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D3.4 Communication materials on smart meters and energy performance certificates #2 – aimed at students who are currently living in the private-rented sector

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Introduction

SAVES 2 is made of two distinct campaigns – Student Switch Off (SSO) and Student Switch Off + (SSO+). The aim of SSO+ is to raise awareness amongst students of how they can save energy and money when living in the private-rented sector, thus reducing their exposure to fuel poverty. Students are encouraged to adapt practical behavioural changes, search for properties with good Energy Performance Certificate (EPC) ratings, and get and use smart meters.

This report relates to the communication of advice to students when they are living in the private-rented sector and is focussed on partner countries that ran Student Switch Off as part of the original SAVES project (Cyprus, Greece, Lithuania and the UK). The target for the 2017-18 academic year is to reach at least 800 students with advice materials. The period covered in this report is September 2017 to January 2018. Further reports are available that cover the period June 2017 – September 2017, and January 2018 to May 2018.

SSO+ communication to students living in the private rented sector

In August 2017, NUS-UK put together template e-mails to be sent to students living in the private rented sector to raise their awareness of:

- energy and money-saving actions
- energy performance certificates (EPCs),
- smart meters
- their rights as tenants to do actions such as switch energy provider and tariffs.

The monthly template e-mails covered the period from September 2017 to May 2018 and were shared with consortium partners from Cyprus (University of Cyprus), Greece (Technical University of Crete, and National and Kapodistrian University of Athens) and Lithuania (Vilnius Gediminas Technical University) in order for them to adapt the content to the relevant advice for their own country. Where relevant, partners have liaised with smart meter rollout organisations in their country to ensure that the advice provided to students is accurate and up-to-date.

Each country partner has adopted a slightly different approach to communicating the advice to students.

Communications in the UK

NUS UK led on the communications with students in the UK. The following activities took place between September 2017 and January 2018:

- Monthly e-mails were sent to students who lived in halls of residence involved with Student Switch Off in 2017-18 and the advice varied each month (e.g. the October newsletter focussed on energy-saving tips in the kitchen while the November newsletter focussed on heating-related advice). For details please refer to Table 1.
- The monthly e-mails communicated key advice in addition to promoting photo competitions (students were asked to submit photos of energy saving actions they were taking in their homes).
- The e-mails were accompanied by Twitter posts targeting organisations (primarily students' unions) who could further expand the reach of the advice by retweeting the content. This proved to be a very successful method of increasing the reach of the communication materials as illustrated by the figures in Table 1 below.
- Regular posts in relation to energy saving, smart meters, and EPCs were posted on university specific Student Switch Off Facebook pages.
- A face to face training session focused on energy saving practices, smart meters and switching suppliers in the private sector was run in London in January 2018.

Communications in Cyprus

The University of Cyprus led on communications with University of Cyprus students. The following activities took place between September 2017 and January 2018:



- Monthly e-mails were sent to all students identified as living in the private sector. Each month the content of the email varied and covered a different topic (e.g. energy-saving tips, information on Energy Performance Certificates). For details please refer to Table 1.
- Information within the e-mail was initially prepared by NUS UK, and it was translated and adopted into the local context by the University of Cyprus to ensure it was relevant to students in Cyprus. The same information was also relayed to students via the University of Cyprus Student Switch Off Facebook page.

Communications in Greece

The communications in Greece were focused on students at the National and Kapodistrian University of Athens (NKUA) and the Technical University of Crete (TUC). The following activities took place between September 2017 and January 2018:

- NKUA communicated information and advice to students both electronically but also on site. In November, the SSO+ energy-saving tips were posted on the Facebook pages of 16 NKUA departments.
- On a monthly basis energy-saving tips were posted on the NKUA's Student Switch Off Facebook page. These include tips on how to save energy and reduce the cost of living but also things to have in mind when looking for accommodation.
- NKUA created a dummy energy bill, one addressing the students currently living in the private-rented sector and one for students currently living in dorms (but who were planning to soon move into the private-rented sector). The dummy energy bill was disseminated in electronic format through Facebook and hard copies of the version targeting students living in the private-rented sector were posted in the common areas of 6 NKUA departments, while copies of the version for the students living in dorms had been posted in the entrances of each of the four NKUA dormitory buildings.
- In November NKUA held a training seminar on fuel poverty and what to look out for when searching for accommodation - ten students participated in this seminar.
- TUC collected e-mails from students who lived in the private-rented sector and were interested in the SSO+ project. Every month, TUC sent e-mails to the students with tips about saving energy in their flats. TUC also ran a photo competition aimed at raising awareness of actions to save energy in the private-rented sector.
- TUC ran a face-to-face meeting with students from SSO+ covering topics including energy/money-saving tips and EPCs in buildings.

Communications in Lithuania

Vilnius Gediminas Technical University led on communications with Vilnius Gediminas Technical University students. The following activities took place between September 2017 and January 2018:

- Vilnius Gediminas Technical University sent two e-mails to students who moved from halls participating in SSO into the private-rented sector. The e-mails focussed on basic advice – actions that should be taken daily such as switching off lights and those that could lead to valuable energy savings such as replacing filament lightbulbs with energy-saving lightbulbs. As it is possible to reach all students of VGTU via e-mail this was considered as a very effective form of communication
- Energy saving advice was also posted onto the VGTU Student Switch Off Facebook page.
- Vilnius Gediminas Technical University ran a face to face training session to provide advice on energy saving actions in the private sector that was attended by 6 students.

Engagement and reach

Figures 1-11 are examples of the communication materials used in Cyprus, Greece, Lithuania and the UK. Table 1 provides a timeline of the communications between June 2017 and January 2018, and Table 2 provides statistics on the combined reach of these communications. Reach is defined as students receiving emails or viewing social media posts, with engagement defined as student interaction with our emails and social media posts, for example opens, clicks, shares, likes and retweets. As can be seen from the Tables, we have already significantly surpassed our target of reaching 800 students so this aspect of the project has got off to a very good start – reaching over 25,000 unique students via e-mail and with a total reach on social media of over 58,000 person-reaches (some people will have been reached more than once).



Table 1: Timeline of private rented sector communication materials in each country (September 2017 to January 2018)

Country	Communication Method	Date	Topic
Cyprus	Email	Oct 2017	Using appliances efficiently (kitchen), understanding and managing energy bills and energy performance
		Nov 2017	Heating and boiler controls, understanding energy bills, stay warm and save money in the winter.
		Dec 2017	Energy saving in rented accommodation - switch off unnecessary lights, appliances and heating over holidays
	Facebook social media post	Oct 2017	Using appliances efficiently (kitchen), understanding and managing energy bills and energy performance
		Nov 2017	Heating and boiler controls, understanding energy bills, stay warm and save money in the winter.
		Dec 2017	Energy saving in rented accommodation - switch off unnecessary lights, appliances and heating over holidays
	Face to face training session	Nov 2017	A face-to-face training session was run focused on energy saving practices in houses in the private sector. Six students attended and one became an ambassador for the SSO+ campaign; helping to disseminate information and advice through posting our leaflets in the common area and talking to neighbors about the campaign's initiatives.
Greece	Facebook social media posts	Nov 2017	Tips for energy saving in the kitchen
			Tips for thermal comfort
		Dec 2017	Tips for reducing energy bills through energy efficiency
			Tips for saving energy in Christmas pt.1, including holiday shutdown procedure
			Tips for saving energy in Christmas pt.2, including festive energy saving advice
		Jan 2018	Tips for general energy saving
Lithuania	Email	Oct 2017	Energy saving tips
		Dec 2017	Energy saving advice though efficiency behavioural change
	Facebook social media posts	Nov 2017	Advice - Saving energy is easy
	Face to face training session	Dec 2017	A face to face training session focused on energy saving practices in the private sector. It was attended by six students.
UK	Email	Sept 2017	Smart meters, switching tariffs, energy efficient appliances
		Oct 2017	Energy saving tips in the kitchen
		Nov 2017	Energy saving in rented accommodation - heating advice
		Dec 2017	Switch off advice during Christmas vacation
	Facebook social media posts	Nov 2017	Energy saving in rented accommodation - heating advice
			Smart meters
			How to reduce energy bills
		Jan 2018	EPCs, smart meters and switching suppliers
	Face to face training session	Jan 2018	A face to face training session focused on energy saving practices, smart meters and switching suppliers in the private sector. It was attended by three students.

Table 2: Reach and engagement statistics of the private rented sector communication materials in each country (September 2017 to January 2018)

Country	Number of emails sent	E-mail reach (those sent information)	E-mail engagement (including opens, clicks, shares)	Social media reach (views)	Social media engagement (including clicks, retweets, likes, shares)
Cyprus	3	4,589	1,721	2,244	120
Greece	0	0	0	6,198	958
Lithuania	2	6,000	1,535	690	34
UK	4	14,567	6,326	49,286	1,333
Total	9	25,156	9,582	58,418	2,445

Συμβουλές για εξοικονόμηση ενέργειας και χρημάτων



ID	739
subject	Συμβουλές για εξοικονόμηση ενέργειας και χρημάτων
fromfield	News :
Message	<p>Λαμβάνοντας υπόψη ότι αρκετοί από εσάς θα αποφοιτήσετε ή/και θα αποχωρήσετε από το Πανεπιστήμιο Κύπρου, και κατ'επίκληση από τη Φοιτητική Εστία, πιθανόν να χρειαστεί να αναζητήσετε ιδιωτική κατοικία μέσα στους επόμενους μήνες.</p> <p>Έτσι σας αποστέλλουμε βασικές συμβουλές ώστε να εξοικονομήσετε χρήματα και να έχετε συνθήκες άνεσης στο μελλοντικό σας υποστατικό. Αυτές είναι οι δικές μας συμβουλές:</p> <ul style="list-style-type: none"> • Έλεγχτε το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ) – όλα τα ενοικιαζόμενα υποστατικά θα πρέπει να έχουν Πιστοποιητικό Ενεργειακής Απόδοσης και ο ιδιοκτήτης, με βάση το νόμο, οφείλει να παρέχει το αντίγραφο του. Το ΠΕΑ έχουν μια κλίμακα βαθμονόμησης από το Α στο Η, όπου το Η είναι το χαμηλότερο επίπεδο στην κλίμακα ενεργειακής απόδοσης και το Α είναι το καλύτερο. Οπότε για μείωση του ενεργειακού σας κόστους αναζητήστε μια κατοικία που να έχει τον καλύτερο δυνατό βαθμό απόδοσης. <div style="display: flex; justify-content: space-around;">   </div> <ul style="list-style-type: none"> • Όταν είστε στη διαδικασία ελέγχου κάποιου συγκεκριμένου υποστατικού, αναζητήστε κατά πόσο μπορείτε να δείτε την Ενεργειακή Απόδοση των Ηλεκτρικών Συσκευών (π.χ. ψυγείου, πλυντηρίου κλπ.). Το σύστημα βαθμονόμησης κυμαίνεται από το A+++ (καλύτερη κατάσταση) μέχρι το D (χειρότερη). Μια συσκευή με υψηλή βαθμονόμηση θα καταναλώνει και θα στοιχίζει λιγότερο. • Όταν ελέγχετε το υποστατικό είναι επίσης σημαντικό να αναζητήσετε σημεία που υποδεικνύουν κακή μόνωση, ή να φαίνεται ότι είναι δύσκολο να ζεσταθεί, ή να παρουσιάζει υγρασία και μούχλα. <p><i>Αποθηκεύστε καταστάσεις που έχετε άλλα τα για να τα ανακατασκευάσετε</i></p>

Figure 1: HTML e-mail sent to University of Cyprus students living in the private-rented sector with advice on energy efficiency.

Kaip taupyti energiją savo būste?

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



Pakeiskite kaitrines lemputes į energiją taupančiąsias.
Nuolat nuvalykite dulkes nuo lempučių ar stiklinių gaubtų.

Išjunkite šviesą tuščiuose kambariuose. Jei reikia elektros šviesos, įjunkite tik tiek lempučių, kiek yra būtina. Jeigu naudojate kaitrias lemputes, geriau naudokite vieną stipresnę lemputę nei daug silpnesnių, nes šių lempučių spinduliuojamas šviesos srautas nėra tiesiogiai proporcingas jų galiai. Naudokite vietinio apšvietimo šviestuvus.

Student Switch Off komanda

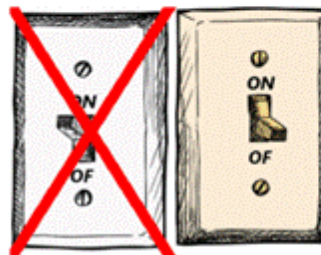
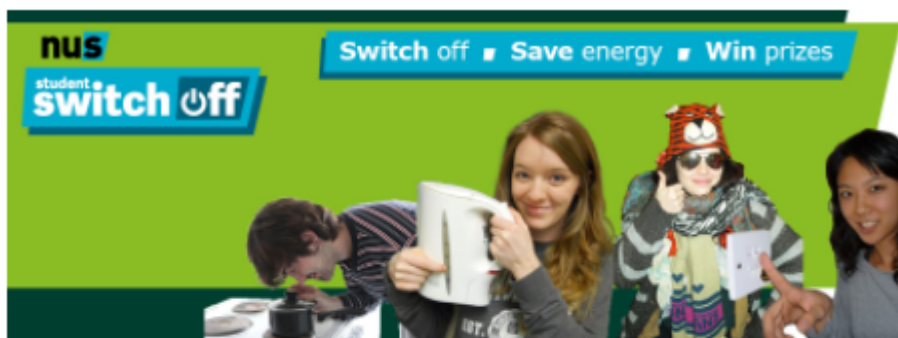


Figure 2: Email sent to Vilnius Gediminas Technical University students living in the private rented sector with advice on energy efficiency

SAVES²



House-hunting tips to save you money next academic year

Greetings!

Welcome to our monthly newsletter with tips on how to save energy and money in your rented accommodation. This month we focus on what to look out for if you're house hunting over the next few months, so you can save money and stay warm in your future accommodation.

Here are our recommendations:

- Check the Energy Performance Certificate (EPC) - all rented accommodation should have an Energy Performance Certificate (EPC) and the landlord is legally obliged to let you see a copy of this. The EPC has an A to G rating system, where G is the poorest level of energy efficiency and A is the best. The average EPC rating of a property in the UK is a D rating. If you want minimise your energy costs then you should seek out a property which is E-rated or better.
- When looking around a property see if you can check the energy ratings of the appliances (e.g. the fridge, washing machine, etc). The rating for appliances runs from A+++ (the best) to D (the worst). Better rated appliances will be cheaper to run.

SAVES²

- When looking around a property it's also important to look out for the tell-tale signs of a poorly insulated or hard-to-heat property – mould, damp and condensation. Living in a mouldy, damp property can have a significant impact on your wellbeing so try and avoid properties that have evidence of these problems.
- If there are problems with damp/mould or condensation, ask the landlord to take action to address them before you move in (e.g. by improving the insulation of the property, installing ventilation or by providing a de-humidifier).
- If you get the chance, chat to the current tenants – to get their feedback on the quality of the house and any other potential problems.

Happy house-hunting!

Neil

P.S. For more information on how to save energy and money in your rented accommodation, check out [our website](#)



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Figure 3: HTML e-mail sent to UK students living in the private-rented sector with advice on house-hunting to avoid living in a cold home.



UCY Student Switch Off added 2 new photos.

January 17 at 11:42am · 🌐

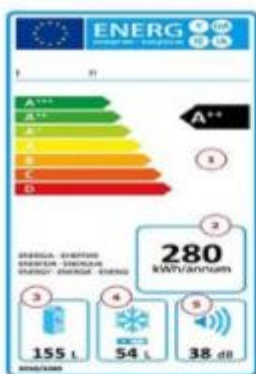
Συμβουλές για Εξοικονόμηση Ηλεκτρικής Ενέργειας για φοιτητές με ιδιωτικό χώρο διαμονής.

αζήτηση υποστατικού για τον επόμενο χρόνο, συμβουλές για εξοικονόμηση

ρατε στο ενημερωτικό μας δελτίο για συμβουλές εξοικονόμησης ενέργειας και στο υποστατικό που ενοικιάζετε. Αυτό το μήνα επικεντρωνόμαστε στα πράγματα να προσέξετε αν αναζητάτε κατοικία μέσα στους επόμενους μήνες, ώστε να έχετε χρήματα και να έχετε συνθήκες άνεσης στο μελλοντικό σας υποστατικό.

ι οι δικές μας συμβουλές:

το Πιστοποιητικό Ενεργειακής Απόδοσης (ΠΕΑ) – όλα τα ενοικιαζόμενα ατικά θα πρέπει να έχουν Πιστοποιητικό Ενεργειακής Απόδοσης και ο ιδιοκτήτης η το νόμο, οφείλει να σου παρέχει το αντίγραφο του. Τα ΠΕΑ έχουν μια κλίμακα νόμησης από το Α στο Η, όπου το Η είναι το χαμηλότερο επίπεδο στην κλίμακα ιακής απόδοσης και το Α είναι το καλύτερο. Οπότε για μείωση του ενεργειακού ότους αναζητήστε μια κατοικία που να έχει τον καλύτερο δυνατό βαθμ σης.



ίστε στη διαδικασία ελέγχου κάποιου συγκεκριμένου υποστατικού, αναζητήτε ίσσο μπορείτε να δείτε την **Ενεργειακή Απόδοση των Ηλεκτρικών Συσκευών** (π.χ. ρυ, πλυντηρίου κλπ.). Το σύστημα βαθμολόγησης κυμαίνεται από τ ιαλύτερη κατάταξη) μέχρι το Δ (χειρότερη). Μια συσκευή με υψηλή βαθμολόγηση αναλώνει και θα στοιχίζει λιγότερο.

ελέγχετε το υποστατικό είναι επίσης σημαντικό να αναζητήσετε σημεία πο ικνύουν κακή μόνωση, ή να φαίνεται ότι είναι δύσκολο να ζεσταθεί, ή ν σιάζει υγρασία και μούχλα. Αποφύγετε κατοικίες που έχουν όλα τα πιο πάνω

ριστικά γιατί η διαμονή σε ένα τέτοιο περιβάλλον μπορεί έχει α ο στην υγεία σας.

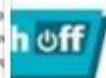
χουν προβλήματα με υγρασία ή μούχλα, ζητήστε από τον ιδιοκτήτη να ια να τα αντιμετωπίσει πριν να μετακομίσετε μέσα εσείς (π.χ. βελτιώνε προσθέτοντας εξαερισμό ή παρέχοντας σας αφυγραντήρα.)

την ευκαιρία, συζητήστε με τον υφιστάμενο ενοικιαστή – για να ρίες για την ποιότητα του υποστατικού και άλλων πιθανών προβλημά α έχει.

ησηση σπιτιού!



σσότερες πληροφορίες για το πως να εξοικονομήσεις ενέργεια και χρήμ ο σου υποστατικό, επισκέψου μας στο site μας.



Like



Comment



Share

Figure 4: Facebook post on the University of Cyprus Student Switch Off Facebook page with advice on energy performance certificates

SAVES²



Figure 5: Facebook post on the National and Kapodistrian University of Athens Student Switch Off Facebook page with tips on thermal comfort

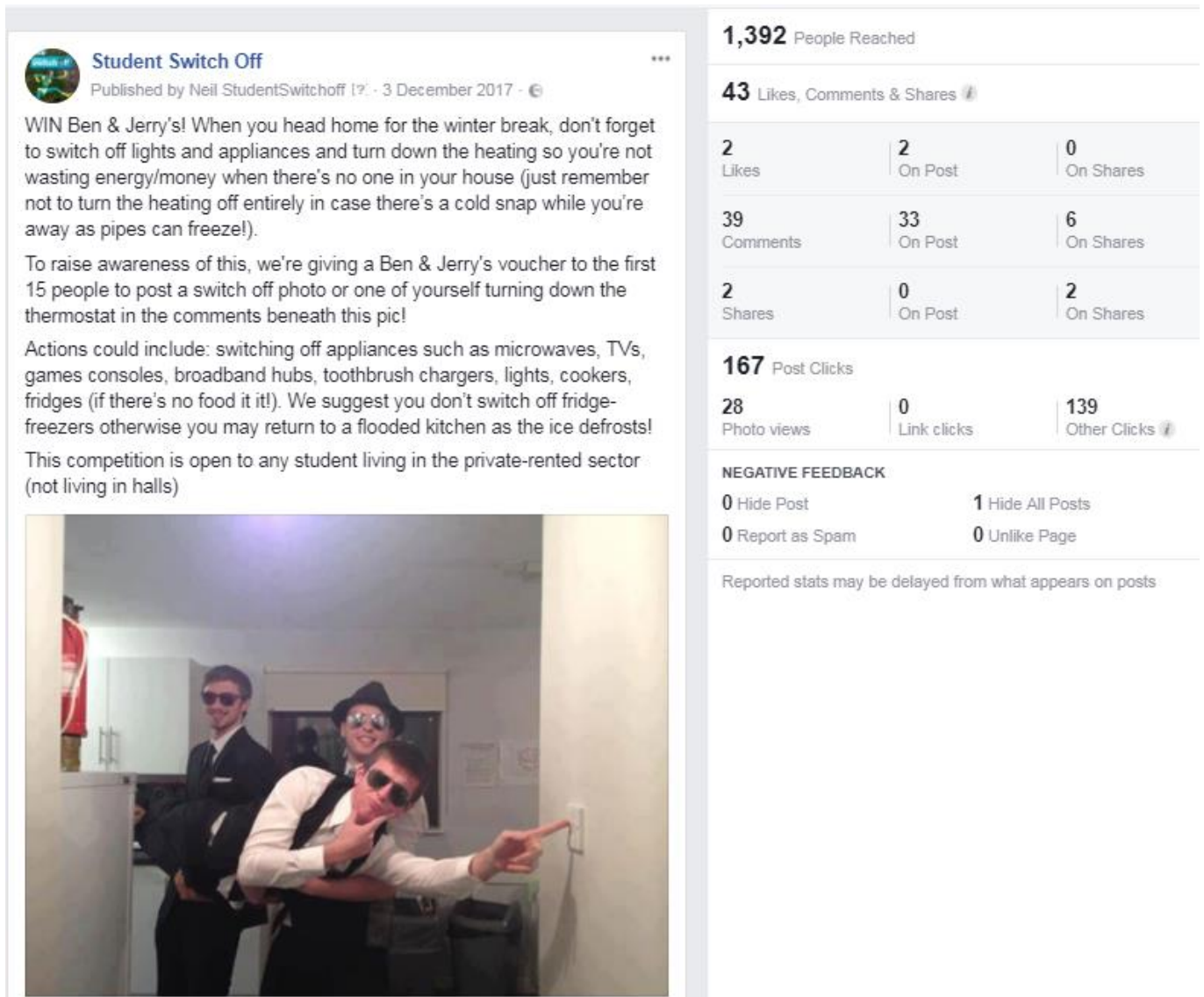


Figure 6: Facebook post and insights from the UK Student Switch Off Facebook page which launches a photo competition to encourage energy efficiency over the Christmas vacation



Figure 7: Photo competition entry submitted in a Technical University of Crete SSO+ photo competition



Figure 8: UK photo competition entries submitted in SSO+ photo competitions – including Gizmo the energy-saving rat wrapping up warm.



Figure 9: An example of the dummy energy bill in a prominent location in one of the academic departments at the National and Kapodistrian University of Athens, Greece



Figure 10: The SSO+ training session at the National and Kapodistrian University of Athens, Greece, November 2017



Figure 11: The SSO+ training session at the Technical University of Crete, Greece, November 2017