



Co-funded by the Intelligent Energy Europe
Programme of the European Union

Project Acronym: SAVES
Project Title: Students Achieving Valuable Energy Savings
Contract Number: IEE/13/719/SI2.675836
Project Duration: 01/04/2014 – 31/03/2017

Deliverable reference number and title:

D2.3 & D3.4: Student engagement activities – Year 1

July 2015

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Acronyms used

QMUL	Queen Mary University of London
SAVES	Students Achieving Valuable Energy Savings
SSO	Student Switch Off
TUC	Technical University of Crete
UWE	University of the West of England

Executive summary

SAVES brings together the Student Switch Off (SSO) campaign in seventeen different dormitory providers housing 24,971 students across five European countries. Student Switch Off campaigns were launched in each of the dormitory providers between September and November 2014; as part of the campaign a standardized set of engagement activities was undertaken. These activities were coordinated and launched by dormitory coordinators who were employed in summer 2014 (one in each country) to run SSO on a day-to-day basis. The campaign at each of the dormitory providers culminated with a celebration/award event in May/June 2015 for the dormitory that saved the most energy on each campus. Additionally, each country rewarded a top national winner; the best of the five national winners was crowned international winner.

Students were informed and kept up to date about the SSO campaign through a variety of channels that included Facebook, emails and face-to-face visits. A set of marketing materials was designed in the summer of 2014 to use when running the campaign. A dashboard was created by SAVES' technical partner, De Montfort University (DMU), to give normative feedback to students on how much energy their dormitories were using; there have however been delays, so the dashboard wasn't deployed at the start of the academic year.

The campaign has been successful on many levels; it was successfully adapted in the five participating countries, with engagement targets met for the majority of planned activities. Student enthusiasm, and peer-to-peer engagement were most frequently mentioned by dormitory coordinators as key successes. Studentbostadsforetagen (SBF) winning a prize for their SSO campaign in Sweden was also a big achievement. The biggest challenge was ensuring student engagement perpetuated throughout the academic year, as a decrease was noted as the year progressed. Another challenge was reaching all the students living in the dormitories; other barriers included lack of email lists, and limited students' union support.

1. Introduction

This deliverable brings together deliverable D2.3 (annual report by each WP2 Country Manager) and D3.4 (report describing the student engagement activities performed). It was decided that merging the two deliverables would create a more comprehensive and holistic report covering all engagement activities.

The SAVES project brings together the Student Switch Off (SSO) campaign in seventeen different dormitory providers housing 24,971 students across five European countries. The SSO campaign is an inter-dormitory energy-saving competition that has been running in the United Kingdom since 2006, and has been adapted to run in Lithuania, Greece, Sweden and Cyprus over the academic years 2014-15 and 2015-16; it aims to reach up to 49,942 students in total over the two years. Through a series of engagement activities and instruments students are enabled, empowered and motivated to save energy in their dormitories by adopting specific actions such as switching off appliances when not in use. This report describes these engagement activities and tools used for the first year of the project (academic year 2014-15) and illustrates their impact (chapters 2 and 3). Key successes and challenges are discussed in chapter 4. Annexes 1-7 describe country specific engagement activities, successes and challenges.

The dormitory providers taking part in SAVES are noted in Table 1 below.

Dormitory provider	Country	Student numbers
Queen Mary, University of London	United Kingdom	2,237
United Kingdom	United Kingdom	1,004
The University of Northampton	United Kingdom	1,640
Cranfield University	United Kingdom	893
University of the West of England	United Kingdom	2,112
University of Bath	United Kingdom	3,402

DMU	United Kingdom	1,991
University of Cyprus	Cyprus	208
Technical University of Crete	Greece	78
University of Athens	Greece	1,064
Vilnius Co-operative College	Lithuania	182
Vilnius Gediminas Technical University	Lithuania	2,400
Vilnius College of Technology and Design	Lithuania	1,211
Vilnius University	Lithuania	2,270
Klaipeda State College	Lithuania	1,108
SGS (Gothenburg)	Sweden	1,589
SSSB (Stockholm)	Sweden	1,582
TOTAL		24,971

Table 1. Dormitory providers taking part in SAVES

The project is coordinated by country managers in each of the participating countries, and day-to-day delivery of the campaign is undertaken by dormitory coordinators who were recruited specifically to run engagement activities.

2. Key engagement activities

2.1 Engagement activities

2.1.1 Planning

A dormitory coordinator was recruited at each of the participating countries at the start of summer 2014. In Greece, an additional dormitory coordinator was recruited due to geographical constraints (one in Athens and one in Chania, Crete). A training workshop was run by NUS UK in Stockholm in August 2014 to equip dormitory coordinators with necessary skills and knowledge to run the campaign.

A key timeline of various engagement activities was discussed with country managers and dormitory coordinators prior to launching the SSO campaign in summer 2014. As part of the project, a number of tried and tested activities were planned for the 2014-15 academic year. Dormitory coordinators were encouraged to ensure that the activities fit within the existing SSO framework however at the same time were also encouraged to explore ways that the campaign could be tailored to their country. Table 2 outlines the planned common activities.

Group engagement activity	Number of events	Month of activity	Notes
Fresher's Fayres/arrival events/induction talks	1-3	September/October	There may be different 'start of year' events at your universities, however it is very important that you get involved to ensure you get maximum number of signups
Communications/ambassador training	2	October	The training is approximately 1 hour long. You'll be doing two sessions on one day. Get students some lunch/refreshments
Halls visits	3-4	October-April	You'll need to visit each hall 3-4 times
End of year party	1	May/June	In general there is one party at the end of the year, but you may want to recognise winners half way through the competition – e.g. before Christmas (depends on your budget)

Individual competitions	Number of events	Month of activity	How is winner determined	No. of prizes per competition	No. of annual winners	Notes
Themed Facebook photo competitions	8	October – May	First 5 photos posted win a prize	5	40	
'Like' photo competitions on Facebook	3-4	October – May	Photo that gets most 'likes' wins	1	3-4	These are done adhoc alongside a halls visit
Climate change quiz	2	November, February	Random draw	1	2	Thinking of whether we will want a national winner too
Ambassador challenge (photo comp)	1	October	Most photos uploaded	1	1	Optional competition
Ambassador challenge – 7 stamps	1	April/May	Random draw	1	1	For 1 stamp we give a t-shirt (turning up at the training) – for 4 stamps we give a reference – probably easiest if you do this too.
					48	

Table 2. Main planned SSO activities

2.1.2 Activities

At the start of the academic year dormitory coordinators recruited students living in dormitories to pledge their support to the campaign through attending various events and fresher's fayres. The aim was to recruit 15% of students residing in the dormitories over the course of the academic year, with the vast majority at the beginning of academic year. Subsequent to this, students were recruited to attend communication skills training; the aim of this training was to equip them with skills to become ambassadors for the campaign and raise awareness of it through peer to peer engagement and communications.

The campaign encouraged the following behaviours:

- Switching lights and appliances off when leaving the room
- Putting a layer on instead of turning up the heating
- Not overfilling the kettle
- Putting a lid on a pan when cooking
- (Opening windows instead of putting the air conditioning on (applicable to Cyprus and Greece))

Between five and ten photo competitions were run on bespoke SSO Facebook pages¹ across the academic year– these were themed around the four main behaviors that the campaign encouraged. First three to five photos posted on each Facebook page won a prize². Students who signed up to the campaign, received direct emails informing them of the competitions/energy saving tips every two to four weeks over the academic year.

Two climate quizzes (one in each of the first two semesters) were launched at each participating dormitory provider through the relevant Facebook page – these included six questions on energy usage (four standard questions, and two tailored by each dorm provider). Information on the quiz was also sent to every student living in dormitories. In some countries, a student who entered the quiz from each dormitory provider was randomly selected and awarded a prize as a thank you for entering.

¹ Links to Facebook pages are found in Appendix 1-7. There is one per each dormitory provider.

² Further details on prizes available in Chapter 3.

Dormitory coordinators carried out on average three visits to each dormitory across the course of the academic year. These varied depending on the dormitory provider – in some cases the visits involved door-to-door knocking and talking to students in their flats, in others it involved setting up and running stalls on campus or drop-in meetings in kitchens. The aim of these was to raise awareness and the profile of the campaign, and to encourage students to save energy as a result.

At the end of the academic year, students in the dormitory that saved the most electricity (at each of the seventeen dormitory providers) were rewarded with a celebration. In Sweden two distinct competitions were run – one during the autumn term, and the other during the spring term, therefore there were two award ceremonies. These celebrations ranged from lunchtime pizza parties, BBQs, lawn games, to ice-cream giveaways, and garden parties with smoothie bikes and individual prizes.

Dormitory coordinators took initiative to adapt the engagement activities to the needs of their students/resources at hand and often held extra activities. For example in the University of Cyprus, a Blackout party was held at the start of the academic year to engage students from the start of their time in dormitories, in Sweden breakfast meetings were held to engage students as they were going to lectures.

Table 3 outlines the engagement figures per country and the associated energy savings.

	No. students living in halls	No. students signed up as champions	% students signed up as champions	No. attending communication skills training	Online climate quiz entrants	Photo competition entries	% Energy savings
UK	13,279	2,549	19	95	2,168	117	4%
Sweden	3,171	431	14	10	58	13	6%
Lithuania	7,171	995	14	61	515	49	2%
Cyprus	208	208	100	10	104	43	8%
Greece	1,142	142	12	6	63	23	2%
TOTAL	24,971	4,325	17	182	2,908	245	4%

Table 3. SSO engagement figures

2.2 Fostering an international network

An important objective of SAVES is to create an international network and raise the profile of the SSO campaigns on a Europe-wide level amongst students through fostering an atmosphere of an international SSO community. Through doing this, it is hoped that students will be further encouraged to participate in the campaign as a result of seeing their peers across Europe involved (peer-to-peer engagement). This has been approached in two ways – twinning, and running two international photo competitions. Chapters 2.2.1 and 2.2.2 describe this in more detail. Further to this, it is hoped that collaboration with the Erasmus Students' Network (ESN) and European Students' Union (ESU) will help widen the reach and raise the international profile, thus engaging more students. In particular linking up with local ESN networks is something that should be explored for the 2015-16 academic year.

2.2.1 Twinning

In January 2015 eight sets of twins were created through pairing the sixteen participating dormitory providers (SSO in Sweden was treated as one).

The following twins were created:

Dormitory provider	Dormitory provider
Queen Mary, University of London	SSSB/SGS
University of the West of England	Technical University of Crete
Cranfield University	Vilnius University
University of Worcester	Vilnius Co-operative College
De Montfort University	Klaipeda State College
University of Bath	Vilnius College of Technology and Design
University of Northampton	University of Athens
University of Cyprus	Vilnius Gediminas Technical University

Table 4. Dormitory twins

As part of twinning, dormitory coordinators ensured that Facebook posts and stories from their twin dormitory providers were cross posted on their twin's Facebook page and vice-versa. Further to this, any significant stories, or interesting events taking place in participating dormitory providers (not necessarily twins) were cross-posted by dormitory coordinators.

This enabled students to have an insight into how the SSO campaign was running in other countries, and how their peers were involved. Additionally, students were asked to create short blogs on their experience of being involved in SSO, offering a personal insight into their experiences. These were posted, and then cross-posted on the appropriate Facebook pages. Further to this, a blog section was created on the [SAVES page](#) where blogs from across all the seventeen dormitory providers were posted (and will continue to be posted in academic year 2015-16). The aim is to get 100 blogs over the two academic years.

2.2.2. International photo competitions

Two international photo competitions were run in the academic year – one in February 2015 and another in April 2015. The best photos submitted in the fortnightly competitions were selected (up to five per dorm provider), and put to public vote on Facebook to see which could get the most 'likes'. This ran well with a total of 1,100 votes cast for both the photo competitions, reaching up to 17,000 people via Facebook.

The aim of these competitions was to bring students together from all the participating countries, visually illustrating that their peers across Europe are also involved, and make them feel part of a larger campaign. An [article](#) was published on the SAVES website announcing the winners of the first competition. This will be done again in the next academic year.

2.3 Feeding back results

As part of SAVES an online dashboard is being developed by De Montfort University to give live updates to students on how much energy they have saved, compared to the pre-intervention baseline. This normative feedback will help students understand how much energy they are using (lack of this information was quoted as one of the biggest barriers to saving energy in the focus groups carried out in May 2014) and as a result give tangible information on how well their dormitory is performing. The dashboard is planned to go live in 2015-16 and be used by every single participating dormitory. Chapter 3.2 describes this in more detail.

For the academic year 2014-15, students were informed how well their dormitory was performing twice a year in majority of the participating dormitory providers – once at the end of the first semester, and again at the

end of the academic year. The best dormitory in each of the dormitory providers was presented with a celebration; the best dormitory in each country was crowned the national winner. In Swedish dormitories, results were announced every two weeks on their Facebook page.

3 Engagement tools

3.1 Marketing materials and sponsorship

The SSO campaign depends entirely on student awareness and engagement with the project (and resultant behavior change), therefore it was critical to ensure that the right methods were used to promote it. The first key aspect was the design of marketing materials to give the project identity, inform students about the project, and encourage them to get involved. The other important aspect was securing prizes (through sponsorship) to incentivize students to get involved in the regular competitions.

In the summer of 2014 NUS UK produced a variety of different SSO marketing material templates to use in Swedish, Lithuanian, Greek and Cypriot dormitories. The country specific materials were translated into the relevant local languages. The materials included (physical examples can be found [here](#)):

- Cotton bags
- T-shirts
- Facebook banners
- Drinks coasters
- Banners
- Pledge cards
- Flyers
- Ambassador cards

T-shirts, cotton bags, flyers and drinks coaster were used as giveaways when students signed up to the project or became an ambassador through attending the 'communication skills' training sessions. Student ambassadors were also given ambassador cards which they could use to record actions they have done on the SSO project, and gain experience and win prizes as a result. The Facebook banners were used on Facebook pages and emails, to give the campaign identity, and the physical banners were used at stalls and SSO events to attract students.

In Sweden, all the marketing materials were adapted to a Swedish context, with new texts and some new colors. Further materials were also designed, and these included dishcloths and mobile phone/wallet stickers. Additionally, in Lithuania, a number of extra materials were produced – jumpers and thermal coffee mugs.

3.1.1 Sponsorship

Part of the process of planning the campaign involved securing prizes through sponsorship for the fortnightly competitions (five to ten photo competitions, two climate quizzes). The focus groups that were run in May 2014 in each of the participating countries helped inform what prizes would incentivize students to participate in the campaign – the overall view was that food and different vouchers would be most preferable prizes.

In the UK, national sponsorship was secured from [Ben & Jerry's](#) (Ben & Jerry's ice-cream vouchers) and the [NUS extra card](#). Local prizes includes cinema tickets, vouchers to local restaurants and experiences (e.g. Go Karting, paintballing etc).

In Gothenburg, Sweden the city's biggest energy company (Göteborg Energi) sponsored bags of organic groceries for overall winners and prizes for photo competitions and climate quizzes (stand-by killers, thermometers, thermal mugs, solar chargers for mobile phones, solar lamps and water kettles). Cinema tickets were also used as prizes (paid in-house). In Stockholm students had the opportunity to win Ben & Jerry's ice-cream vouchers, an online subscription to a newspaper (Svenska Dagbladet), cinema tickets and organic groceries (paid in-house)

A range of high profile sponsors was secured in Greece. Two of the sponsors were radio stations, one movie theatre, one escape room (Clue Quest), and two city guide websites. Additionally a transport company was engaged, offering ferry tickets as prizes (between Crete and Athens).

The University of Cyprus secured several awards and prizes for their competitions from Red Bull, Perrier and Zorbas bakery. Students had the opportunity to win energy drinks, bottled water, free meal vouchers, t-shirts and bags through the regular competitions.

Full details of prizes secured by each dormitory provider are available in the Appendix.

3.2 The dashboard and energy savings

3.2.1 Background & purpose

As discussed in Chapter 2.2, De Montfort University (DMU) is designing and building an energy dashboard to communicate the energy savings of the SSO competition. Providing 'feedback' to building users (in this case, students) via digital tools and what is commonly referred to as 'energy dashboards' is becoming increasingly recognised as a useful tool to assist in the behaviour change of building users. During previous SSO competitions students only found out who has saved the most energy at the end of the competition and this was frequently identified in our focus groups as a barrier to energy saving. This energy dashboard will allow students to view progress on a monthly, weekly or daily rate – depending on the granularity of the energy data being uploaded to the dashboard.

The dashboard (<https://switchoff.nus.org.uk>) is a web application designed to receive files generated by energy management systems containing energy consumption data and enables universities to create competitions where data is represented as 'league tables' that are automatically updated as new data is uploaded (manually or automatically). It has been adapted for mobile, tablet and desktop devices.

3.2.2 Requirements from the focus groups (2014 & 2015)

A preliminary design for the dashboard was developed by DMU in May 2014; a series of focus groups was undertaken in the five participating countries to gather requirements and feedback about the features the dashboard should have, and what it should look like. The focus groups included a presentation on the background and purpose of energy dashboards and a series of slides detailing the proposed features of the NUS energy dashboard. Students were then asked to rank and comment on a number of potential features:

- Targets and rankings
- Simplified performance indicators (such as smiley faces and comparison with historic consumption)
- Comparison with other buildings with rankings and a leaderboard
- Detailed graphical information
- Live, -hourly feedback
- On-line community
- Social media links

The focus groups were positive with all of the features listed above recommended by students as features for inclusion within the energy dashboard; positive votes exceeded 50% of responses for all features. The most preferred features were: targets and ranking (85% of positive votes) and simplified performance indicators (74%). Real-time feedback also gathered a high number of Strongly Agree votes (44%). The feature with the most negative votes was the on-line community (31%).

Additional features suggested in the focus groups were:

- Feedback on the consumption of individual appliances/equipment (disaggregation of energy consumption)
- Feedback not only on energy consumption but also about the cost of energy
- Feedback about how a dorm is doing i.e. if it is at low, high or at normal levels. This could be either through a line on the detailed graph or as a message on the screen.
- Create an application for smart phones

Some of these features and recommendations have been taken on board for the dashboard which is discussed in Chapter 3.2.3, notably the energy dashboard has been designed as a responsive web-app which means it can be easily viewed on mobile devices. Feedback on the consumption of individual items was deemed impossible during this project due to complexities in metering devices at the appliance level.

A second round of focus groups was held across the EU partners in May and June 2015. They explored both the progress of the Student Switch Off campaign to date as well as the proposed features of the pilot energy dashboard. Key findings from the focus groups regarding the dashboard are presented here.

Two follow up focus groups were run in the UK (at De Montfort University and Queen Mary University London). Students were broadly positive about having an energy dashboard but, interestingly there was a split in DMU and QMUL opinion about its features – DMU students felt there was too much information. All of the students openly confessed to very short attention spans (<10 seconds) and as such they want to see a simple smiley face league table. In QMUL students felt the bars, and proportions were generally confusing, and would have liked to see monetary values related to the percentage savings and more details (e.g. how the league has been changing).

A focus group was held in Cyprus in May with eight students. The main findings of this session were:

- All students agreed that it is very helpful that the Dashboard shows the comparison with other buildings, rankings and overall leaderboard.
- The majority agreed that is helpful to show the Top Three Leaderboard, and the percentage of savings displayed. Some were neutral in regard to the Top Three Leaderboard feature.
- All students liked and found helpful the shading of the bars and the overall colour and design. Two students remained neutral in regard to these features.
- One student suggested the use of emoticons and another student suggested adding advertisements of the program and upcoming events on the Dashboard Page

In University of Athens and Technical University of Crete, feedback on the dashboard was not so much related to the operability or design of the energy dashboard but more on energy consumption information alternatives. The dominant suggestion is for students to see energy consumption information about their building alone, and not compared to other dormitories of their university. The announcement of such energy reports on announcement boards in the common areas of their halls is something that all participants would like to have. For example one student said:

"It would be really good to have frequent energy reports for our own building announced on an announcement board in the common areas"

Students also agreed that it would be useful to international comparisons:

"It would be interesting to see how the halls of the UoA as a whole are doing against other universities, instead of against other buildings"

In Sweden, feedback related more to how the data was presented. For example, students wanted to see the savings in kilowatt-hours, together with the percentage. There were also other features that they wanted to see. These are illustrated by the following quotes from students.

- "Maybe it would be good to have the actual amount that you are saving, in kilowatts, and then maybe based on that year and time, compared to three main categories: like average consumption for example."
- "That would be nice to compare it to kilowatt hours. Also in which period was the maximum consumption. At least then you know in which period you are using the most."
- "It would be interesting to see how much one person in that certain hall is using."
- "When thinking about the colors, if you could change the shading. For example when someone has saved more than 10% then you have a very strong green, then if someone has been 5 and 10 it reduces, if someone doesn't save then it goes to red. It's more visual"
- "Photos, more photos from the photo competition. I see the photos up there, but then they can keep changing. You can have the photos changed maybe monthly."

- “You could actually have a graph to track the trend for a given meter. Even though this shows savings between two years. Five years down the road they want to see how it’s been changing. That would be good.”

Work will now be undertaken to see how these, at time quite different perspectives, can be incorporated into the next stage. It is anticipated that there will be at least one further iteration of the energy dashboard once all of the partners on the pilot dashboard and competitions are launched in September 2015.

3.2.3 Progress

DMU has set two clear priorities for the dashboard that will be complete by September 2015 in time for the 2015/16 academic year.

1. To finalise the administrative structure and technical design of the energy dashboard;
2. To ensure that all dormitory providers are able to transfer data to this system.

The dashboard is now operational (please see Figure 1 for the University of Bath’s dashboard) which is on the live server switchoff.org.uk. This has not been made live to the students as calculation of savings is currently being finalised to more accurately reflect the impact of the students’ behaviour yet it is possible to see the key features of the dashboard. Dormitories are ranked according to their energy saved. The top three are grouped together at the top of the leaderboard and one can see in Figure 1 below that the energy savings are represented through both a numerical figure (e.g. a 1.6% increase for Solsbury Court) as well as colour coded horizontal bar. This changes on a sliding scale from red to amber to green depending on whether students have increased/decreased their usage compared to the baseline.



Figure 1: The University of Bath's energy dashboard

Improvements to the administrative system behind the dashboard are taking place and the revised dashboard will launch in June 2015 at the SAVES steering group in Cyprus (23rd-24th June). Dormitory providers will then be able to come on to the dashboard during July, August and early September in time for the start of the 2015/16 term.

There has been some success with developing an automated script that uploads the energy data from some dormitory providers – University of Bath are now using this system successfully and the automated transfer has also been tested with University of Athens, where it successfully worked. These scripts are currently being (at the time of writing – June 2015) finalized and DMU is ensuring compatibility with the system. Some difficulties have been encountered with the varying quality of metering data but DMU are working closely with dormitory providers to ensure the data is in a consistent format for the dashboard.

Country	Dorm Provider	Sample of data received	Adaptor	Historic date (baseline)	Manual	Script	Competition launched
Cyprus	Uni of Cyprus						
Greece	Uni of Athens			3-5 MONTHS			
	Uni of Crete						
Lithuania	Vilnius Co-op						
	Vilnius Technical Uni (VGTU)						
	Vilnius College of Technologies & Design						
	Vilnius University (VU)						
	Klaipeda State College (KSC)						
Sweden	Gothenberg (SGS)						
	Stockholm (SSSB)	ish' - Graeme to confirm quality					
UK	Bath	EL component group		2yr	ElComponent to sort duplicated data		
	Cranfield	EL component group					
	DMU						
	Northampton	EL component group					
	Queen Mary						
	Worcester	emails with Gawain last week about the script					

Figure 2: Status of each dormitory provider

In addition to mentioned technical challenges, a big challenge is ensuring that each form provider has set up the script on their IT servers to enable the data to upload automatically.

All dorm providers are set to be on the dashboard (either in an automated or manual way) by September 2015.

4. Key successes and challenges

4.1 Key successes

This section outlines the main achievements of the campaign at local and national levels. Appendices 1-7 give more details on specific successes of individual dormitory providers.

At local levels the biggest success has been the engagement of students in Student Switch Off in all the participating countries. Despite various levels of engagement dormitory coordinators successfully engaged with

students across all dormitory providers with a total of 4,183 students signed up to the campaign (which equates to 17%). All dormitory coordinators reported that it was the interest and initiative from students (peer-to-peer engagement) that has helped drive the campaign in respective dormitory providers.

In particular, the engagement of students as ambassadors (182 were trained) helped promote the campaign to a large variety of students. In many dormitory providers, student ambassadors came along on face-to-face dormitory visits (adding to capacity and also helping with peer-to-peer engagement), helped at stalls, took part in photo competitions and wrote blogs.

In general there was a good level of interest in competitions (photos and online quizzes), with some dormitory providers receiving more entries than others. In total, 245 photos were submitted and 2,721 students took part in the climate quiz.

Another success has been the general support from residential staff e.g. with regards to getting involved with the campaign, or simply providing entry to the accommodation proved to be helpful as not only did it give the campaign more gravitas, but it also made it easier for dormitory coordinators to deliver on tasks. Further to this, engagement with students unions' (specifically in the UK and in Lithuania), helped spread information on the campaign.

Most dormitory providers successfully awarded students from their winning dormitory with a celebration.

Engagement activities on the national level were limited to international photo competitions and twinning. The first international photo competition was very successful; 1,000 votes were cast via Facebook which reached 16,000 people via their newsfeeds. The second international photo competition reached over 1,000 people with over 100 votes.

A final big success for the campaign was the recognition that it received in March 2015 when SBF [received an award](#) at a property fair in Sweden, for running the campaign in Sweden.

4.2 Key challenges

A number of challenges were reported throughout the academic year in relation to engagement activities at participating dormitory providers.

The most frequently experienced challenge was a decrease in interest from students in the campaign as the year progressed. This wasn't only limited to students living in dormitories; ambassadors recruited to the project at times fell off the radar due to conflicting priorities, exams, or other activities. Perhaps having more structured catch ups/activities for student ambassadors, or a higher frequency of communications (either through mailing lists, Facebook or on site visibility) could help in the second year.

The delay launching the dashboard in participating dormitory providers has also been an issue, as the lack of direct information to the students regarding their energy use, has potentially adversely affected the competition – this perhaps could be one of the reasons why some students disengaged as the campaign progressed, as they didn't see the impact that their actions were having.

While in a number of dormitory providers engaging students in online Facebook competitions was easy, in a few (e.g. in Sweden or Lithuania) this proved to be more difficult despite a range of prizes put on offer. Related to this, in some dormitory providers, Facebook was not very successful with communicating with students as it was not a frequently used tool. Based on focus groups carried out in May 2015, not all students use Facebook – Twitter, Instagram or Snapchat could be social media that can be explored for next year.

A further challenge mentioned by some dormitory coordinators has been lack of access to student mailing lists to get the initial message to students/any other important SSO information. This meant that they were reliant on emails from students who signed up to the campaign/those who 'liked' the Facebook page, meaning that a large population of students was potentially being missed out. Similar to this, in some dormitory providers the students' union wasn't fully engaged which meant that an opportunity was missed in terms of getting a big reach.

APPENDIX

1. Engagement activities in the United Kingdom

1.1 Key engagement activities

	No. students living in halls	No. students signed up as champions	% students signed up as champions	Communications skills training	Online climate entries	Photo competition entries	% Energy savings
Queen Mary, University of London	2,237	415	19%	30	188	34	5%
University of Worcester	1,004	234	23%	0	239	9	6%
The University of Northampton	1,640	194	12%	3	126	13	5%
Cranfield University	893	185	21%	11	312	6	4%
University of the West of England	2,112	367	17%	10	278	17	7%
University of Bath	3,402	966	28%	35	797	33	6%
DMU	1,991	188	9%	6	228	5	4%
TOTAL	13,279	2,549	19%	95	2,168	117	5%

1.2 Queen Mary University

1.2.1 Communication and engagement with students

The SSO campaign launched in Queen Mary, University of London (QMUL) in September 2014. Leading up to this the dorm coordinator held a number of meetings with key staff at the university from residential services and the estates and sustainability team, to plan key engagement dates for the year, work together on communications and ensure that the dorm coordinator was granted access to visit the halls on pre-agreed dates.

Students were engaged throughout the year through various activities - on the 19th of September the dormitory coordinator attended the Sustainability Day where they recruited students to the campaign. Thirty students went on to become Student Switch Off ambassadors, after receiving training on communications and on SSO in October. Following on from this, three face-to-face visits (door knocking and/or stalls) were conducted on campus to raise awareness of the campaign, and to get further signups between October 2014 and March 2015. On all three of these events between three and four student ambassadors joined the dorm coordinator; this helped with peer-to-peer encouragement, spreading the message and having a wider reach.

Students were encouraged to take part in energy-themed photo competitions that were administered every two to three weeks; in total ten photo competitions took place, with 34 photo submissions from students. Further to this, two climate quizzes were launched (one in November and another in February) that attracted 188 students to take part.

There were two main communication channels through which students were informed/engaged with the campaign and competitions – Facebook and emails. A QMUL Facebook page was set up (<https://www.facebook.com/qmulstudentswitchoff>) through which photo competitions and climate quizzes were launched. Students who signed up to the campaign also received an email informing them of each competition/energy saving tips. On specific occasions (launch of the campaign, ambassador training, announcing of results, climate quiz launch) residential services sent an email to every single student living in halls thus widening the reach. Further to this, at the start of the second and third terms, and third term all students were sent an email informing them how well their hall was doing in terms of energy saving.

Students taking part in the competition were rewarded with meal vouchers for [the Curve](#), sets of [Genesis cinema](#) tickets, [Ben & Jerry's](#) ice-cream vouchers and [NUS extra cards](#).

The end of year event took place on the 4th of June at the winning dormitory and was very well received. Students were rewarded with a BBQ and a Ben & Jerry's ice-cream party.

1.2.2 Key successes and challenges

The residential services and estates and sustainability department at QMUL have been very helpful and supportive with the campaign rollout through giving easy access to dormitories on visits, disseminating information on the project, and encouraging their students to get involved. In particular their Residential Assistants, who came along to training at the start of the year, helped promote the project at various events.

It was challenging to engage with the students' union because of change of staff, therefore a few opportunities were missed throughout the year, where the union could have helped promote the project to a wider audience. However towards the end of the year the dorm coordinator secured a meeting with the union, and had a very productive meeting. As a result, it is hoped that for academic year 2015-2016 there will be a better partnership.

1.3 University of Worcester

1.3.1 Communication and engagement with students

This year's SSO campaign was launched at the University of Worcester in September 2014; prior to this the year had been planned with the Energy Manager and Sustainability Coordinator to ensure that events and communications were factored in at appropriate times during the academic year.

During September 2014 the dormitory coordinator attended a Fresher's Fayre to recruit students to the programme. Between the launch and the end of the academic year, two face-to-face visits were made to the dormitories, and one stall was held in the Students' Union; during these the dormitory coordinator was accompanied by students who were recruited through other sustainability volunteering initiatives.

Students took part in ten energy-saving themed photo competitions that took place on Facebook throughout the year; students submitted nine photos to these competitions. There were also two rounds of climate change quiz which took place in which 239 students entered to be in with the chance of winning Ben and Jerry's ice-cream.

Communication with students largely took place in two ways, first through the University of Worcester SSO Facebook page (<https://www.facebook.com/ssoworcester>). Through this, and a mailing list that students had the opportunity to sign up to throughout the year, communications were sent out regarding photo competitions, quizzes and general energy saving tips. At a number of points throughout the year the accommodation team sent emails to all students living in dormitories - this was to introduce SSO and also announce results throughout the year. At the beginning and end of the year articles were also placed in the student newspaper to try and broaden the reach of the programme.

Students taking part in the competition were rewarded with [Top Barn Activity Vouchers](#), [Ben & Jerry's](#) ice-cream vouchers and [NUS extra cards](#).

At the end of the year, the top two halls had Ben and Jerry's delivered to their kitchens on the 8th May to reward them for their energy saving efforts.

1.3.2 Key successes and challenges

One of the key successes was the breadth of students who had heard of Student Switch Off; all students the dormitory coordinator spoke to on their final visit had heard of SSO and were aware of what they were being rewarded for.

One of the key challenges was getting student ambassadors involved in the programme; no one turned up to the initial sessions that were due to be run in October 2015. The dorm coordinator managed to recruit very enthusiastic students to assist on halls visits through other sustainability programmes running at the University. Students joined the programme sporadically throughout the year rather than in larger numbers at the beginning of the year.

1.4 The University of Northampton

1.4.1 Communication and engagement with students

After meeting with the University's Energy Manager, as well as the Sustainability representative from the students' union, to discuss the year ahead, the campaign launched in late September 2014. The involvement of the students' union aimed at increasing student participation and widening the sustainability related volunteering opportunities available at the students' union.

At the end of September the dormitory coordinator attended two days of Freshers' Fayre and one 'Planet Too Day' in which there were large outdoor games (e.g. Zorb Football and Bungee Runs) alongside a Student Switch Off stall. During both of these events students were informed about the programme and given an opportunity to sign up. An SSO ambassador training session was held in the students' union that three students attended. Through a presentation they were given further details of SSO, and a discussion took place around the various ways that they could get involved and help promote the programme.

Three halls visits were carried out across the academic year; a couple of student ambassadors accompanied the dormitory coordinator on these visits, talking to students about saving energy and signing them up to SSO.

Ten energy-saving themed photo competitions took place on Facebook during the academic year, with students submitting thirteen photos, across these competitions. There was a Climate Change quiz that took part in two rounds and in which 126 residents took part, one student was chosen at each round to receive Ben and Jerry's ice-cream.

Communication with students largely took place in two ways, first through the University of Northampton SSO Facebook page (<https://www.facebook.com/northamptonstudentswitchoff>). Through this and a mailing list that students had the opportunity to sign up to throughout the year, communications were sent out regarding photo competitions, quizzes and general energy saving tips. At a number of points throughout the year the accommodation team sent emails to all students living in halls, this was to introduce SSO and also announce results throughout the year.

Students taking part in the competition were rewarded with hoodies from the Students' Unions, [Ben & Jerry's](#) ice-cream vouchers and [NUS extra cards](#).

A reward event was held on the 29th April where the winning block was treated to lunch and a Ben and Jerry's ice-cream giveaway they also received a free University of Northampton hoody.

1.4.2 Key successes and challenges

The challenges and successes with The University of Northampton's Student Switch Off campaign are strongly linked. The close collaboration between the University sustainability team and the Students' Union, meant direct access to a larger pool of students. However the responsibilities and expectations of the University, the

SU and the dorm coordinator could have been more defined to ensure that enough students were recruited to take part in promotional activities such as halls visits.

1.5 Cranfield University

1.5.1 Communication and engagement with students

SSO launched at Cranfield University in early October 2014, however prior to this the dormitory coordinator met with the Energy Manager to discuss dates/event for the year ahead as well as any improvements or adjustments based on how the programme had run in the previous academic year.

In October the dormitory coordinator attended two Fresher's Fayres; these were used to inform students about Student Switch Off and encourage them to sign up to the mailing list. Across the year two ambassador training sessions were held; eleven students attended these and were informed about what Student Switch Off and the ways in which they could get involved. During the academic year, three stalls were held in Cranfield Student Association; students could come and find out more about the programme and sign pledge cards promising to save energy. Student ambassadors were invited to help out on these stalls and a few came along to help out.

Through a dedicated Cranfield Student Switch Off Facebook page (<https://www.facebook.com/cranfieldssso>). ten0 energy-saving themed photo competitions took place over the year; six submissions were received for these competitions, with some creative takes on the subject themes. Two rounds of a climate change quiz also took place; a large number of residents took part in these competitions (312 entries) and one block, in the first round, had one of the top four participation percentages in the UK and as such was rewarded with a delivery of Ben and Jerry's ice-cream.

Communication with students largely took place in two ways, first through the Cranfield University SSO Facebook page (<https://www.facebook.com/cranfieldssso>). Through this and a mailing list that students had the opportunity to sign up to throughout the year, communications were sent out regarding photo competitions, quizzes and general energy saving tips. At a number of points throughout the year the accommodation team sent emails to all students living in dormitories, this was to introduce SSO and also announce results throughout the year.

There were a variety of prizes available for students who took part in the competitions, these were [Daytona Karting Vouchers](#), [Snozone Vouchers](#), [Ben & Jerry's](#) ice-cream vouchers and [NUS extra cards](#).

The winning dormitory, Lanchester, were rewarded with a BBQ on the 14th May in the CSA (Students' Association), over 100 students attended the event.

1.5.2 Key successes and challenges

A key success at Cranfield University was the dedication of the students involved, who were genuinely very interested in sustainability.

One challenge linked to this was using Facebook as a medium of communication; as students at Cranfield are Postgraduate, and as such almost entirely mature students, there seemed to be less use of Facebook and as such lower numbers linked to activities on these pages. However communication that took place through all students' emails, such as the Climate Change Quiz, had a much higher success rate.

1.6 De Montfort University

1.6.1 Communication and engagement with students

During summer 2014 the dormitory coordinator met with the Energy Manager to discuss the launch as well as responsibilities across the year, including the split between Unite (privately owned) and DMU (university owned) accommodation that was included in the competition. The official launch occurred at the end of

September 2014 when the dormitory coordinator attended the Welcome Weekend to discuss Student Switch Off and sign students up to the programme.

An ambassador training session was held shortly after this; six students attended as well as two Sustainability Frontrunners (students who are also employed part time by the University's Sustainability Department). Students were given an overview of Student Switch Off and told about various ways they could get involved. The dormitory coordinator, accompanied by the Energy Manager, the two Frontrunners, and one or two student ambassadors, visited the halls on three occasions across the year; they spoke to students in the reception areas, encouraging them to sign up to the mailing list and take part in photo competitions.

There were ten energy-saving themed photo competitions launched on Facebook throughout the academic year; five students submitted photos for these competitions. There was also a climate change quiz, with two rounds, in which 228 residents took part.

Communication with students largely took place in two ways, first through the DMU SSO Facebook page (<https://www.facebook.com/DMUstudentswitchoff>). Through this and a mailing list that students had the opportunity to sign up to throughout the year, communications were sent out regarding photo competitions, quizzes and general energy saving tips. At a number of points throughout the year the accommodation team sent emails to all students living in dormitories, this was to introduce SSO and also announce results throughout the year. At the beginning and end of the year articles were also placed in the student newspaper to try and broaden the reach of the programme.

Students taking part in the competition were rewarded with [Phoenix cinema tickets](#), [Ben & Jerry's](#) ice-cream vouchers and [NUS extra cards](#).

To reward the winning hall there was a Ben & Jerry's ice-cream giveaway on the 19th May, which also included giant board games and information on the sustainable programmes at DMU.

1.6.2 Key successes and challenges

One of the positive parts of the campaign at DMU, was having Sustainability Frontrunners and ambassadors who were engaged throughout the year and could speak on a peer-to-peer level with students about what Student Switch Off involved.

The main challenge was getting access to accommodation, although speaking to students in the reception area was successful, depending on the time of year and number of students. There were a couple of occasions where there wasn't a reception area and door-knocking was not allowed. Either discussing the possibility of introducing door-knocking or finding a better way of reaching the students in these blocks will be an important step for SSO next year.

1.7 University of Bath

1.7.1 Communication and engagement with students

In September 2014, this year's SSO campaign was launched at the University of Bath. During the summer leading up to the beginning of the academic year the dorm coordinator met with the Energy Manager and Accommodation Manager prior to the launch to discuss responsibilities across the year, including access to accommodation blocks, communications and events.

At the end of September 2014 the dormitory coordinator attended welcome talks, where students were shown a video explaining SSO, as well as a Fresher's Fayre; these were used to recruit a large number of students to the programme. Following this two student ambassador training sessions were held during which 35 students were given further details of SSO and informed of ways in which they were able to get involved. Over the course of the academic year, two face-to-face visits were made to the dormitories, and one stall was held in the students' union; during these the dormitory coordinator was accompanied by ambassadors and also Green Champions (students employed by the university to promote sustainability programmes).

Students took part in ten energy-saving themed photo competitions that took place on Facebook throughout the year; 33 submissions were received for these competitions. Two rounds of a climate change quiz also took place; since a large number of residents took part in these competitions (797 entries) and one block (Conygre Hall) had one of the top four participation percentages in the UK and as such was rewarded with a delivery of Ben and Jerry's ice-cream.

Communication with students largely took place in two ways, first through the University of Bath SSO Facebook page (<https://www.facebook.com/ssobath>). Through this and a mailing list that students had the opportunity to sign up to throughout the year, communications were sent out regarding photo competitions, quizzes and general energy saving tips. At a number of points throughout the year the accommodation team sent emails to all students living in dormitories, this was to introduce SSO and also announce results throughout the year. At the beginning and end of the year articles were also placed in the student newspaper to try and broaden the reach of the programme.

Students taking part in the competition were rewarded with [Picture House](#) cinema tickets, [Ben & Jerry's](#) ice-cream vouchers and [NUS extra cards](#).

To reward the winning hall a Beer and Curry night was held on 16th April 2014. Students had a free drinks, dinner and tub of Ben and Jerry's ice-cream for dessert.

1.7.2 Key successes and challenges

One of the key successes at University of Bath in relation to SSO was the number of students signed up to the programme. A large majority of these signed up during the initial introduction at the welcome talks. Here there was both backing from the University and presence from NUS which gave a gravity to the programme at Bath.

One challenge encountered was linked to the face-to-face visits in dormitories; although this was a relatively successful way of speaking to students, they were not overly enthusiastic due to the large amount of more general promotion done through door knocking. Further collaboration with the accommodation team and more inventive ways of interacting with students living in halls is being discussed to improve this next year.

1.8 University of the West of England

1.8.1 Communication and engagement with students

At UWE the dorm coordinator met with the Energy Manager and the Sustainability team, Facilities and UWE Green Capital coordinator to discuss how best to run SSO at UWE before the start of the academic year. As a result of this, and discussions with the accommodation manager, a session was run as part of the accommodation Warden Training at the end of August 2014 to introduce them to SSO and encourage them to discuss the programme with students moving into their accommodation.

The dormitory coordinator then attended two days of a volunteering fair in mid-September, where students got to find out about what Student Switch Off is and also sign up to mailing list. An ambassador training session was held where ten ambassadors turned up; they were told about SSO and told of ways they could get involved. Over the course of the academic year three face-to-face visits were made to the halls, the dormitory coordinator, with the assistance of ambassadors carried out door-knocking to inform students about SSO and encourage them to take part in photo competitions.

Students took part in ten energy-saving themed photo competitions that took place on Facebook throughout the year; 17 submissions were received for these competitions. Two rounds of a climate change quiz also took place where a number of students got involved.

Communication with students largely took place in two ways, first through the UWE SSO Facebook page (<https://www.facebook.com/UWESSO>). Through this and a mailing list that students had the opportunity to sign up to throughout the year, communications were sent out regarding photo competitions, quizzes and general energy saving tips. At a number of points throughout the year the accommodation team sent emails to all students living in dormitories, this was to introduce SSO and also announce results throughout the year. At

the beginning and end of the year articles were also placed in the student newspaper to try and broaden the reach of the programme.

Students taking part in the competition were rewarded with [Watershed](#) cinema tickets, [Paintball](#) vouchers, [Ben & Jerry's](#) ice-cream vouchers and [NUS extra cards](#).

Students from the top three dormitories were delivered Ben and Jerry's on the 26th May 2015, the students in the top hall also got a rent rebate to reward their energy savings.

1.8.2 Key successes and challenges

At UWE the first face-to-face dormitory visit was held directly after the ambassador training, so a large number of those that attended the training also accompanied the dormitory coordinator on the halls visit, which was great for using peer-to-peer interaction to promote the programme.

One of the challenge, which links to this, was the decrease in interest from ambassadors and students in general over the academic year. To resolve this it will be important to look at ways to keep ambassadors involved a regular intervals throughout the year, even when the dorm coordinator is not on site.

2 Engagement activities in Sweden

2.1 Key engagement activities

	No. students living in halls	No. students signed up as champions	% students signed up as champions	Communications skills training	Online climate entries	Photo competition entries	% Energy savings
SGS	1,589	93	6%	3		3	25%
SSSB	1,582	338	21%	7		10	2%
TOTAL	3,171	431	14%	10	58	13	6%

NB Two distinct SSO competitions were ran in Sweden, with winners awarded once at the end of the autumn term, and then again at the end of the spring term. A joint Facebook page was created for Gothenburg (SGS) and Stockholm (SSSB) (<https://www.facebook.com/sverigesso>) through which SSO was run. This worked well even though there were multiple competitions – in the autumn term there were two separate competitions (one per city), and in the spring term there were four competitions (one for each dormitory in the city – one competition in Gothenburg, and three in Stockholm). For the coming academic year 2015-16 there is a plan to have one Facebook page for each city, to see how that works.

2.2 SGS

2.2.1 Communication and engagement with students

The Swedish [SSO Facebook](#) page was predominantly used to communicate with students in SGS. In addition to this e-mails went out at different stages of the campaign both to students who had signed up for the campaign as well as to all the students living in Student Switch Off halls. During the autumn term students who signed up for the campaign were sent e-mails every two weeks. In the spring the e-mails were sent slightly more frequently, with one e-mail every ten days. Beside these e-mails, nine e-mails for autumn and spring were sent to all students living in Student Switch Off dormitories.

Prior to launching SSO in SGS (mid October 2014), two dormitory visits were conducted to recruit participants. A stall was set up outside the student dormitories in the mornings where breakfast was given out to get the attention of students passing by. Following on from this, an ambassador training was held a month later; two ambassadors were recruited and trained. One additional student ambassador was also recruited and trained in February 2015.

Before the start of the second competition, in February 2015, the dormitory coordinator conducted dormitory visits. During these visits the coordinator knocked on students' doors and visited the communal kitchens to talk about the campaign and got students to sign up. This was done four times during the spring competition; on two visits student ambassadors came along to help.

Five photo competitions and two climate quizzes were run on the Facebook page throughout the year. Prizes for these included stand-by killers, thermometers, thermal mugs, cinema tickets, solar chargers for mobile phones, solar lamps and water kettles together with mugs.

The students were awarded at end of both terms (as the campaign had been running as two separate competitions). After the autumn an event was held in Gothenburg on the 22nd of January where around 25 students showed up. Everyone coming was given a light dinner and the winning students were awarded with organic groceries. In the spring an outdoor event was held on the 12th of May to celebrate the winners. Light food was provided, and winners were awarded with organic groceries.

2.2.2 Key successes and challenges

Overall it was challenging to get students to participate in the online competitions. Sickness in the team occurred on dates planned for halls visits during the spring, which resulted in less recruitment of students in Gothenburg.

Despite the challenge of getting students to participate in online activities, dormitory visits proved to be very effective in recruiting students to the campaign. A student ambassador helped out on some of the visits, which was very helpful. They also helped promote the campaign on the Facebook page reaching nearly all students living in the area where Student Switch off runs.

2.3 SSSB

The Swedish [SSO Facebook](#) page was predominantly used to communicate with students living in dormitories in SSSB. Additional to this e-mails went out at different stages of the campaign to students who signed up to the competition. During the autumn term students who signed up for the campaign were sent e-mails around every two weeks. In the spring term the e-mails were sent slightly more frequently, with one e-mail every ten days.

Prior to launching SSO in SSSB (mid October 2014), three dormitory visits were conducted to recruit participants. These were done as informal meetings in each house/dormitory in the evenings to inform and recruit students. About a month later an ambassador training was held, where three ambassadors were recruited and trained. Before the start of the second competition, in February 2015, the dormitory coordinator conducted more dormitory visits. This time the coordinator visited the dormitories and knocked on students' doors as well as visiting the communal kitchens. Students were informed about the campaign and given the chance to sign up. This was done on nine evenings along the spring campaign, twice together with student ambassadors. Four new ambassadors were recruited and trained in early March 2015.

Five photo competitions and two climate quizzes were launched on the Facebook page. Prizes for this were stand-by killers, thermometers, thermal mugs and cinema tickets as well as Ben & Jerrys ice-cream vouchers and an online subscription for a newspaper.

The students were rewarded at end of both terms (as the campaign has been running as two separate competitions). After the autumn, an event was held on the 28th of January for the winning student together with friends living in the Student Switch Off halls. The students were given a Swedish fika (snack) and the winning student was also awarded with one bag of organic food. In the spring an outdoor event on the 11th of May was held to celebrate the winners. This event was co-hosted with Smergy (another Intelligent Energy Europe project). The event included a smoothie bike, climate quiz and Ben & Jerrys ice cream. The winners were celebrated and awarded with organic groceries.

2.3.1 Key successes and challenges

The dormitory coordinator was not given access to e-mails of students living in participating Student Switch Off dormitories, which was a challenge throughout the whole year as it was only students who signed up to the campaign (through dormitory visits and recruitment activities) that were reached by email, therefore reducing the potential reach.

However by several dormitory visits, around 21 per cent of the students were reached and recruited for the campaign. Two of the recruited ambassadors showed a high level of engagement, helping out at a number of dorm visits and promoting the campaign to fellow students.

3 Engagement activities in Lithuania

3.1 Key engagement activities

	No. students living in halls	No. students signed up as champions	% students signed up as champions	Communications skills training	Online climate entries	Photo competition entries	% Energy savings
Vilnius Co-operative College	182	37	20	3	17	3	4%
Vilnius Gediminas Technical University	2400	356	15	24	200	17	2%
Vilnius College of Technology and Design	1211	177	15	8	30	8	5%
Vilnius University	2270	308	14	18	233	14	-2%
Klaipeda State College	1108	117	11	8	35	7	8%
TOTAL	7,171	995	14%	61	515	49	2%

3.2 Vilnius Co-operative College

3.2.1 Communication and engagement with students

The SSO campaign launched in Vilnius Co-operative College in September 2014. Throughout the year, students were engaged in various activities. Three students were trained as the Student Switch Off ambassadors. To spread the message and have a wider reach, two face-to-face visits were performed on campus between October 2014 and March 2015. On face-to-face visits one or two student ambassadors joined the dormitory coordinator; this helped to raise awareness of the campaign, and to get further signups.

Students were encouraged to take part in energy-themed photo competitions that were administered every two to four weeks; in total ten took place, with three photo submissions from students. Further to this, two climate quizzes were launched (one in November and another in February) attracting seventeen students to take part.

There were two main communication channels through which students were informed/engaged with the campaign and competitions – Facebook and emails. A Facebook page was set up for Vilnius Co-operative College (<https://www.facebook.com/pages/VKK-Student-Switch-Off/570956833033843?ref=bookmarks>) through which photo competitions and climate quizzes were launched. Students who signed up to the campaign also received an email informing them of each competition/energy saving tips.

Students taking part in the competitions were rewarded with t-shirts, jumpers, thermal coffee mugs.

3.2.2 Key successes and challenges

The dormitory administrator in Vilnius Co-operative College was very supportive, giving easy access on visits, collecting and sharing energy data. However it was very difficult to involve students in the project as the institution is very small and doesn't have active students' union and, therefore, student community.

3.3 Vilnius Gediminas Technical University

3.3.1 Communication and engagement with students

The SSO campaign launched in Vilnius Gediminas Technical University in September 2014. Leading up to this the dorm coordinator held a number of meetings with key staff at the university from residential services and energy/technical team as well as representatives of students' union, to plan key engagement dates for the year, work together on communications and ensure that the dormitory coordinator was granted access to visit the halls on pre-agreed dates.

Throughout the year, students were engaged in various activities. Twenty-four students were trained as Student Switch Off ambassadors in September and October. To spread the message and have a wider reach, three face-to-face visits were performed on campus between October 2014 and March 2015. On face-to-face visits two or three student ambassadors joined the dorm coordinator; this helped to raise awareness of the campaign, and to get further signups.

Students were encouraged to take part in energy-themed photo competitions that were administered every two to four weeks; in total ten photo competitions took place, with seventeen photo submissions from students. Further to this, two climate quizzes were launched (one in November and another in February) attracting 200 students to take part.

There were 3 main communication channels through which students were engaged with the campaign and competitions – Facebook and emails. A Facebook page was set up for Vilnius Gediminas Technical University (<https://www.facebook.com/studentswitchoffLietuva/timeline>) through which photo competitions and climate quizzes were launched. Students who signed up to the campaign also received an email informing them of each competition/energy saving tips. On specific events (launch of the campaign, ambassador training, announcing of results, climate quiz launch) residential services sent an email to every single student living in dormitories thus widening the reach.

Students taking part in the competitions were rewarded with t-shirts, jumpers, thermal coffee mugs, coffee coupons.

The end of year event took place on the 12th of June. Students from the winning hall in Klaipeda were invited to visit Vilnius to have a joint BBQ in the VGTU and VU student campus as well as to share their experience in the project with the students of the other universities.

3.3.2 Key successes and challenges

The dormitory administrator in Vilnius Gediminas Technical University was very supportive, giving easy access on visits, collecting and sharing energy data. The representatives from the students' union of Vilnius Gediminas Technical University were very helpful disseminating information on the project, and encouraging their students to get involved in the SSO. Students proposed a few different initiatives, such as leaving t-shirts and posters in the coffee house or spreading a word via events at the faculty level, which helped attract more participants to the campaign.

3.4 Vilnius College of Technology and Design

3.4.1 Communication and engagement with students

The SSO campaign launched in Vilnius College of Technology and Design in September 2014. Throughout the year, students were engaged in various activities. Eight students were trained as the Student Switch Off ambassadors in September and October. To spread the message and have a wider reach, two face-to-face visits were performed on campus between October 2014 and March 2015. On face-to-face visits one or two student ambassadors joined the dormitory coordinator; this helped to raise awareness of the campaign, and to get further signups.

Students were encouraged to take part in energy-themed photo competitions that were administered every two to three weeks; in total ten took place, with eight photo submissions from students. Further to this, two climate quizzes were launched (one in November and another in February) attracting 30 students to take part.

There were two main communication channels through which students were informed about the campaign and competitions – Facebook and emails. A Facebook page was set up for Vilnius College of Technology and Design (<https://www.facebook.com/pages/VTDK-Student-Switch-Off/1504636449784915>) through which photo competitions and climate quizzes were launched. Students who signed up to the campaign also received an email informing them of each competition/energy saving tips.

Students taking part in the competitions were rewarded with t-shirts, jumpers, thermal coffee mugs.

3.4.2 Key successes and challenges

The dormitory administrator in Vilnius College of Technology and Design was very supportive, giving easy access on visits, collecting and sharing energy data. However it was difficult to involve students' union representatives to disseminate information about the project, so the main communication channel was Facebook. It is hoped to have a better partnership for academic year 2015-2016.

3.5 Vilnius University

3.5.1 Communication and engagement with students

The SSO campaign launched in Vilnius University in September 2014. Leading up to this the dormitory coordinator held a number of meetings with key staff at the university from residential services and energy/technical team as well as representatives of students' union, to plan key engagement dates for the year, work together on communications and ensure that the dormitory coordinator was granted access to visit the halls on pre-agreed dates.

Throughout the year, students were engaged in various activities. Eighteen students were trained as the Student Switch Off ambassadors in September and October. To spread the message and have a wider reach, three face-to-face visits were performed on campus between October 2014 and March 2015. On face-to-face visits between one and three student ambassadors joined the dormitory coordinator; this helped to raise awareness of the campaign, and to get further signups.

Students were encouraged to take part in energy-themed photo competitions that were administered every two to four weeks; in total ten photo competitions took place, with fourteen photo submissions from students. Further to this, two climate quizzes were launched (one in November and another in February) attracting 233 students to take part.

There were two main communication channels through which students were engaged with the campaign and competitions – Facebook and emails. A Facebook page was set up for Vilnius University (<https://www.facebook.com/pages/VU-Student-Switch-Off/1697664073791366>) through which photo competitions and climate quizzes were launched. Students who signed up to the campaign also received an email informing them of each competition/energy saving tips. On specific events (launch of the campaign, ambassador training, announcing of results, climate quiz launch) residential services sent an email to every single student living in the dormitories thus widening the reach.

Students taking part in the competitions were rewarded with t-shirts, jumpers, thermal coffee mugs, coffee coupons.

The end of year event took place on the 12th of June. Students from the winning hall in Klaipeda were invited to visit Vilnius to have a joined BBQ in the VGTU and VU student campus as well as to share their experience in the project with the students of the other universities.

3.5.2 Key successes and challenges

The dormitory administrator in Vilnius University was very supportive, giving easy access on visits, collecting and sharing energy data. It was challenging to involve the students' union because of changes in staff, therefore a few opportunities were missed throughout the year. It is hoped that for the academic year 2015-2016 there will be a better partnership.

3.6 Klaipeda State College

3.6.1 Communication and engagement with students

The SSO campaign launched in Klaipeda State College in September 2014. Throughout the year, students were engaged in various activities. Eight students were trained as the Student Switch Off ambassadors in September and October. To spread the message and have a wider reach, two face-to-face visits were performed on campus between October 2014 and March 2015. On face-to-face visits one or two student ambassadors joined the dormitory coordinator; this helped to raise awareness of the campaign, and to get further signups.

Students were encouraged to take part in energy-themed photo competitions that were administered every two to four weeks; in total ten photo competitions took place, with seven photo submissions from students. Further to this, two climate quizzes were launched (one in November and another in February) attracting 35 students to take part.

There were two main communication channels through which students were informed/engaged with the campaign and competitions – Facebook and emails. A Facebook page was set up for Klaipeda State College (<https://www.facebook.com/pages/KVK-Student-Switch-Off/291815864341661>) through which photo competitions and climate quizzes were launched. Students who signed up to the campaign also received an email informing them of each competition/energy saving tips. On specific events (launch of the campaign, ambassador training, announcing of results, climate quiz launch) residential services sent an email to every single student living in the dormitories thus widening the reach.

Students taking part in the competition were rewarded with t-shirts, jumpers, thermal coffee mugs.

The end of year event took place on the 12th of June. Students from the winning hall were invited to visit Vilnius and have a BBQ in the VGTU and VU student campus as well as to share their experience in the project with the students of the other universities.

3.6.2 key successes and challenges

The dormitory administrator in Klaipeda State College was very supportive, giving easy access on visits, collecting and sharing energy data. However it was very difficult to involve students in the project as the institution is small and doesn't have an active students' union and, therefore, student community.

4 Engagement activities in Cyprus

4.1 Key engagement activities

	No. students living in halls	No. students signed up as champions	% students signed up as champions	Communications skills training	Online climate entries	Photo competition entries	% Energy savings
University of Cyprus	208	208	100%	10	109	43	8%

4.2 University of Cyprus

4.2.1 Communication and engagement with students

The campaign at the University of Cyprus (UCY) was launched in September 2014 at the beginning of the academic year. To prepare for the commencement of the activities various preparatory meetings were held between the country manager, the dormitory coordinator and other key personnel. A plan of the activities was put together that took into account specific local needs and restrictions.

Residential assistants received training on the 5th of September 2014. During the training, they received introductory information about the SAVES program and information on how energy is used at the student halls. On admission day (September the 7th, 2014), promotional material was handed out to the students. Following that, a black-out welcome party was held on the 22nd of September. This had a very positive impact on the project as it introduced the students about the notion of energy savings during a fun event.

Face-to-face visits were conducted at the dormitories to raise awareness for the SSO campaign, throughout the year. The visits proved to be effective since they instigated a personal relationship between the staff and the participants with regards to the competition. Ten residents were recruited as ambassadors and they received training on the 22nd of October. Eight of these ambassadors remained actively involved during the whole academic year, bringing to the competition their enthusiasm and zeal.

During the year, several engagement activities took place such as eight Facebook photo competitions with very high engagement (43 were submitted). Also the two climate change quizzes that were launched during the academic year were successful with 93 students participating.

The Facebook page ([Student Switch Off - Φοιτητικές Εστίες Πανεπιστημίου Κύπρου](#)), emails, face to face communication were all used as communication channels with the students. Emails were primarily used to send announcements and general information. The Facebook page proved to be an effective and interactive communication channel. Ambassadors also were used to relay information to the students on a peer-to-peer level.

The end of the year event, took place on May the 6th 2015. The winning dormitory was rewarded with a party with free lunch, a certificate, and a bag of goodies (Gift Vouchers from an Electronics Store, Red Bull, Perrier and t-shirts).

The rewards of the smaller competitions included energy drinks, bottled water and food vouchers.

4.2.2 Key successes and challenges

The program ran at the UCY very successfully. The students showed a lot of enthusiasm and participated in high percentages in the various engagement activities. All the planned activities and tasks were carried out without any significant problems. The results for the end of the year reflect this success, as the UCY managed an overall energy reduction of 8% and several of its dormitories have ranked very high on the international league.

A challenge has been to maintain the interest of the students throughout the academic year. More appealing incentives and prizes needed to be incorporated into the competition to keep the interest high and this becomes a challenge considering the budgetary restrictions. The functionality of the dashboard has also been an issue, as the lack of direct information to the students regarding their energy use, has adversely affected the competition.

5 Engagement activities in Greece

5.1 Key engagement activities

	No. students living in halls	No. students signed up as champions	% students signed up as champions	Communication s skills training	Online climate entries	Photo competition entries	% Energy savings
University of Athens	1,064	64	6%	3	30	8	2%
Technical University of Crete	78	78	100%	3	33	15	8%
TOTAL	1,142	142	12%	6	63	23	2%

5.2 University of Athens

5.2.1 Communications with and engagement students

The SSO campaign was launched in University of Athens (UoA) in October 2014.

Close communication and collaboration was established early in the summer 2014 with the University's technical services and key dormitory staff on aspects that involve the engagement of students and the operation of buildings.

The main communication channels used for communication with students were: emails, the [UoA Facebook page](#) and face-to-face meetings. Through the UoA Facebook page students were informed about ways to save energy, updates to the energy saving campaign in UoA, the international aspect of the project (such as items posted in other university's pages) and about interesting articles around climate change.

Emails were collected through face-to-face visits at the university. An application form where students could fill-out their email was also made available on the local project website ([studentswitchoff.gr](#)) as an additional way for students to apply. 64 emails were collected across the academic year. Through emails, students were informed about the Facebook photo competitions and visits to the dorms. In total, four energy-themed photo competitions took place in UoA with eight photo entries. Also, two climate change quizzes were launched online with 30 entries.

Five face to face visits were conducted at the UoA dormitories to inform students about the program and to collect emails for the project mailing list. These were performed during lunch hours, outside the common restaurant (common restaurant for all four dormitory buildings) located in one of the four buildings. A Student Switch Off themed stall was used for these visits and the promo-material was handed out to students (bags, coasters, flyers, T-shirts).

Door to door visits were performed in three out of four dormitory buildings (914 out of 1064 students) to inform students about the program and to collect emails for the project mailing list. Promo-material was handed out to students during the visits (bags, coasters, flyers).

A Student Switch Off information seminar and student ambassador recruitment event was held in October 2014 through which three student ambassadors were recruited.

In order to help reach students and raise awareness about the project two TV interviews were given:

<https://www.youtube.com/watch?v=iKLdvO1MTuI>

<http://webtv.nerit.gr/katigories/eidiseis/02noe2014-1800-deltio-idiseon/> (at 46:49)

Six sponsors were secured for the student engagement activities for UoA (five for the photo competition and one for the climate change quiz).

At the end of the academic year students were also informed about the international and local energy saving results through emails and Facebook.

An awards event was not organised at the end of the year. Instead, the cash prize will be used for the purchase of an asset that students in the winning dormitory need. The precise nature of this asset will be decided in the beginning of the academic year 2015-16 when students will have returned to the dormitories and begin to plan the new academic year.

5.2.2 Key successes and challenges

The energy monitoring of the halls through installation of dedicated energy meters for the purposes of the project has helped in the understanding of the energy pattern of use in the UoA dormitory buildings. It is thus of great value for improving energy management and addressing energy wastage in them.

A mailing list of the dormitory residents was not available so emails had to be collected through face-to-face communication with each student. Residents of the dormitories stay there until they finish their studies something that results in the building having a strong community spirit. For this reason the energy saving target was modified to be a common target for all four buildings through consolidated effort rather than the target of each individual building.

Engagement was discouraged due to suspicion from students, that the energy monitoring of the halls can form the springboard for the university to start looking into energy consumption and eventually charge students for their consumption.

5.3 Technical University of Crete

5.3.1 Communications with students

The SSO campaign was launched in the Technical University of Crete in October 2014.

Prior to the launch, the dormitory coordinator contacted the Student Services administration and informed them about the SSO campaign. As a result, the administration gave to the coordinator (and one student ambassador) access to the mailing forum.

In order to inform the students about the SSO campaign, the first email was sent regarding an information event which was organized in October 2014. Students were informed about the energy saving activities regarding the project, more specifically:

1. The baseline survey
2. The climate quizzes
3. The photo competitions
4. The other dormitories across Europe which take part in the energy saving campaign
5. Tips for energy saving
6. The final dormitory competition
7. The awards

To compliment email communications, a TUC SSO [facebook page](#) was set up. At the end of the competition 83 people "liked" the SSO page.

Every activity was held after an introduction/explanatory email to the students. Furthermore, two face-to-face events were organized (one in Autumn 2014 and one in Spring 2015) in communal areas of the TUC's dormitory, where students were met and informed about the SSO campaign through leaflets, while the posters were posted in both internal and external communal areas of the dormitory. Furthermore, the student ambassador did door-to-doors visits, informing students of the campaign.

The dormitory coordinator contacted local stores and companies to get sponsorship for photo competitions. The entries for every competition were one ticket from or to Athens by ferry (inclusive of a cabin!). The first photo competition had an additional prize, an LED desk lamp. Five photo competitions were held, and 15 photos were submitted in total. Two climate change quizzes were launched online with 33 entries. Through the TUC's SSO Facebook page students were informed about ways to save energy, updates to the energy saving campaign in TUC, the international aspect of the project, such as items posted in the twinning University and about interesting articles and applications about energy saving and climate change.

An awards event was not organised at the end of the year. Instead, the cash prize will be used for the purchase of an asset that students in the winning hall need. The precise nature of this asset will be decided in the beginning of the academic year 2015-16 when students will have returned to the dormitories and begin to plan the new academic year.

5.3.2 Key successes and challenges

The students became familiar with zero cost energy saving actions involving change in their everyday habits. The SSO campaign in the TUC dormitory also raised students' awareness on how to reduce energy consumption in their rooms. The students are highly unionised and have formed a dormitory students' association where every day issues are discussed regarding their life in the dormitories. Energy saving was part of these discussions and further efforts will be made in continuing the SSO campaign.

One of the key challenges was to keep the interest of the students and to track their energy behavior along the time of their studies.