2019. 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 message was also sent to the entire academic community as part of a university newsletter on 1st October 2019 and posted on the UoB SSO Facebook page on 1st of October which reached 634 people and got 222 engagements. In addition, the message was posted on the University of Bucharest Facebook page (@unibuc.ro) which has 92,557 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 the dormitory coordinator who worked closely with administrative and accommodation staff and the interaction with students became more efficient. Therefore, several materials (flyers, posters) were distributed in all halls by the dormitory coordinator and all new students received information in their rooms on the first day of moving into the accommodation. For the former returning students, who were more or less aware of the campaigns from previous years, such materials were handed together with a message that the project would continue in 2019-20.

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 living in the dormitories into activities, by raising awareness on SSO and encouraging them to save energy.

The main ambassador training session at UoB was held on 19th of November 2019 and was divided into two parts. The first part of the training session was dedicated to the importance of energy saving 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 effective communication. The Energy Policy Group (EPG) is a Bucharest-based non-profit, independent think-tank specializing in energy and climate policy, market analytics and energy strategy, grounded in February 2014. EPG's regional focus is Eastern Europe and the Black Sea Basin. Its analyses, though, are informed by wider trends and processes at global and EU levels. This was the organization which provided support for the University of Bucharest in SAVES 2 project.

UoB organized several additional sessions (five in total) in the first semester, as there was an ongoing interest from students in becoming SSO ambassadors. The sessions were delivered jointly by the country manager and the dormitory coordinator. Like in the previous year, in most of the cases, the new students coming to individual sessions had already been aware of the project objectives from their peers.

Additional online training through emails addressed to ambassadors proved useful in the context of COVID-19 pandemic in March (see Table 2). On this occasion, material was e-mailed to students for training: information about SAVES 2 and its objectives, about campaigns, about pages related to project (Facebook, Instagram, website) and about how to save energy and energy efficiency.

After the sessions, ambassadors started to encourage their peers to get involved in the SSO campaign, in their dormitories or faculties. In 2019-20, we had in totals twelve students who wanted to become SSO ambassadors.

Name of University	Details of training sessions	Number of students attending
University of Bucharest	1 session on 19 November 2019	5
University of Bucharest	5 sessions in October/December 2019	7
University of Bucharest	1 session in 19 March 2020 (on-line session)	12
Total of students attending	7	24

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

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

In 2019-20, 26 dormitory visits were organized (two times in each dormitory, organized at the beginning of the academic year). 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 energy saving.



During these visits the UoB team informed students about the project and its aims and the competitions they could get involved in. As part of the visits, flyers, stickers and coasters were given to students. These visits were organized in the main hall of each dormitory; the dormitory coordinator together with the administrator officer of the building were knocking at their door inviting residents downstairs to the main hall.

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 first 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"> - Short description of the reason why we all met - Short description of the previous events and the future activities - Short session of Q&A about energy saving in order to allocate the prizes from the team project members or from the sponsors - Flyers, stickers and coasters handed out to students

Table 3. Face-to-face engagement activities on University of Bucharest campuses (excluding ambassador training) in 2019-20.

2.2.4 Social media competitions

UoB ran twelve social media competitions in the 2019-20 academic year. The prizes offered to students included prepaid phone cards offered by Vodafone company and external batteries offered by Romanian Commercial Bank. Some of these students offered to promote the campaign among their peers and they were given some promotional materials, such as flyers, T-shirts, mugs, memory sticks to aid this. In addition to photo competitions, students posted videos in relation to the topic of the competition. In total, there were 89 photos and 26 videos posted. The competition posts were shared 36 times and generated 2,386 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 (Facebook/Instagram /Snapchat etc)
University of Bucharest	<p>Photo competitions and themes: 12 social media competitions</p> <ul style="list-style-type: none"> • x 1 An encouragement message on saving energy • x 1 Switch off the light • x 1 Put a lid on it! • x 1 Dress up for the season! • x 1 Don't overfill the kettle! • x 1 Do not leave the plug in the socket! • x 1 Change the incandescent bulb to an economic one or led! • x 1 Natural light is healthier! • x 1 Do not leave the mobile phone charger plugged in! • x 1 Open your window! • x 1 Better laptop than PC! • x 1 Thank you for joining us in the second year of the project! 	<p>89 photos submitted 26 videos submitted 2,386 likes shared 36 times</p>	<p>Facebook https://www.facebook.com/UOBSSO</p>

Table 4. Photo competitions at Romania SAVES 2 universities in 2019-20

2.2.5 Climate change quizzes

Two climate quizzes were run at UoB during 2019-20 to raise awareness about climate change and energy saving; 721 students participated in the quizzes, as shown in the Table 5. The two climate quizzes were open for a few weeks and distributed only as online versions.

Name of University	Number of students that took part	Proportion of students that took part in the quiz
University of Bucharest	Online quiz 1 = 213 participants Online quiz 2 = 508 participants Total = 721 participants	19,02%

Table 5. Student participation in climate quizzes at UoB in 2019-20

2.2.6 End of year event

The final event took place on 26th of June 2020 in an online format, under the title: "Saves 2 at UoB - Saving Energy Final Event" (in Romanian version: "Saves 2 la UoB – Economisirea energiei - Eveniment final"). A Zoom meeting was launched and all students participating at different project activities were invited. The students who took part (13 in total) were part of both the SSO & SSO+ campaigns: five students were active in SSO and eight students in SSO+. At the event, project results were presented by the country manager and a questionnaire. Students were sent a Google form link to see the impact of the program on their behaviour and the intention to continue to practice what they have learned (apart from the follow up survey); this is a very common practice within university, for quality assurance reasons, to ask for a final feedback from participants. The received responses showed that the students agreed that saving energy can be done day by day with simple tips, that students need to be motivated to be active and that overall, the project was a project graded at 9.85 out of 10 (they were asked to provide a grade for the project overall, 10 being the maximum grade). In addition, they all said that they would like to get involve in similar activities/projects in the future. Some prizes were also offered in an online small Q&A session for an interactive discussion during the Zoom meeting – mugs, T-shirts and memory sticks.

The winning dorm for 2019-20 academic year was Stoian Militaru hall, where students saved 46% of energy compared to a baseline (the competition period was October 2019 – March 2020), more than what the same hall saved in the previous years (10% in 2018-19 and 11,7% in 2017-18). During 2019 some infrastructural changes took place in the hall, but the value of it was the same in 2019 as in 2018, which allow us to consider that most of the saving was due to behavioral changes of students.

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 continued to do so for the 2019-20 academic year.

In 2019-20, UoB run 11 Facebooks poll that generated 902 votes. The themes of the polls were differentiated:

1. The life of a light bulb, 64% positive answers
2. The optimal temperature in the house during the winter, 96% positive answers
3. About EPC, 99% positive answers
4. How much you save if you put the lid on, 16% positive answers
5. About SAVES2 project, 79% positive answers
6. About Student Switch Off ambassadors, 100% positive answers
7. Standby power consumption and CO2 emissions, 92% positive answers
8. Energy consumption of household appliances on the bill, 29% positive answers
9. About Student Switch Off dashboard, 68% positive answers
10. How much consumes iron and air conditioning, 19% positive answers
11. About the completion of the SAVES2 project, 97% positive answers

2.2.8 Summary of SSO engagement statistics

Table 6 below gives an overview of the SSO engagement achievements in 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	3,790	896	23,64	24	721	111	Facebook:1,484 Instagram:140	22.9%

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

2.3 Communication with students

The 2019-20 SSO campaign at the University of Bucharest was communicated to students using different communication channels that included: emails (information on project, information about dashboard, tips and tricks – what they can do to save energy and money, information about activities, what they should do in the case of renting accommodation), Facebook page (<https://www.facebook.com/UOBSSO>), Instagram page (https://www.instagram.com/studentsswitchoff_uob/?hl=ro), the Romanian SSO website (<http://romania.studentsswitchoff.org>), messenger (with ambassadors) and face to face meetings during the dormitory visits, as well as direct communication during some teaching activities. The Facebook page was most active and contained information on connected topics like recycling, sustainability and climate change, and actions at European level.

Like previous years, the most efficient way of communicating the campaign was through face to face meetings; direct communication allowed us to explain more about the project and to answer to the students' questions in a more friendly way. Nevertheless, the 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) and Instagram page.

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 2019-20. 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, to students during the visits in dormitories, and to the students taking part in engagement activities.
- T-shirts – these were offered to ambassadors and also offered as marketing products to some students who did well in the face-to-face climate quiz during some visits in dormitories.
- Mugs – were offered as marketing items for the Facebook photo competitions and also offered to some students who did well in the face-to-face climate quiz during some visits in dormitories.
- 4 GB memory sticks – were offered as prizes for the Facebook photo competitions, for local competitions during the dorm visits.

In 2019-20, new personalized promotional materials, coasters and stickers with energy tips were used. These were all marketing items and students who received them understood the promotional role of them; marketing items were used to attract new students in the campaign, sponsors provided prizes for competitions.

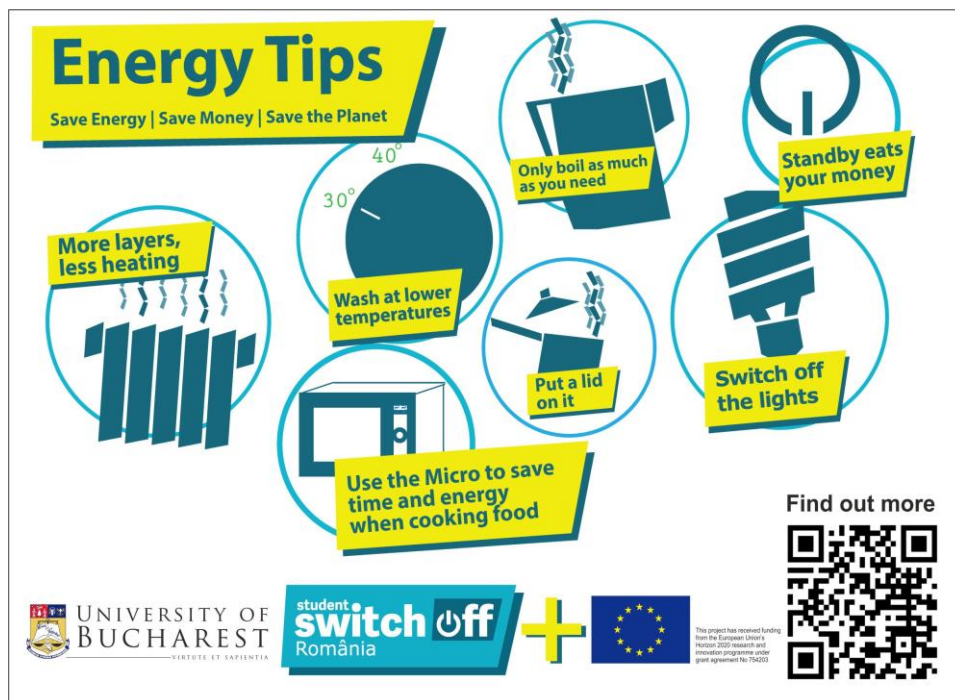


Photo 1: Stickers with energy tips

Through sponsorship, UoB was able to provide additional prizes: prepaid phone cards offered by the Vodafone company and external batteries offered by the Romanian Commercial Bank.

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. Monthly, UoB published news about how much energy was saved in dormitories on SSO Facebook page and Instagram page:

<https://www.facebook.com/UOBSSO/photos/a.149957455618821/540634019884494/?type=3&theater>
<https://www.instagram.com/p/B8wsMHNht1t/>

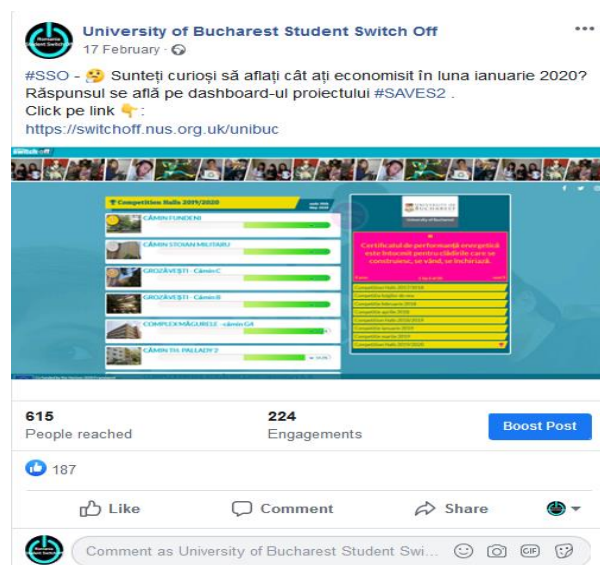


Photo 2: Dashboard news published on @UOBSSO

2.6 Photos from the 2019-20 SSO campaign



Photo 3: UoB training sessions



Photo 4: Sign-up the SSO campaign



Photo 5: Visits in dormitories

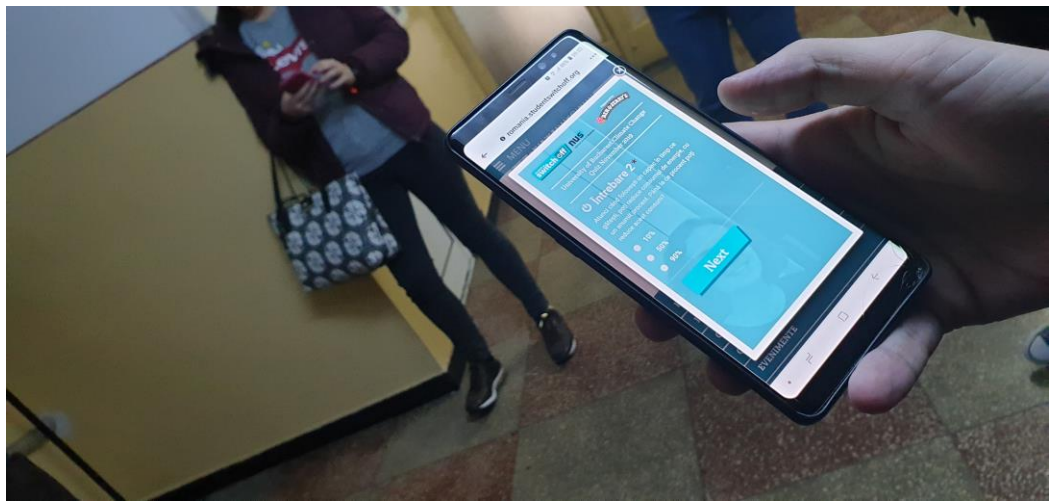


Photo 6: SSO student participated at the online quizzes

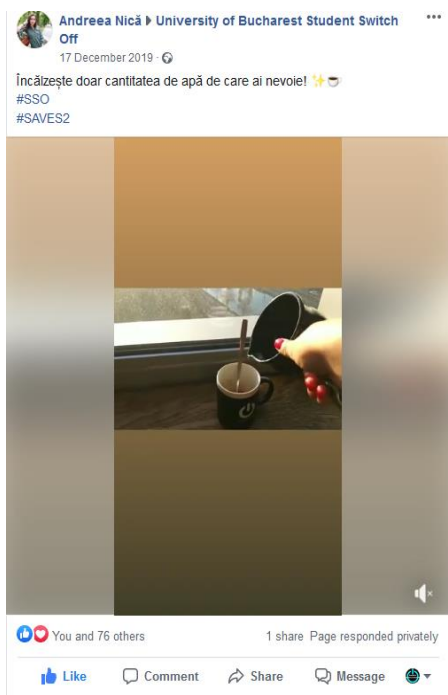


Photo 7: SSO student in Facebook competition



2.7 Social Media and Email examples

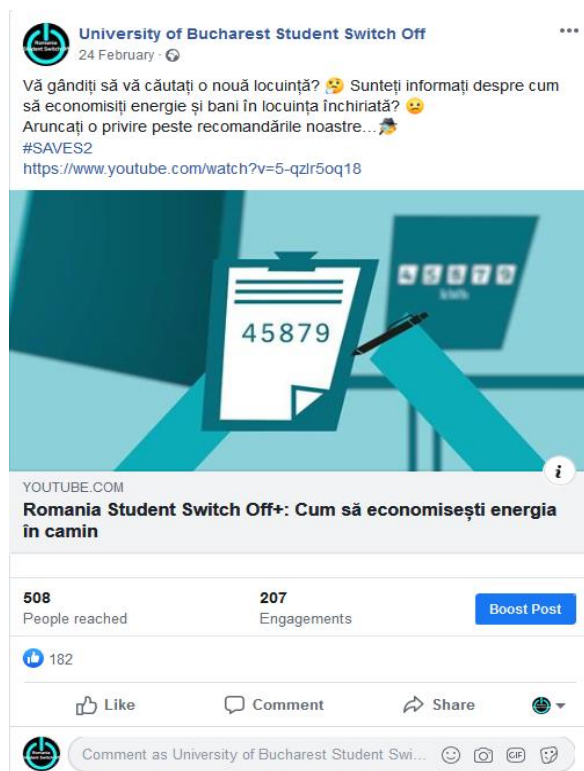


Figure 1: post on UOB Facebook page



Figure 2: posts on UoB Instagram page



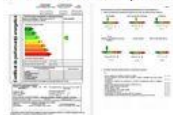
către eu +

Dragi studenți,

Bine ați venit la newsletter-ul nostru cu sfaturi despre cum să economisiți energie și bani dacă doriți să vă mutați în mediul privat anul universitar următor. În acest newsletter ne concentrăm asupra a ceea ce trebuie să urmăriți dacă sunteți în căutare de locuințe în următoarele câteva luni, astfel încât să puteți economisi bani și să dispuneți de confort în viitoarea dvs. locuință.

Iată recomandările noastre:

-Verificați certificatul de performanță energetică (CPE) - toate locuințele închiriate trebuie să aibă un certificat de performanță energetică (CPE), iar proprietarul are obligația de a vă permite să vedeți o copie a acestuia. CPE dispune de un sistem de clasificare de la A la G, în care G este nivelul cel mai scăzut, iar A este cel mai ridicat. Dacă doriți să reduceți costurile cu consumul de energie, atunci ar trebui să căutați o proprietate care corespunde cel puțin unui nivel E. Puteți verifica nivelul prin programul de calcul a certificatului de performanță energetică disponibil la http://www.cerificat-energetic.com/elearning-exemplu_certificat_energetic_apartament-p1.html.



-Atunci când vă hotărâți să închiriați o locuință, vedeți dacă puteți verifica clasa energetică a aparatelor electrocasnice (de exemplu, frigider, mașină de spălat etc). Puteți găsi la fiecare aparat electric eticheta referitoare la eficiența energetică. A+++ înseamnă că aparatul are un consum de energie scăzut, iar clasa G se referă la un consum de energie foarte ridicat. Cu cât clasa energetică este mai atractivă, cu atât costul va fi mai redus.



-Când vă căutați o locuință, este important de asemenea să aveți în vedere ca aceasta să fie izolată termic. O casa neizolată sau izolată necorespunzător va pierde rapid căldura în sezonul rece, indiferent de sistemul de încălzire. Astfel, apar dese variații de temperatură care produc disconfort termic, precum și creșterea valorii facturii de întreținere a locuinței. De asemenea, poate fi un mediu perfect de căldură și umiditate pentru dezvoltarea mușgaiului. A locui într-o casă mușgăită și umedă poate avea un impact negativ asupra sănătății dvs.



-Dacă există probleme cu umezala/mușgaiul sau condensul, cereți proprietarului să ia măsuri pentru a le rezolva înainte de a vă muta (de exemplu, prin îmbunătățirea izolării proprietății, instalarea ventilației sau prin furnizarea unui de-umidificator). Dacă aveți prilejul, discutați cu actualii chiriași - pentru a obține un feedback asupra calității casei.



Succes la căutare!

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

P.P.S. Dacă nu doriți să primiți aceste e-mailuri lunare, vă puteți dezabona prin transmiterea unui mesaj la adresa de email saves2uob@gmail.com.

Puteți să vă implicați și să ne sprijiniți mai departe în demersul nostru prin aprecierea și urmărirea paginilor de Facebook (<https://www.facebook.com/UOBSSO/>) și Instagram (https://www.instagram.com/studentswitchoff_uob/), chiar dacă nu doriți să primiți mesajele de poșta electronică.



Figure 3: Newsletter sent to 2019-20 SSO halls students

3. The Student Switch Off+ campaign in Romania

3.1 Universities receiving information

The 2019-20 academic year was the second year that SSO+ campaign was run in Romania. The team at UoB found it challenging to reach students living in private accommodation.

Two main ways to reach students were identified:

- Students studying at UoB who had lived in dormitories in the 2018-19 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 through an online form.

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 number of students (unique students) who received e-mails was 2,366 regarding the SSO+ campaign (7,860 were sent in total):

- An e-mail to 2018-19 halls students to inform them about SSO+ (1,074 students)
- An e-mail to 2018-19 SSO+ students to reconfirm interest (482 students)
- An e-mail 2019-20 SSO+ students who wanted to be part of the campaign living in private accommodation in 2019-20 (810 students).

Name of University	Number of students reached
University of Bucharest	2,366 students:
Titu Maiorescu University	482 students living in private accommodation in 2018-19
Artifex University	1,074 students who lived in dormitories during 2018-19
Other universities (few students)	810 students living in private accommodation in 2019-20

Table 7. Universities in Romania 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+ were sending of regular emails to students living in the private rented sector, posting regular messages on social media (Facebook and Instagram) and a face-to-face training.

Engagement Activity	Frequency	Theme	Reach	Additional Information
Advice Email	9 emails, sent monthly	<p>Sept 2019 – Email 2018-19 former halls students to inform them about SSO+ campaign and Energy Dummy bill and 2018-19 students living in private accommodation to reconfirm interest</p> <p>Oct 2019 – 6 advice for energy and money saving in rented accommodation</p> <p>Nov 2019 – 10 advice on using appliances efficiently (kitchen)</p> <p>Dec 2019 – 2 advice for Christmas holidays</p> <p>Jan 2020 – 6 advice about thermal comfort</p> <p>Feb 2020 – 10 advice for saving water</p> <p>March 2020- Advice about how to switch supplier and to request a smart meter</p> <p>April 2020 - House Hunting</p> <p>May 2020 - Energy saving at summer holiday and thanks for support</p>	2,366 students emailed	34 advice emails
Social Media Posts	30 posts over the year, posted every 2-3 weeks	<p>Sep – 2 tips about saving energy from UE campaigns (www.economielaenergie.eu/interactive-house) - 1 tips about how can save on electricity without compromises, UoB SSO+ video</p> <p>Oct - Did you know that: about change the incandescent bulb to an economic one or led, info about RO EPC, do not leave the plug in the socket, energy dummy bill</p> <p>Nov – about energy label, energetic efficiency, about led bulb, normal temp in fridge household appliances in energy class A +++ have a low consumption,</p> <p>Dec - energy label</p> <p>Jan - energy bills, smart meters, smart home</p> <p>Feb – change supplier,</p>	<p>Total social media reach = 14,749</p> <p>Total social media engagement = 9,556</p> <p>Average Media Reach –1,229</p> <p>Average Media Engagement -796</p>	N/A

		electricity price, put a lid on, SSO+ video March - change your suppliers, change your windows, how to reduce your costs, about insulation and mold April - ecotips - stay home, how much the washing machine consumes May - energy label, using appliances efficiently in kitchen		
Training	2	Face-to-face training (19 th Nov) Online Training (e-mail) – 19 march 2020	4 students 16 students	
Face to Face activities	12	Individual training sessions	12 students	
	1	Final year event (ceremony)	8 students	
Photo Competitions	10 competitions	Oct - Switch off the light Nov - Put a lid on it! Dec - Don't overfill the kettle! Jan - Do not leave the plug in the socket! Feb - Change the incandescent bulb to an economic one or led! March - Natural light is healthier! April - Do not leave the mobile phone charger plugged in! April -Open your window! May - Better laptop than PC! May - Thank you for joining us in the second year of the project!	Social media competition posts generated 4,048 likes	305 entries across the 10 competitions (204 photos and 101 videos)

Table 8. Students' engagement activities in the 2019-20 SSO+ campaign in Romania

3.2.1 Emails and social media

E-mails were generally sent on a monthly base (started in September 2019 until May 2020), as described in Table 8. Topics covered included general information and advice on how to save energy and money, how to rent the best apartment etc. During the year, over 30 informational posts 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 19th of November 2019; it was a joint session together with the SSO student ambassadors (please refer to section 2.2.2). Four SSO+ student ambassadors took part. Some students decided to become ambassadors later on, and expressed their interest by contacting the country manager directly (up until March 2020). Additional training through email for ambassadors proved useful in the context of pandemic situation, in March.

3.2.3 Photo competitions and engagement activities

Students involved in the SSO+ campaign received invitations to social media competitions through UoB Facebook page. Students received the same prizes as they did in SSO competitions - mainly prepaid phone cards offered by the Vodafone company and external batteries offered by the Romanian Commercial Bank. Photo competitions were announced on Facebook page started with October 2019. They were instructed to post photos on the Facebook UoB SSO page mentioning the acronym of SSO+, so, we could identify the competition participants. We had, in totals, 305 entries across the 10 competitions (204 photos and 101 videos) and generated 4,048 likes.

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 in the 2017-18 academic year, which includes advice on how to save energy when renting. It also 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 two times and generated 264 likes, 1,775 people reach and 358 engagements and is posted Instagram page too. Also, the video is posted on University of Bucharest YouTube channel and, at the time of writing, was viewed 395 times.

A 'dummy energy bill' was used to help students understand how to read a bill was also updated; it was sent by e-mail to students who lived in private accommodation in the previous academic year (2018-19) and students who lived in dormitories during 2018-19. Also, the dummy energy bill was posted on the UoB Facebook page (please refer to Figure 4) and Instagram page too (see Figure 5).

University of Bucharest Student Switch Off
8 October 2019 · 🌐

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... 📄
#SAVES2

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 2018/2019 - 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 înscrite în proiectul SAVES 2 în perioada octombrie 2018 - mai 2019 a fost redus cu:
Total energie electrică: 299,67 kWh

2. Cât am economisit?
9,3%

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 plăti cea mai bună variantă pentru dvs.
- **Solicitați certificatul de performanță energetică (EPC) de la proprietar** (în special atunci când vă aflați în clubarea unei locuințe). Acesta oferă performanța energetică a clădirii și dispune de un sistem de clasificare energetică de la A la G, așa că vă recomandăm să evaluați proprietățile evaluate în F sau G, care în caz vă plăți 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 încălzirea încălzirii/hotului/aparatele electrice**

SAVES 2

Având în vedere impactul pozitiv al proiectului SAVES 2 asupra mediului și a economiei, proiectul este finanțat de Uniunea Europeană.

Amorțit pagina de Facebook: <https://www.facebook.com/switchoff.ro>
Pentru a primi mai multe sfaturi despre cum să vă plătiți facturile de energie cât mai mic cu posibilități atunci când căutați din nou.

901 People reached 294 Engagements Boost Post

250 1 share

Figure 4: Facebook post including the dummy energy bill

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 2018/2019 - 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 octombrie 2018 - mai 2019 a fost redus cu:
Total energie electrică: 209,03 MWh
2. Cât am economisit?
9,3%
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 inutil deschise încălzirea/luminile/aparatele electrice!

studentswitchoff_uob

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...☐☐
#SAVES2

36săpt.

Apreciat de spadure și alți 56

11 OCTOMBRIE 2019

Adaugă un comentariu... Postează

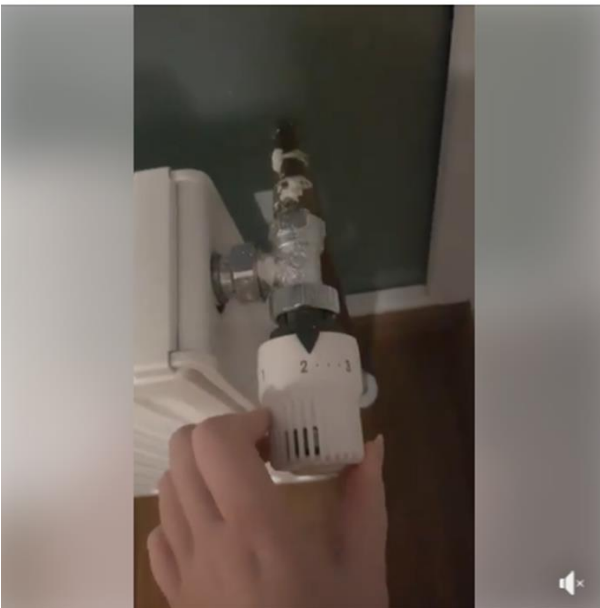
Figure 5: Instagram post including the dummy energy bill

3.4 Photos from the SSO+ campaign

Flavia Angheluță ▸ University of Bucharest Student Switch Off

12 January · 🌐

#SSO+



12

Like Comment Share Message

Comment as University of Bucharest Student S...

Photo 8: SSO+ student in Facebook competition

Alexandra Zaharia ▸ University of Bucharest Student Switch Off

17 November 2019 · 🌐

#SAVES2 #SSO+



You and 10 others

Like Comment Share Message

Comment as University of Bucharest Student S...

Photo 9: SSO+ student in Facebook competition

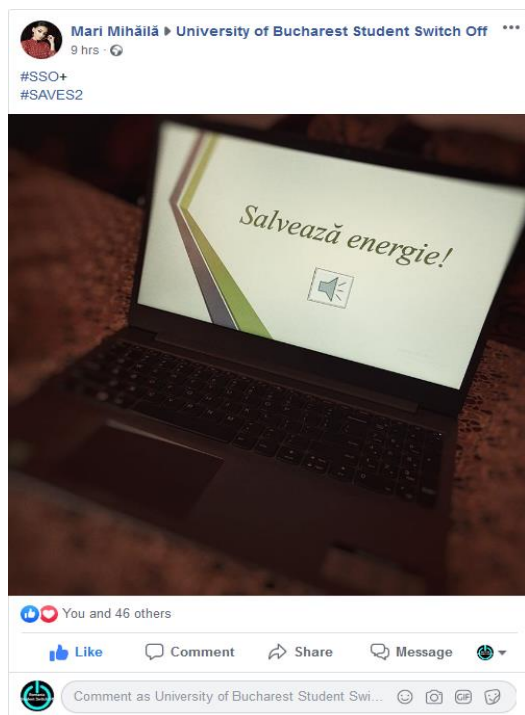


Photo 10: Submitted photo in SSO+ FB competition



Photo 11: Submitted photo in SSO+ FB competition



Photo 12: Submitted video in SSO+ FB competition

3.5 Social media and email examples from the SSO+ campaign



Figure 6: Facebook post with eco – tips

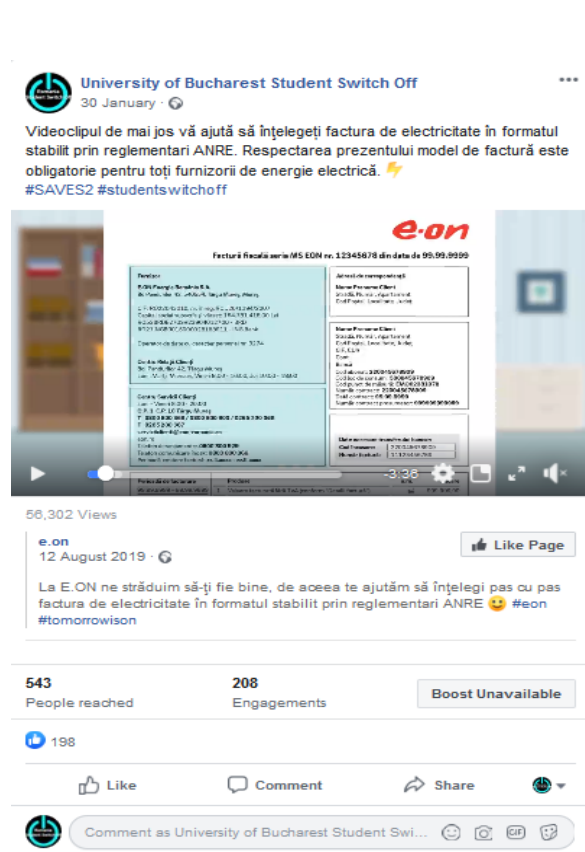


Figure 7: Facebook post with energy bill example



Figure 8: Facebook post with benefits of smart meter



Figure 9: Facebook post with example of smart house

4 Reflections of SAVES 2 in Romania

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

Successes of the campaigns:

- The dedicated students from first two years of the project remained active in the last year;
- Instagram account was created for the 2019-20 academic year; on this social platform we posted various tips for energy saving, climate change and sustainability, the page being followed by 140 people (in a few months);
- Visits in halls (in November) involved students more than in previous years;
- The huge diversification of messages on Facebook page, very active and appreciated page;
- All pictures and videos, all energy and money savings.

Challenges of the campaigns:

- Integration of the campaigns in the teaching and learning processes, as a practical activity when students can be actively engaged;
- Too many repetitive activities with students coming in different periods of time to express their willingness to be active addressing the same questions;
- Finding ways to motivate students;
- Moving to the online activity after March 2020.

The UoB addressed challenges from previous academic year through changing the way in some activities were delivered (e.g introducing an Instagram account, moving to online sessions) and of course, through a lot of communication among the UoB team members on one hand, and between the UoB team and the Saves 2 manager, on another hand.

The UoB team is particularly proud of:

- Some students' initiatives - many of them offered to raise awareness about the project, once they realized its relevance. This was especially true among students winning the photo competitions, who offered to promote further among their friends.
- Collaboration – 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 2019-20, compared with the 2017-18 and 2018-19 for the SSO campaign).
- Diversity of the information on Facebook and Instagram pages. The social media pages are very active, with a lot of information on saving energy, water, sustainability, climate change.

4.2 Embedding SAVES 2 into wider activities

In 2019-20 SSO and SSO+ were integrated in the academic teaching as part of students' practical contribution to the Marketing class. The Professor teaching Marketing (also the SAVES 2 country manager at UoB) explained to students from the very beginning of their course, their role and activities to be carried out. A table of possible actions was provided to students to have in mind during the semester and to fill it in for final evidence of their contribution, before the examination session - posts, videos, questionnaires, quizzes, ambassadors, video sharing etc. Students involved in activities were studying Marketing at different specializations at bachelor level: Business Administration, Marketing, Public Administration and Modern Languages. In addition, for students at Public Administration, the SSO and SSO+ campaigns were presented as civic engagement in relationship to a saving energy behavior and environmental issues awareness.

The ambassador training in November 2019 was connected to another event of the EPG (Energy Policy Group) in the context of another national project – "Romania Eficienta" (Efficient Romania) meant to contribute to reduce the carbon emissions by 2030.

4.3 Impact of SAVES 2

The impact of SAVES 2 has been far-reaching for all stakeholders: students, accommodation managers, university leaders, even property owners. Below are some relevant indicators for 2019-20:

- 28 student ambassadors trained (12 SSO ambassadors and 16 SSO+ ambassadors)
- 1,706 students signed up to SSO and SSO+ campaigns
- 12 photo competitions on @UOBSSO



- 416 photos/videos submitted in competitions
- 1 training face-to-face event – 9 participants
- 9 newsletters sent to students.
- 1,484 Facebook followers and 140 on Instagram page.
- 394,694 kWh saved this year (252 930 kWh for SSO and 141,764 kWh for SSO+)
- 200.68 tonnes of CO₂ saved in total

The highest impact is on knowledge and behaviors, as the more students learned about saving energy methods, the more they influenced their behavior as future graduates and responsible citizens. At the university level, a clear insight of the energy saving was generated from the Dashboard use and that generated a lot of reflection on the need of adopting some strategic actions to reduce the energy consumption in some halls.

Impact of SSO and SSO+ campaigns in Romania (some M&E results for 2019-20)		Baseline Survey	Follow-up Survey
About the SSO campaign and Energy saving efforts in future lifestyle	Have you heard of the SSO campaign?	57%	62%
	I do quite a few things to save energy/I think I'll be doing a lot more to save energy	32%	56.7%
About the SSO+ campaign, smart meters and Energy Performance Certificate (EPC)	Have you heard of the SSO+ campaign?	72%	79%
	Have you heard of smart meters before?	39%	49%
	Have you heard of an EPC before?	34%	53%
	Did you see the EPC of your current property before you moved in?	24%	27%

Table 9. Student perception and knowledge of SAVES 2 in Romania in 2019-20.

4.4 Legacy of SAVES 2

In the future, as new students are enrolled at university programs, the continuation of energy saving advise is of utmost importance. In many cases, there is an awareness-action gap but in an organizational context oriented to energy saving, taking action would be easier especially if students become motivated. Motivating students to increase their engagement in saving energy is the key to have them participate more in campaigns. The plan for UoB is to pay close of attention to sustainability as an area of more institutional interest, including university actions towards sustainable development goals.

5 Conclusions

Both the SSO and SSO+ campaigns went well during the 2019-20 academic year. The project team felt more confident in running the SSO+ campaign, as this was the second year that it ran at UoB and the third year for the SSO campaign.

This year was the most effective for both SSO and SSO+ since beginning the SAVES 2 project, as the impact has increased in terms of students' engagement: participation in activities, openness to the project's information, engagement with social media posts etc. Social media channels were expanded to include Instagram, new students were attracted to the campaigns and, critically, the campaigns were integrated into teaching. As a consequence of the adjustments, students living in the dormitories as well as those living in the private rented sector, could be better involved in the project activities, as they were able to work in teams and cooperate in a learning environment, such as the Marketing class.