



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 2

June 2016

Authors:

Joanna Romanowicz	National Union of Students (NUS-UK)
Rachel Soper	National Union of Students (NUS-UK)
Kim Croasdale	National Union of Students (NUS-UK)
Richard Bull	De Montfort University (DMU)
Marina Laskari	University of Athens (UoA)
Christina Georgatou	Technical University of Crete (TUC)
Mariada Stamouli	Studentbostadsforetagen (SBF)
Maria Angelopoulou	Studentbostadsforetagen (SBF)
Christina Lambrou	University of Cyprus (UCY)
Costas Charalambous	University of Cyprus (UCY)
Adas Meskenas	Vilnius Gediminas Technical University (VGTU)

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

Contents

Executive Summary	4
1. Introduction	5
2. Key engagement activities	6
2.1 Engagement activities	6
2.1.1 Planning	6
2.1.2 Activities	7
2.2 Fostering an international network	8
2.2.1 Twinning	9
2.2.2 International photo competition	10
2.3 Feeding back results	10
3. Engagement tools	10
3.1 Marketing materials and sponsorship	10
3.1.1 Sponsorship	11
3.2 The dashboard and energy savings	11
3.2.1 Background & Purpose	11
3.2.1.1 Energy metering challenges	12
3.2.2 Feedback from the 2016 Focus Groups	13
3.2.3 Next steps	14
4. Key successes and challenges	14
4.1 Key successes	14
4.2 Key challenges	15
Appendix	15
1. Engagement activities in the United Kingdom	17
1.1 Key engagement activities	17
1.2 Queen Mary University of London	17
1.2.1 Communications and engagement with students	17
1.2.2 Key successes and challenges	18
1.3 University of Worcester	18
1.3.1 Communications and engagement with students	18
1.3.2 Key successes and challenges	19
1.4 The University of Northampton	19
1.4.1 Communications and engagement with students	19
1.4.2 Key successes and challenges	20
1.5 Cranfield University	20
1.5.1 Communications and engagement with students	20
1.5.2 Key successes and challenges	21
1.6 De Montfort University	21
1.6.1 Communications and engagement with students	21
1.6.2 Key successes and challenges	22
1.7 University of Bath	22
1.7.1 Communications and engagement with students	22
1.7.2 Key successes and challenges	23
1.8 University of the West of England	23
1.8.1 Communications and engagement with students	23
1.8.2 Key successes and challenges	24
2. Engagement activities in Sweden	25
2.1 Key engagement activities	25
2.2 SGS	25
2.2.1 Communications and engagement with students	25

2.2.2	Key successes and challenges	26
2.3	SSSB	26
2.3.1	Communications and engagement with students	26
2.3.2	Key successes and challenges	27
3	Engagement activities in Lithuania	28
3.1	Key engagement activities	28
3.2	Vilnius Co-operative College	28
3.2.1	Communications and engagement with students	28
3.2.2	Key successes and challenges	29
3.3	Vilnius Gediminas Technical University	29
3.3.1	Communications and engagement with students	29
3.3.2	Key successes and challenges	30
3.4	Vilnius College of Technology and Design	30
3.4.1	Communications and engagement with students	30
3.4.2	Key successes and challenges	30
3.5	Vilnius University	30
3.5.1	Communications and engagement with students	30
3.5.2	Key successes and challenges	31
3.6	Klaipeda State College	31
3.6.1	Communications and engagement with students	31
3.6.2	Key successes and challenges	32
4	Engagement activities in Cyprus	33
4.1	Key engagement activities	33
4.2	University of Cyprus	33
4.2.1	Communications and engagement with students	33
4.2.2	Key successes and challenges	34
5	Engagement activities in Greece	35
5.1	Key engagement activities	35
5.2	University of Athens	35
5.2.1	Communications and engagement with students	35
5.2.2	Key successes and challenges	36
5.3	Technical University of Crete	36
5.3.1	Communications and engagement with students	36
5.3.2	Key successes and challenges	36

Acronyms used

DMU	De Montfort University
QMUL	Queen Mary University of London
SAVES	Students Achieving Valuable Energy Savings
SSO	Student Switch Off
TUC	Technical University of Crete
UK	United Kingdom

Executive summary

Students Achieving Valuable Energy Savings (SAVES) brings together the Student Switch Off (SSO) campaign, an inter-dormitory energy saving competition, in seventeen different dormitory providers housing 29,870 students across five European countries (UK, Cyprus, Greece, Sweden and Lithuania). SAVES began in September 2014 and runs in parallel to academic years. This report provides an account of student engagement for the academic year 2015-16. To find out more about engagement in 2014-15, please refer to this [report](#).

For the 2015-16 academic year, Student Switch Off campaigns were launched in each of the dormitory providers between September and October 2015; 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 and 2015 (one in each country¹) 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 2016 for the dormitory that saved the most energy on each campus, with the exception of Sweden, where there was an event at the end of each term (two in total). Additionally, the best dormitory in each country was rewarded; the best of the five national winners was crowned international winner. For 2015-16, the international winner was a dormitory at the University of Cyprus.

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 for succeeding academic years. 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; this wasn't available in 2014-15, however has been available to students for the 2015-16 academic year. This dashboard can be viewed [here](#). Two focus groups were run to gain feedback in relation to the dashboard, offering interesting and sometimes surprising insight.

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. 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, limited students' union support and university support, some delays with launching the dashboard.

¹ In instances where there were big distances between cities, two dorm coordinators were employed in a country. This was the case in Greece where a dorm coordinator was hired in both Athens and Chania (Crete), and in Sweden (a dorm coordinator was hired in Stockholm and Gothenburg)

1. Introduction

The SAVES project brings together the Student Switch Off (SSO) campaign in seventeen different dormitory providers housing 29,870 students across five European countries; Sweden, United Kingdom, Cyprus, Greece and Lithuania. This report provides a detailed overview of the Student Switch Off campaign in each participating country, and describes the student engagement activities performed.

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. The campaign is then meant to run on a self-funded basis in subsequent 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 second year of the project (academic year 2015-16) and illustrates their impact (chapters 2 and 3). Key successes and challenges are discussed in chapter 4. Annexes 1-7 describe dormitory provider specific engagement activities, successes and challenges.

The dormitory providers taking part in SAVES in 2015-16 are noted in Table 1 below. All of these providers took part in SAVES in 2014-15 with the exception of University of Warwick that was brought in to replace The University of West of England².

Dormitory provider	Country	Student numbers
Queen Mary, University of London	United Kingdom	2,237
University of Worcester	United Kingdom	1,024
The University of Northampton	United Kingdom	2,138
Cranfield University	United Kingdom	882
University of Warwick	United Kingdom	6,443
University of Bath	United Kingdom	3,402
De Montfort University	United Kingdom	1,579
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

² The University of West of England was unable to continue in 2015-16 due to lack of staff resources.

Klaipeda State College	Lithuania	1,108
SGS (Gothenburg)	Sweden	1,560
SSSB (Stockholm)	Sweden	2,084
TOTAL		29,870

Table 1. Dormitory providers taking part in SAVES in 2015-16

The SAVES 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. De Montfort University has been responsible for creating the online/dashboard.

2. Key engagement activities

2.1 Engagement activities

2.1.1 Planning

Given that the academic year 2015-16 was the second year that SSO ran in the participating countries, a lot of processes were already put in place from the previous academic year. Based on feedback from students and staff participating in the project, as well as the project's steering group discussions, small number of adaptations were however put into place for 2015-16. This included splitting the dormitory coordinator role in Sweden into two roles – one in Stockholm and one in Gothenburg. The positions were offered to students living in dormitories on those campuses, leading to more peer to peer engagement and also less travel times. Other changes included starting Instagram accounts in Sweden and the UK, running different types of face-to-face events (e.g. information brunches in Sweden).

Whereas a dormitory coordinator workshop was organised for dormitory coordinators in 2014 in Stockholm to equip them with the necessary skills and knowledge to run the campaign, this didn't happen in the summer of 2015 because the majority of dormitory coordinators remained the same for both the academic years. In instances where there was a change (e.g. Sweden), the training was done in-house by the country manager.

A key timeline of various engagement activities was discussed with country managers and dormitory coordinators prior to launching the SSO campaign in summer 2015 (as part of face-to-face steering group meeting in Nicosia, Cyprus) based on the experience of the 2014-15 academic year. Consequently, a number of tried and tested activities were planned for the 2015-16 academic year; these remained very similar to those in the preceding 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 for 2015-16

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 in the first few months. 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. Engaged ambassadors were seen as one of the key markers of success in 2014-15, so there was key focus in 2015-16 to drive recruitment and engagement.

The campaign encouraged the following behaviours:

- Switch off lights
- Switch off appliances
- Don't overfill the kettle
- Put a lid on the pan when cooking
- Put on more layers, not the heating
- Try ventilation through open windows before using a cooling device

Between three and ten photo competitions were run on bespoke SSO Facebook pages³ across the academic year– these were themed around the six main behaviors that the campaign encouraged. First three to five photos posted on each Facebook page won a prize⁴. 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. A new competition was created at some of the participating dormitory providers, where students were asked to submit a very short environmentally/SSO themed video.

³ Links to Facebook pages are found in Appendix 1-7. There is one per each dormitory provider.

⁴ Further details on prizes available in Chapter 3.

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 dormitory provider). Information on the quiz was also sent to every student living in dormitories where a mailing list was accessible. 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. In the UK, the dormitory that received the biggest proportion of entries, received a big Ben & Jerry's ice cream delivery.

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/brunch events. 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 the majority 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; similar therefore to celebrations in 2014-15.

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	% online climate quiz entrants	Photo competition entries	% Energy savings
UK	17,705	3,762	21%	185	2,266	13%	217	8%
Sweden	3,644	613	17%	32	420	12%	18	7%
Lithuania	7,171	1,068	15%	64	515	7%	74	11%
Cyprus	208	208	100%	14	101	49%	15	41%
Greece	1,142	166	15%	10	157	14%	29	1%
TOTAL	29,870	5,817	19%	305	3,459	11%	311	8%

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. An international league, ranking best energy saving dorms across Europe, was set up too, however through focus groups (Chapter 3.2.2) it can be seen that this wasn't very relevant to students. Finally, the collaboration with the Erasmus Students' Network (ESN) and European Students' Union (ESU) aims help widen the reach and raise the international profile, thus engaging more students.

2.2.1 Twinning

In January 2015 eight sets of twins were created through pairing the sixteen participating dormitory providers. The sets were revisited at the start of 2015-16 due to University of the West of England dropping out and being replaced by University of Warwick. At the same time the campaign in Sweden started using two Facebook pages (one for Stockholm and one for Gothenburg), instead of one that was used in 2014-15.

The following twins were created:

Dormitory provider	Dormitory provider
Queen Mary, University of London	SSSB
University of the West of England (2014-15) University of Warwick (2015-16)	Technical University of Crete
Cranfield University	Vilnius University
University of Worcester	Vilnius Co-operative College
De Montfort University	Klaipeda State College / SGS
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, articles or interesting events taking place in participating dormitory providers (not necessarily twins) were cross-posted by dormitory coordinators.

Two to four articles were published on the [SAVES page](#) each month, with each dormitory coordinator responsible for writing one every two to three months about the SSO campaign in their particular country. These articles were shared on SSO Facebook pages.

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. A [blog section](#) was created on the SAVES page where blogs from across all the seventeen dormitory providers were posted. To date 62 blogs have been received over the last two academic years.

All these activities enabled students to have an insight into how the SSO campaign was running in other countries, and how their peers were involved.

2.2.2. International photo competitions

Similar to the academic year 2014-15, two international photo competitions were run in the 2015-16 academic year – one in November 2015 and another in March 2016. The best photos submitted in the dormitory specific fortnightly competitions were selected (up to five per dormitory provider), and put to public vote on Facebook to see which could get the most 'likes' – this constituted the international photo competition. This ran well with a total of 600 votes cast for both the photo competitions, reaching up to 12,000 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. Two articles were published on the SAVES website announcing the winners of the [November](#) and [March](#) competition.

2.3 Feeding back results

As part of SAVES funding an online dashboard was developed by De Montfort University to give live updates to students on how much energy they saved, compared to the pre-intervention baseline. The aim of this normative feedback was to help students understand how much energy they were 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 surveys in 2014-15) and as a result give tangible information on how well their dormitory is performing. The dashboard went live for the majority of dormitories in October 2015. An international league got set up for the 2015-16 enabling students to see how well their dormitory was performing in relation to other dormitories across Europe. Chapter 3.2 describes the dashboard in more detail and interesting findings in relation to the focus groups.

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.

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. In most countries, student ambassadors were also given ambassador cards which they could use to record actions they had 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 the 2014-15 academic year students at some of the dormitory providers (e.g. University of Cyprus and VGTU) adapted some of the Facebook banners further to their context (e.g. using their own photos), to put a personal touch and therefore take more ownership of the campaign; these were used in 2015-16.

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. Students were given motivational cards in between campaigns to motivate them to save energy. Posters were re-designed through feedback from students and changed every semester. Additionally, in Lithuania, a number of extra materials were produced – jumpers, umbrellas and thermal coffee mugs.

3.1.1 Sponsorship

Part of the process of planning the campaign involved securing prizes through in-kind sponsorship for the fortnightly competitions (three to ten photo competitions, two climate quizzes). The focus groups that were run in May 2014 and 2015 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 for everyday products 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 included 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, socks, hot water bottles,). Cinema tickets were also used as prizes (paid in-house). In Stockholm students had the opportunity to win Ben & Jerrys ice-cream vouchers, and cinema tickets.

A range of high profile sponsors was secured in Greece. One sponsor was a city guide websites offering a yearly discount cards for restaurants and theaters and supermarkets offering discount coupons. 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 Pizza Hut and a Large Chain Multi-Shop. Students had the opportunity to win coupons for free meal vouchers, free goods from a Large Chain Multi-Shop, 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

One of the key features of the SAVES project and the student engagement is the energy dashboard designed by De Montfort University (DMU). The dashboard communicates the energy savings of the SSO competition via

an on-line dashboard that allows student to regularly view the energy savings of their dormitories. This in contrast to previous SSO competitions whereby students only found out who has saved the most energy at the end of the competition and this was frequently identified in focus groups and surveys as a barrier to energy saving. This energy dashboard aims to 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 (see Figure 1)

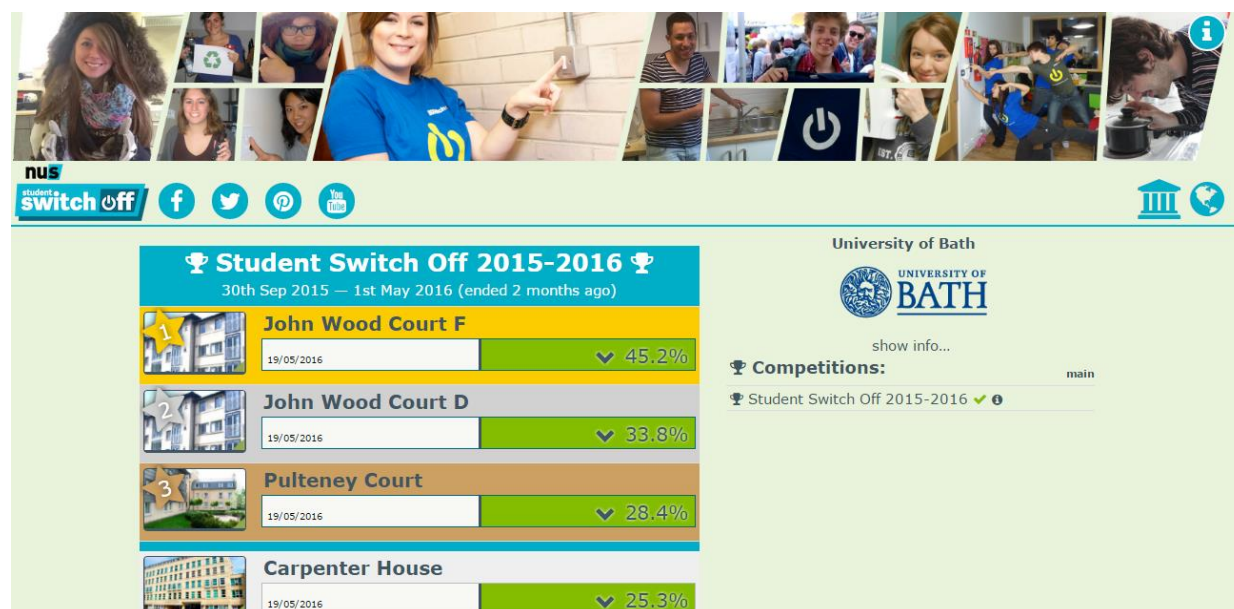


Figure 1: Energy dashboard for University of Bath

In last year's report difficulties were noted around both the quality of the energy data coming into the dashboard as well as technical challenges in getting some energy meters to communicate with the dashboard. These challenges have been resolved.

3.2.1.1 Energy metering challenges

There have been some issues with data transfer to the dashboard, and DMU have worked closely with the UK metering companies involved (ElComponent and EMT) as well as the energy managers within the affected SAVES dormitory providers. A real variance has been experienced in approaches between the different companies and dormitory providers. The University of Bath for example were able to develop a script that enabled all universities that used Elcomponent software to upload data. This was a process supported by Elcomponent. EMT on the other hand would not co-operate with both De Montfort University and University of Worcester (who both used their system) and requested a charge of £1000 to develop a script these universities could use. This was agreed and enabled all the remaining UK universities to upload data automatically. Beyond DMU have also now devised two ways of data entering our system, push or pull.

The second challenge faced was allowing dormitory providers to make minor adjustments to their energy data results. Key to the dashboard's success is trusting that the savings calculated are as result of student behavior change rather than, for example, substantive infrastructure change to a building. DMU have created a mechanism whereby universities can make percentage reductions to the savings on a day-by-day basis.

Resolving both these challenges has helped present more accurate and frequently updated data to students, in the hope of engaging them further within the SSO campaign.

3.2.2 Feedback from the 2016 Focus Groups

The energy dashboard has now been in operation for a year since September 2015. Whilst final year focus groups were not originally planned it was agreed that two focus groups would be run to gain some feedback on how the dashboard had been used, viewed and perceived over the last two months. Two focus groups were organized; one in the UK and one in Cyprus. In the UK the focus group was held in the University of Bath and facilitated by Dr. Richard Bull from DMU, and in Cyprus the group was facilitated by Costas Charalambous (country manager) at the University of Cyprus.

The focus group at the University of Bath was really well attended with 12 participants although disappointingly, hardly anyone had viewed the dashboard. This lack of engagement was attributed to the local ambassadors and residence coordinators not promoting this aspect of the competition frequently enough. When shown the energy dashboard though the focus group was positive about its appearance and functionality, for example one student said "if I had known about I definitely would have looked at it". The most noticeable 'negative' comment was around the international competition. No-one saw any great benefit in having their dormitory compared to an international one. For example, student said ""What is the point in comparing consumption with a country you don't know?" and "It'd be better if we being compared with Universities near us". The value in league table was being compared to their local dormitories, and perhaps national ones. Constructive comments were made with regards to the need for consumption data, energy saving tips and email alerts to look at the dashboard. In summary, students liked the idea of the dashboard but would have preferred it to be easier to access it (via email alerts for example), and would have liked more relevant information from it both in terms of who they are being compared to, how much energy they are consuming and what they can do about it.

At the University of Cyprus, the focus group had five attendees. They all seemed to agree that the dashboard is a very useful tool. Interestingly, as with the UK focus group, when asked if they used it to see the international competition results as well as the national competition, students didn't know that they could also follow the international competition through the dashboard. In common with wider research on dashboards, one student said that "initially I was very excited by the dashboard and I was accessing it, at least once a week. As the time passed this excitement started fading away and I stopped accessing it so frequently. Now that the competition is over, I don't use it at all." Most students particularly liked the ranking and the percentage change. Almost all of the students accessed the dashboard from a PC or laptop, through the local competition Facebook page. None of the participants accessed the dashboard through the URL. This can explain why the students didn't know that they can access the international competition as well, since this functionality exists only when you access the dashboard from the URL and not through the Facebook mirror page. Students didn't access the dashboard from smartphones or tablets, as probably when they attempted it (through Facebook) the resulting page was not mobile friendly. Recommendations for the future included:

- One of them said "We want the dashboard to be more fun, more interactive so that it sparks competitiveness".
- All of them wanted to see more interactivity with the social media and if possible they also wanted the dashboard to function as a Facebook application including receiving notifications.
- In regards to adding a forum on the dashboard so students can communicate, discuss, exchange information and pose questions about the building's performance, the students stated that they would like this functionality to be done through Facebook.

Common feedback for the future of the dashboard was:

- The international league table does not appear to have much relevance to students in the UK

- Students would like regular alerts (email notifications or Facebook updates), otherwise they forget about the dashboard, and/or are not aware of it
- Discussion forums could be useful
- Greater interactivity

3.2.3 Next steps

The sustainability of the energy dashboard is a key priority as the funding for the SAVES project finishes in March 2017. The team at DMU have created a spin-off company called Evovisum (see ecovisum.com) to manage and finance the ongoing development and support of the dashboard. A sustainable business model has been agreed, with both DMU and NUS-UK and moving forward with this approach. DMU will be responding to feedback from both the focus groups and consultation with NUS-UK and project partners. In the near future (i.e. before the start of 2016/7 competitions) design tweaks will be made to the dashboard, along with features to allow the easier management and adjustment of energy data coming into the system. Beyond that new design features around creating a system for alerts, and user-forums as well visualising the energy data in a range of formats according to user preference (notably detailed graphs) is envisaged.

4. Key successes and challenges

4.1 Key successes

This section outlines the main achievements of the campaign at local and national levels. Appendices 1-5 give more details on specific successes of individual dormitory providers.

At local level the biggest success has been the engagement of students in Student Switch Off in all the participating countries. Dormitory coordinators successfully engaged with students across all dormitory providers with a total of 5,817 students signed up to the campaign (which equates to 19%); this is more than the percentage engaged in 2014-15 and surpasses the 15% target. Despite various levels of engagement at specific dormitories, each country reached the 15% sign up rate which has been fantastic. 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 (305 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. Student ambassadors were recognised as one of the biggest assets to the campaign in 2014-15 therefore a big push was made to attract more students to these roles in 2015-16. It can be noted that the absolute number and percentage of students trained up increased from 182 and 0.7% in 2014-2015 to 305 and 1% in 2015-16.

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, 311 photos were submitted and 3,459 students took part in the climate quiz. The percentage of students taking part in the quiz surpassed the engagement target of 10% (11% took part), whereas the number of photos submitted, even though it was higher than in 2014-15, just fell slightly short of the 350 target. In part this is also related to the fact that a couple of the photo competitions were replaced by a video competition (students were asked to make a few second environmentally themed video relating to SSO); in total 11 videos were submitted.

In VGTU, Lithuania, one of the photo competitions went viral spreading to over 25,000 people and attracting thousands of votes. On the 10th of January 2016, University of Cyprus was presented in a television show covering all environmental issues in Cyprus, produced by the Cyprus Broadcasting Corporation. The show covered the SAVES program and the project team had a chance to talk about SAVES and inform the public about the program's goals, objectives and achievements.

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; over 12,000 people were reached with over 600 votes cast.

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. This was the same challenge as in 2014-15, and measures were taken to address it in 2015-16. For example, in the UK WhatsApp groups were created for ambassadors at each dormitory provider as an instantaneous way to get in touch about opportunities, enable students to communicate with each other. This worked to a certain extent. In Greece, monthly ambassador catch ups were initiated by the Greek dormitory provider; during these ambassadors with the help of the country manager were able to discuss upcoming activities.

Launching the dashboard in participating dormitory providers has also been a challenge. In part this has been due to variations in the quality of energy data in some universities, unforeseen technical challenges in the dashboard tool and relatively limited resources across the project for the development of the dashboard given the complexity involved. That said, the lack of direct information to the students regarding their energy use, may have 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. It does need to be noted however, that in some cases where the dashboard was launched, it would have benefited more from being promoted further, to remind students of its existence as this was evident from the University of Bath focus group.

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. In Sweden Instagram was tested in 2015-16 to engage students with limited impact due to the challenge of reaching the right audience.

A final challenge 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	677	30%	35	290	38	12
University of Worcester	1,024	165	11%	28	121	23	19
The University of Northampton	2,138	214	10%	5	117	20	4
Cranfield University	882	131	15%	24	135	16	14
University of Warwick	6,443	1,092	17%	47	734	50	7
University of Bath	3,402	1,279	38%	37	642	31	5
DMU	1,579	204	13%	9	207	39	7
TOTAL	17,705	3,762	21%	185	2,266	217	8

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 2015. Leading up to this the dorm coordinator held a number of meetings with key staff at the university from residential services, students' union, 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 dormitories/campus on pre-agreed dates.

Students were engaged throughout the year through various activities - on the 24th of September the dormitory coordinator attended the Sustainability Day where they recruited students to the campaign. Ben & Jerry's attended the event, and helped sign up students (an ice-cream van also came to campus). Thirty-five 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 2015 and March 2016. On all three of these events between two and three 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 38 photo submissions from students. Further to this, two climate quizzes were launched (one in November and another in February) that attracted 290 students to take part (this is much higher than in 2014-15, where only 188 students took 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, QMUL hoodie and [NUS extra cards](#).

The end of year event took place on the 3rd 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 were 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.

Engaging with the students' union was a little bit of a challenge in 2014-15 (due to staff changes), however the relationship in 2015-16 was very productive. The students' union supported the campaign through offering some prizes (e.g. some hoodies) and supporting some of the online communications.

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 2015; 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. Posters were put up in each kitchen prior to students moving in advertising the campaign with a link to the Facebook page.

During September 2015 the dormitory coordinator attended a Fresher's Fayre to recruit students to the programme and give out SSO branded cotton bags. In October 2015 students were invited to attend the communication skills training via an all-resident email. Twenty-eight students attended this session and were informed about what Student Switch Off is and the ways in which they could get involved. They all received an SSO branded T-shirt to wear on campus to promote the campaign.

Between the launch and the end of the academic year, two face-to-face visits were made to the dormitories, and one event was held at the pizza oven on campus; during these the dormitory coordinator was accompanied by students trained up at the SSO communication skills training session and by students recruited through other sustainability volunteering programmes at the university.

Students took part in ten energy-saving themed photo competitions that took place on Facebook throughout the year; students submitted 14 photos to these competitions, and there were a further nine taken during dormitory visits. There were also two rounds of climate change quiz which took place in which 111 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, firstly through the University of Worcester SSO Facebook page (<https://www.facebook.com/ssoworcester>) and secondly through 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, promote the climate quiz and announce results throughout the year. Students that took part in the competition were rewarded with Ben & Jerry's ice-cream vouchers and NUS extra cards.

After the competition had ended on 13th May the winning dormitory, Wulfstan, had Ben and Jerry's ice-cream delivered to their kitchens in addition to some homemade bespoke pizzas (made in the campus cob oven) to reward them for their energy saving efforts.

1.3.2 Key successes and challenges

One of the key successes of the year was having students on an academic placement whose responsibilities included promoting Student Switch Off during Worcester's 'Go Green Week'. They launched a mini-competition for this week and managed to visit every dormitory to encourage energy savings.

One of the challenges for the year was trying to find local sponsors for the competition to provide a variety of prizes. Dormitories were also often very quiet on face-to-face visits meaning the dormitory coordinator was not able to speak to large numbers of students on these visits. As the dormitory coordinator was not granted access to the kitchens themselves (only the building's main entrance) they were unable to leave any notes or coasters in empty kitchens on the face-to-face visits which has been successful elsewhere.

1.4 The University of Northampton

1.4.1 Communication and engagement with students

After meeting with the University's Carbon Advisor to discuss the year ahead, the campaign launched in late September 2015. Posters were printed and put up in every kitchen prior to residents moving in to inform them of the campaign with a link to the Facebook Page.

At the end of September the dormitory coordinator attended two days of Freshers' Fayre where students were informed about the programme and given an opportunity to sign up as well as giving out Student Switch Off branded cotton bags and coasters. An SSO ambassador training session was held in the students' union that five 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. Each student also received an SSO branded T-shirt to wear on campus to promote the competition.

Three dormitory visits were carried out across the academic year in which the dormitory coordinator was accompanied by the university's Carbon Advisor and a couple of student ambassadors. These visits involved talking to students about saving energy and signing them up to SSO as well as leaving notes and coasters in empty kitchens. Student volunteers and the Sustainability team also conducted energy audits of the dormitories on top of these visits to see which items were left on in kitchens, leaving feedback for the residents and chocolates if they had switched everything off.

Ten energy-saving themed photo competitions took place on Facebook during the academic year with eleven students submitting photos across these competitions, in addition to a further nine through dormitory visits. There was a Climate Change quiz that took part in two rounds and in which 117 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, firstly through the University of Northampton SSO Facebook page (<https://www.facebook.com/northamptonstudentswitchoff>) and secondly through a mailing list that students had the opportunity to sign up to throughout the year. Through these channels communications were sent out regarding photo competitions, quizzes and general energy saving tips. At a number of points throughout the year the Estates team sent emails to all students living in dormitories to introduce SSO, launch the quiz and announce results throughout the year.

Throughout the year, prizes included Ben & Jerry's ice-cream vouchers and NUS extra cards.

A reward event was held on the 20th May 2016 where the winning dormitory was invited to a BBQ and a Ben and Jerry's ice-cream giveaway.

1.4.2 Key successes and challenges

A key success of the year at the University was having very passionate volunteers based in the dormitories, getting their flat-mates to save energy and enter the competitions. The fact that the sustainability team was able to conduct extra visits and audits on top of the dormitory coordinator's visits meant that residents were receiving extra face-to-face encouragement to save energy.

One challenge was that the students' union's funding for sustainability projects ended, meaning there was less support from them and less staff time/funding available for sustainability work. There were also fewer channels to reach residents as last year there were shared communication channels between Student Switch Off and the sustainability projects ran by the students' union.

1.5 Cranfield University

1.5.1 Communication and engagement with students

SSO launched at Cranfield University in early October 2015, however prior to this the dormitory coordinator met with Cranfield's Environment Coordinator to discuss dates for the year ahead. Posters were put up in each kitchen prior to students moving in advertising the campaign with a link to the Facebook page.

In October 2015 the dormitory coordinator attended two evenings of Fresher's Fayres; these were used to inform students about Student Switch Off and encourage them to sign up to the mailing list as well as giving out Student Switch Off branded cotton bags and coasters. At the beginning of the year an ambassador training sessions was held in which 24 students were informed about what Student Switch Off is and the ways in which they could get involved. During the academic year, two visits to dormitories were conducted and one stall was held in the 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 visits and stall.

Through a dedicated Cranfield Student Switch Off Facebook page (<https://www.facebook.com/cranfieldssso>), ten energy-saving themed photo competitions took place over the year; eleven submissions were received for these competitions from Cranfield students, in addition to five photos taken during dormitory visits. Two rounds of a climate change quiz also took place with 135 entrants. At each round of the climate change quiz an entrant was chosen at random to win Ben & Jerry's ice cream.

Communication with students largely took place in two ways, firstly through the Cranfield University SSO Facebook page and secondly through a mailing list that students had the opportunity to sign up to throughout the year. Through these, 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 to introduce SSO, launch the quiz and also announce results throughout the year.

Students who took part in SSO competitions were rewarded with Ben & Jerry's ice cream and NUS extra cards.

The winning dormitory, Mitchell, were rewarded with a BBQ on the 5th May in the CSA (Students' Association), over 40 students attended the event.

1.5.2 Key successes and challenges

One of the key successes was how engaged the student volunteers were throughout the year. Many of them were very knowledgeable about sustainability and were able to effectively relay accurate, complex information on energy saving to their peers. For every visit there were multiple volunteers to assist the dormitory coordinator, meaning more students were engaged on each visit.

One challenge that was faced at Cranfield University was that some communications that are successful at other universities were not as successful at engaging Cranfield students, particularly some of the Facebook communications. This is mainly because Cranfield University is entirely postgraduate (meaning students are older than the typical dormitory residents elsewhere) with many students studying sustainability-related courses. The tone of all communications had therefore needed to be tailored to accurately reflect the maturity and increased knowledge of sustainability of the students at Cranfield University.

1.6 De Montfort University

1.6.1 Communication and engagement with students

During summer 2015 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. Posters were printed and put up in every kitchen prior to residents moving in to inform residents about the campaign with a link to the Facebook Page.

The official launch occurred at the end of September 2015 when the dormitory coordinator attended the Welcome Weekend to discuss Student Switch Off and sign students up to the programme as well as giving out Student Switch Off branded cotton bags.

An ambassador training session was held on 15th October 2015; nine 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. Each volunteer was also given a Fairtrade cotton SSO branded T-shirt. The dormitory coordinator, accompanied by the Energy Manager and one or two student ambassadors, visited the dormitories on two occasions across the year; they spoke to students in the reception areas and flats, 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 with five students submitting photos, in addition to 34 taken as part of dormitory visits. There was also a climate change quiz, with two rounds, in which 207 residents took part and a participant was chosen at random at each round to win Ben & Jerry's ice cream.

Communication with students largely took place in two ways, firstly through the DMU SSO Facebook page (<https://www.facebook.com/DMUstudentswitchoff>) and secondly through a mailing list that students had the opportunity to sign up to throughout the year. Through these, 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 to introduce SSO, launch the quiz and also announce results throughout the year.

Students taking part in the regular competitions were rewarded with Ben & Jerry's ice-cream vouchers and NUS extra cards. Vouchers for the students' union were also offered, but were not chosen as prizes.

To reward the winning hall there was a Ben & Jerry's ice-cream giveaway on the 24th May 2016, which also included giant board games, sandwiches and fruit.

1.6.2 Key successes and challenges

A success at DMU this year was the face-to-face visits in which students appeared very interested in the campaign and happy to take part in the photo competitions and sign up to the mailing list. Some students had not heard about SSO prior to these visits so they were key to informing and engaging students.

A challenge faced at DMU was the lack of engagement on the Facebook page. Other forms of social media could be more successful in the future. A further challenge was that dates for the face-to-face visits were re-scheduled at the last minute and one being cancelled altogether, resulting in student volunteers not being able to attend and some dormitories not having a face-to-face visit.

1.7 University of Bath

1.7.1 Communication and engagement with students

In September 2015, this year's SSO campaign was launched at 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 to discuss responsibilities across the year, including access to accommodation blocks, communications and events. In October 2015 the dorm coordinator changed due to staffing changes at NUS.

This year 37 students received communications skills training, many of whom helped on dormitory visits and helped to spread the word about the competition over the year. This is a similar number to the 2014/15 year and demonstrates that students are particularly enthusiastic about this opportunity at the University of Bath.

Around 37.6% of students in dormitories signed up to the campaign, a total of 1,279 students. These students received regular emails about competitions and how to save energy. This was a very high number, almost 10% higher than last year. This success was due to excellent working with the staff in dormitories, who helped promote the campaign. The Facebook page (www.facebook.com/ssobath) was also successful with 268 people liking the page over the year. However the numbers of photo and videos uploaded to the Facebook page in regular competitions was lower this year: 24 compared to 33 last year.

The dormitory coordinator visited the dormitories three times to tell students about the Student Switch Off campaign and run competitions. A stall was also held during the Students' Union's Green Week. During these visits photos were taken of eight students who pledged to save energy, nine students entered a competition by having a photo of them saving energy and finally a face-to-face quiz was ran, engaging 20 students in facts about energy-saving.

The University of Bath Go Green team were a great help over the year, often joining the dorm coordinator for events and dormitory visits and helping with communications about the scheme.

The celebratory event was held on 14th April 2016. The students in the three dormitories who had saved the most energy (John Wood Court F, John Wood Court D and The Lodge) were invited to a free beer and a curry

night (with other drinks available) and were also given a free tub of Ben & Jerry's ice cream at the event. Around 30 people attended this event and enjoyed their prize.

1.7.2 Key successes and challenges

This year engagement in the campaign was particularly high with a fantastic number of students signed up to the mailing list and on the Facebook page. A large part of this is thanks to the staff in the dormitories who helped tell the students about the scheme and get them signed up. However, the students didn't always know what they were signing up for so this meant that the quality of engagement may not have been as good as previously, explaining the slight decrease in photo submissions. Students are also less engaged in Facebook as a social media tool and more students were not enthusiastic about the prize of Ben & Jerry's ice cream as there aren't any vegan options widely available yet. Overall, the energy saved this year is excellent – 7% compared to 2% saving last year. This seems to show that students are taking the message of energy-saving on board.

The dashboard was a particularly useful tool this year and students really enjoyed looking at it to see how their dormitory was doing. There were some challenges associated with the dashboard though, as some dormitories didn't have energy data and so couldn't be listed and others seemed to have incorrect data. Where it was possible, the university team rectified these glitches quickly, but it still meant that some students questioned the accuracy of the data. If these slight glitches could be ironed out in the future, the dashboard should be a fantastic engagement tool.

1.8 University of Warwick

1.8.1 Communication and engagement with students

After meeting with the Accommodation team, Sustainability team and the students' union at the beginning of the year to discuss the year ahead, the campaign launched in early October 2015. Posters were printed and put up in every kitchen prior to residents moving in to inform residents about the campaign with a link to the Facebook Page.

In early October the dormitory coordinator attended two days of Freshers' Fayre where students were informed about the programme and given an opportunity to sign up as well as giving out Student Switch Off branded cotton bags and coasters. An SSO ambassador training session was held in the students' union that 47 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. They also received a Fairtrade cotton T-shirt with the SSO logo on.

Three dormitory visits were carried out across the academic year in which the dormitory coordinator was accompanied by the university's Sustainability team and student ambassadors. These visits involved talking to students about saving energy and signing them up to SSO as well as leaving notes and coasters in empty kitchens.

Ten energy-saving themed photo competitions took place on Facebook during the academic year with 22 students submitting photos across these competitions, in addition to a further 28 taken as part of dormitory visits. There was a Climate Change quiz that took part in two rounds and in which 734 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, firstly through the University of Warwick SSO Facebook page (<https://www.facebook.com/ssowarwick>) and secondly through a mailing list that students had the opportunity to sign up to throughout the year. Through these channels 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 to introduce SSO, launch the

quiz and announce results throughout the year. The students' union publicised the dashboard through their communication channels and the dashboard was also broadcast on screens across campus (including inside dormitories) to raise awareness and generate interest in the competition.

Students taking part in the competitions were rewarded with students' union vouchers, Ben & Jerry's ice-cream vouchers and NUS extra cards.

A reward event will be held in June with some free Ben & Jerry's for the winning dormitory (Tocil). This will be combined with their existing end of year party to have maximum attendance.

1.8.2 Key successes and challenges

A key success at the University of Warwick is that the staff on campus (including the students' union) dedicated a lot of time to promoting the campaign. This meant that even when the dormitory coordinator was not on campus, there was still a presence of Student Switch Off (on top of the ambassador volunteers).

One of the biggest challenges at the University of Warwick was that the campus was so large that it was a challenge to visit every kitchen over the year. Students were, however, very engaged and tended to read the emails and other communications we send out.

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	1560	257	16. %	18	69	8	24.13%
SSSB	2084	356	17%	14	61	10	-3%
TOTAL	3644	613	17%	32	130	18	7.23%

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. This worked well even though there were multiple competitions – in the autumn term there were four separate competitions, and in the spring term there were also four (one for each dormitory in the city – one competition in Gothenburg, and three in Stockholm).

2.2 SGS

2.2.1 Communication and engagement with students

A Facebook page for Gothenburg (<http://www.facebook.com/gbgssso/>) was created at the beginning of the academic year 2015-2016 – this is in contrast with the previous academic year during which Gothenburg and Stockholm shared a common Facebook page. Posts on the Facebook page were made at least twice a week and included information about the campaign and various events, photographs, re-posts from other Student Switch Off Facebook pages, SAVES articles and blog posts. At the beginning of the academic year, two dormitory competitions e-mails were sent to all students living in the dorm area. On average twice a month, emails were sent to inform and encourage the students who signed up.

Three photo competitions and two climate quizzes were run on the Facebook page throughout the year. Prizes for these included cinema tickets, USB sticks, socks, warmers, and stand-by killers.

In order to recruit participants for the autumn competition, two dormitory visits were conducted in October 2015 by the dormitory coordinator and one ambassador. A stall was set up outside the student dormitories where the students passing by were informed about the campaign, they were given promotional material, and offered coffee and snacks.

Participants for the spring competition were recruited during two dormitory visits conducted by the dormitory coordinator in February and March 2016. The students that were signed up to the autumn competition were automatically signed up to the spring competition and they received an e-mail and a letter with all relevant information. During both competitions all the signed up students received cards that reminded them of their participation and encouraged them to save more energy. Three ambassador training meetings were held by the dormitory coordinator for both competitions where 18 ambassadors were recruited.

Throughout the year Student Switch Off was represented at four major University of Gothenburg events. The photo competitions and the quiz were promoted additionally during dormitory visits, participation at a dormitory event, and a first come, first serve brunch where information and promotional material were provided for 18 students.

Two celebratory events took place, one at the end of the autumn term, and another at the end of the spring term. At the end of the autumn competition an event was held at the pizzeria that is located in the same dormitory area on the 14th of January 2016. In total 23 students showed up and were offered pizza and soft drinks while the winning students were awarded with gift cards for organic groceries. At the end of the spring competition a celebratory event was held on the 14th of May 2016 at the student café of the neighbouring dormitory area. This event was a first come, first served brunch where 30 students showed up and the winners were awarded with gift cards for organic groceries.

2.2.2. Key successes and challenges

One of the successes was that during the spring dormitory visits most of the students were aware of Student Switch Off to some extent and thus they signed up without hesitation. Moreover, none of the students that were automatically signed up to the spring competition decided to quit the competition. Another success is the participation in both online quizzes that increased substantially since the previous year. An increase was also noticed in the number of students showing up and showing interest at Student Switch Off events.

Despite the fact that the photo competitions were extensively promoted, it was challenging to motivate the students to participate in them. Similarly, although 18 students were trained as ambassadors only two of them were actively promoting the campaign during both competitions. Another challenge was that the campaign did not have the support of the student association that is responsible for the common rooms in the dormitory area where the dormitory competition takes place and thus two events took place in another dormitory area.

2.3 SSSB

2.3.1 Communication and engagement with students

For the campaign in SSSB the common Facebook page (that was shared between SGS and SSSB the previous academic year) was used only for SSSB in 2015-16. In the beginning of the academic year many students became familiar with the campaign through various posts on Facebook. The Facebook page of Student Switch Off in Stockholm was active throughout the year as posts were made at least twice a week and included information about the campaign and various events. Similar information were also posted on Student Switch Off's account on Instagram. E-mails were sent every other two or three weeks to students that were signed up to the campaign.

At the beginning of each semester, and thus new SSO competition, e-mails were sent to all students living in the dorm area where SSO competition took place. The frequency of e-mails was the same as the previous year. However more personal Facebook posts were done this year.

The dormitory coordinator in Stockholm was in charge of conducting dorm visits in order to recruit ambassadors and to sign students up to the campaign. The dorm visits took place six times for each semester of the campaign. During the autumn campaign, the project coordinator conducted six dorm visits, two per dorm area.

During the dorm visits many students signed up for the competition while many others showed interest in the photo competition and the climate quiz. The students that were signed up to the autumn competition were automatically signed up to the spring competition and they received an e-mail and a letter with all relevant information. During both competitions all the signed up students received cards that reminded them of their participation and encouraged them to save more energy. Moreover, many students were signing up to the campaign during smaller events that took place in the dorm areas where free coffee and flyers were handed out.

Three photo competitions and two climate quizzes were run on the Facebook page and Instagram throughout the year. Prizes for these included cinema tickets and vouchers for Ben & Jerry's ice cream.

Throughout the year, three celebration events took place. The first event took place on the 16th of January 2016 at cafe Pica, a self-organized cafe which is ran by students that live in the dorm area of Lappis. The second event took place on the 17th of January 2016 at cafe Pablo, a self-organized cafe which is ran by students that live in the dorm area of Kungshamra. In each of these events, 50 students showed up, where they were offered free brunch and coffee. The third and last event took place at the main square of Lappis on the 23rd of May 2016. Ben & Jerry's sponsored the third event with ice cream whereas SSSB helped in arranging the place in order for the event to take place. It is estimated that approximately 150 students turned up at the last event.

During all the celebration events, the winners of the competition received their prizes which were gift cards for ICA Stores. Number of students coming to all the celebration events this academic year highly exceeded the number of students at last year's events.

Three weeks into the spring campaign, another event took place on the 6th of March 2016 in order to inform students about the competition and to find potential ambassadors. The event was held together with the student association of Lappis at Cafe Pica. During the event, free brunch was served together with coffee. During that day 35 students signed up for the spring competition whereas seven students signed up as ambassadors.

Throughout the year three ambassador trainings took place. One of them took place during the "free brunch" event whereas the other two took place in meeting rooms in KTH university and in common meeting rooms in the dorm area of Lappis. The number of ambassadors trained over the academic year, 14, exceeded the number trained last year.

2.3.2 Key successes and challenges

Student Switch Off in Stockholm had many successful moments this year. An important success was the events that were highly promoted on Facebook page and every time more than 40 students were showing up. During the events all the students were familiar with the campaign and all of them were open to discussing their energy saving habits and how they apply them in order to win. This was also the case during the dorm visits where the majority of the students were familiar with the concept and most of them wanted to sign up for the competition.

One of the main challenges for Student Switch Off in Stockholm was the photo competitions that took place throughout the year. Although the competitions were highly promoted, the participation was modest. Almost none of the students during the dorm visits accepted to take an instant photo for the competition. Another challenge was that many students felt "threatened" by the dorm visits. This is probably due to the fact that many student sublet the rooms and for this reason they didn't want to interact with anyone that could be associated with SSSB.

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	173	35	20%	6	17	3	5%
Vilnius Gediminas Technical University	2390	403	17%	24	200	42	20%
Vilnius College of Technology and Design	1211	183	15%	8	30	8	6%
Vilnius University	2287	334	15%	18	233	14	2%
Klaipeda State College	1112	113	10%	8	35	7	8%
TOTAL	7,173	1,068	15%	64	515	74	8%

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 2015. Throughout the year, students were engaged in various activities. Six students were trained as the Student Switch Off ambassadors. To spread the message and have a wider reach, four face-to-face visits were performed on campus between October 2015 and June 2016. On face-to-face visits 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 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 (not official consortium project partner) 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 2015. During the Fresher's fayre event student groups were asked to participate in a photo competition and share ideas on energy saving. A number of pictures were received, a couple of them receiving more than 550 likes on Facebook. The competition went viral, reaching 24,000 people, and the winning photo was awarded with SSO campaign jumpers and T-shirts. 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 second year, work together on communications and ensure that the dormitory coordinator was granted access to visit the halls on pre-agreed dates.

Throughout the second year, students were engaged in various activities. Twenty-four students were trained as Student Switch Off ambassadors in September and October 2015. To spread the message and have a wider reach, four face-to-face visits were performed on campus between October 2015 and June 2016. On face-to-face visits at least six 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, in addition to the 25 taken during the Fresher's Fayre. Further to this, two climate quizzes were launched (one in November and another in February) attracting 200 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 Gediminas Technical University through which photo competitions and climate quizzes were launched (<https://www.facebook.com/studentswitchoffLietuva/timeline>). 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 will take place on the 26th of June. Students from the winning hall from VGTU and other universities will be invited to have a joint BBQ in the VGTU and VU student campus.

3.3.2 Key successes and challenges

The dormitory administrator and head of Energy department 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 2015. 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, four face-to-face visits were performed on campus between October 2015 and June 2016. On face-to-face visits at least 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 through which photo competitions and climate quizzes were launched (<https://www.facebook.com/pages/VTDK-Student-Switch-Off/1504636449784915>). 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 (not official consortium project partner) 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 2016-2017.

3.5 Vilnius University

3.5.1 Communication and engagement with students

The SSO campaign launched in Vilnius University in September 2015. 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 dormitories on pre-agreed dates.

The SSO had a stall in one of the biggest students' event in Lithuania called FiDi (Physicist Day) organised by Vilnius University in April 2016. During this event student groups were asked to participate in a photo competition and share ideas on energy saving. A number of pictures were received. The winning photo was

awarded with SSO campaign jumpers and T-shirts. Event was highlighted by the biggest commercial TV channel in Lithuania TV3.

Throughout the year, students were engaged in various activities. Eighteen students were trained as the Student Switch Off ambassadors in September and October 2015. To spread the message and have a wider reach, four face-to-face visits were performed on campus between October 2015 and June 2016. On face-to-face visits at least 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.

3.5.2 Key successes and challenges

The dormitory administrator in Vilnius University (not official consortium project partner) 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 2016-2017 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 2015. 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 2015 and June 2016. On face-to-face visits 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 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.

3.6.2 key successes and challenges

The dormitory administrator in Klaipeda State College (not official consortium project partner) 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%	14	101	15	41.25%

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 2015 at the beginning of the academic year. Since this was the second year the campaign took place, a lot less preparation was needed. A plan of the activities was put together by the country manager, the dorm coordinator and other staff members, according to the successes of the previous year.

Residential assistants received training from the 31st of August 2015 until the 4th of September 2015. During the training, they received information about the SAVES program and on how energy is used at the student dormitories. On admission day (September the 6th, 2015), promotional material was handed out to the students. Following that, a welcome party was held on the 21st of September, in order for the students to get to know each other and to be introduced to the SAVES program while having a fun time.

Face-to-face visits were also conducted at the dormitories to raise awareness for the SSO campaign, throughout the year. Fourteen residents were recruited as ambassadors and they received training on the 14th of October. All of these ambassadors remained actively involved with the campaign during the whole academic year, which was a great success. Ambassadors were really enthusiastic about the competition; five of them were residents of the winning dormitory of this year's campaign, while they were also winners of the international league.

During the year, several engagement activities took place, such as six Facebook photo competitions and two Facebook Video Competitions with medium engagement (15 were submitted in total). Also the two climate change quizzes that were launched during the academic year were successful with 101 students participating.

Following last year's communication tools, the Facebook page ([Student Switch Off - Φοιτητικές Εστίες Πανεπιστημίου Κύπρου](#)) was used primarily, in addition to emails, mainly for announcements, reminders, and general information purposes, and face to face communication with residents, mostly done by ambassadors.

The end of the year event, took place on May the 11th 2016. The winning dormitory was rewarded with a party with free lunch, a certificate, and a bag of goodies (Gift Vouchers from a Large Chain Multi-Shop, Bags and T-shirts).

The rewards of the smaller competitions included free pizzas, t shirts, bags, coasters and food vouchers.

4.2.2 Key successes and challenges

The program ran successfully and smoothly. The students showed a lot of enthusiasm and the ambassadors were really passionate about promoting the various engagement activities. All the planned activities and tasks were carried out without any noteworthy problems. The results for the end of the year reflect this success, as the UCY managed to win the international league.

Once again the biggest challenge was to maintain the interest of the students throughout the academic year. Since this is the second year of the campaign unfortunately students didn't get as involved with the photo competitions, as they did last year. An observation was made that if more appealing prizes are provided for the following year, students will be more active. However since, for the following year there won't be any IEE funding, the need to find sponsors is becoming an urgency, and that is a challenge at itself.

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	Communications skills training	Online climate entries	Photo competition entries	% Energy savings
University of Athens	1,064	88	8.3%	8	121	19	0.31%
Technical University of Crete	78	78	100%	2	31	10	6.50%
TOTAL	1,142	166	14.5%	10	152	29	1%

5.2 University of Athens

5.2.1 Communications and engagement with students

Year 2 of the SSO campaign was launched in the University of Athens (UoA) in October 2015.

Facebook, face to face meetings, posters and emails were the main communication channels with the students. Through the UoA Facebook page students were informed about ways to save energy, updates to the energy saving campaign (i.e. photo competitions, visits to dormitories etc), the international aspect of the project (twinning and items posted on other universities' Facebook pages) and about interesting articles around climate change. Posts on Facebook were made at least every 1-2 weeks. This academic year special emphasis was given on the environmental aspect of project (i.e. man-made global warming) and a lot of articles and posts on this issue were posted on the page.

Three dormitory visits were performed in the beginning of the academic year to inform the students about the launch of the campaign. Two additional halls visits were performed later in the academic year. Promo-material was handed out to students during the visits (bags, coasters, flyers). Emails were used for the distribution of the baseline and follow-up questionnaires (behaviour change survey).

In total, eight energy-themed photo competitions took place in UoA with nineteen photo entries. Two sponsors were secured for the photo competitions. One sponsorship involved supermarket coupons (two coupons per competition) and the second sponsorship was a yearly discount card for restaurants and theaters (one card per competition). Two climate change quizzes were launched online with 121 entries (11% of students).

Eight student ambassadors were recruited in year 2. Face to face meetings were organized with the student ambassadors on a monthly basis to discuss progress, brainstorm ideas for activities and plan future SSO related activities. Two student ambassador recruitment seminars were organized: one in October 2015 and one in February 2016. With the help of the ambassadors a workshop on climate change and its relation to energy consumption was organized in April 2016. The workshop consisted of video projections, presentations and discussion at the end and lasted for two hours.

The cash prize for the end of year event was used for the purchase of an asset that will improve the daily lives of the residents of the dormitories. This had been agreed with the students in the first student focus group organised in June 2014. The students of the dormitories decided that the most useful appliance for them would be a washing machine.

5.2.2 Key successes and challenges

Key challenge for 2015-16 was the adaptation of the campaign to better match the university and dormitory set-up. The main adaptation measures taken were the additional emphasis put on climate change and man-made contribution and the collective rather than building specific activities. In addition, the international aspect of the project was communicated better through the Facebook page to show the significant potential for energy saving and climate change mitigation. The feedback collected from the residents showed that the adaptation measures were successful and well received.

A success for the campaign has been the active involvement of student ambassadors. Ways that student ambassadors helped in the campaign included: participation in dormitory visits, organization of a workshop, encouragement of friends to participate in engagement activities. On a monthly basis meetings were organized with the student ambassadors to monitor progress, brainstorm new ideas and plan future activities. It is also worth noting that because students stay in the dormitories for the entire duration of their studies, the fact that the campaign was implemented the year before and will continue for an additional year on a self-funding basis, enhanced the sense of commitment of the ambassadors to it as they see it as something they can invest in.

5.3 Technical University of Crete

5.3.1 Communications with students

The second year of the SSO campaign in the Technical University of Crete (TUC) was launched in October 2015. With the launch of the campaign, an informational email was sent to all residents about the SSO objectives and activities.

Two informational visits took place in the communal areas of the dormitory (October and April), where posters were uploaded and promotional material was distributed. The mailing forum was used as the main communication channel with the students. In addition, two door-to-doors visits were performed, in which students were informed about the campaign, asked about the thermal comfort conditions in their rooms, and suggested ways to save energy.

The TUC SSO Facebook page continued to inform students about ways to save energy, updates to the energy saving campaign in TUC, the international aspect of the project, and about interesting articles and applications about energy saving and climate change. Posts on Facebook were done at least every 1-2 weeks.

Eight photo competitions were held, and 10 photos were submitted in total. The prizes for every competition were one ticket from or to Athens by ferry inclusive of a cabin and a book about energy efficiency in the built environment. Two climate change quizzes were also launched online with 33 entries (46% of students).

The cash prize for the end of year event will be used for the purchase of an asset that will improve the daily lives of the residents of the dormitories. This had been agreed with the students in the first student focus group organised in June 2014.

5.3.2 Key successes and challenges

The dormitory students' union welcomed the SSO campaign in the TUC dormitory for the second year. The students and the technical and academic staff of the University will continue to make more efforts in the future in continuing the objectives of the SSO project.

Feedback from students has shown that the students that were already living in the dorms (~80%) continued to apply the adopted energy saving actions in year 2 while the new students became more familiar with simple energy saving actions. The key challenges in year 2 remained the maintaining of the interest of the students in the campaign and into energy saving and the tracking of their energy consumption.