



Co-funded by
the European Union

ABCinEnergy

Project Number:

2024-1-IT02-KA220-HED-000248190



WP3.3 – Training Material “Operate the Platform & Drive Day-to-Day Change”

TRACK 2 – Student/Staff Training

Marc Schwärzli, Maria Rottensteiner, WUS Austria, e-mail: marc.schwaerzli@wus-austria.org

Partners:





(1) Your Role in Campus Sustainability

- One person won't change the whole campus alone, but **personal actions matter** because they cut energy waste directly, build participation, create social norms, help identify building problems faster.
- Today's learning outcomes are:
 - You will learn how to operate the habit tracker
 - You will see how your daily choices support the campus strategy and why behaviour change matters.
 - You will learn about the power of motivation and collective action.

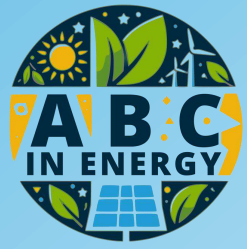




(1) Your Role in Campus Sustainability

- “*Every small habit adds up*”: how do my actions show up in campus progress?
- Waste happens in small but repeated actions, for example:
 - lights on in empty rooms
 - devices left running overnight
 - windows open while heating is on
 - unnecessary printing or equipment running
 - avoidable car trips
- When many people improve one small habit, we see changes in campus energy use, costs, and participation

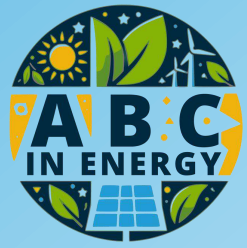




(1) Your Role in Campus Sustainability

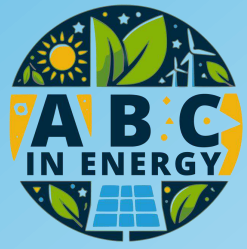
- Energy is not only an environmental issue. It's also a campus budget issue. If energy costs rise, that money can't be used for teaching and services:
 - Campus energy spend is €2,000,000/year
 - Library acquisitions make €400,000/year
- If campus saves **5%** energy that is **€100,000** saved, which can be used for *books*, months of *subscriptions*, *equipment* upgrades, student *support services* or even *new jobs*.





(1) Your Role in Campus Sustainability

- Shared mission objectives: *managers & staff & students* together drive campus change!
- Who does what:
 - *Managers/leadership*: set targets, support energy saving campaigns, remove barriers
 - *Facilities/technical teams*: fix faults, optimise heating, ventilation air condition schedules and monitor meters
 - *Admin staff*: daily practices (printing, shutdown routines, room bookings)
 - *Academic staff*: act as role-model, integrate into teaching and make class challenges
 - *Students*: fast adoption, peer influence, dorm/building challenges

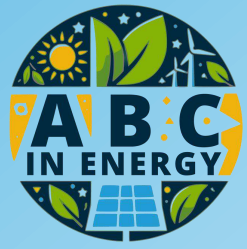


(1) Your Role in Campus Sustainability

- 2-minute mini-activity:
 - “Which habit is easiest for you this week?”
 - (a) Shut down PC
 - (b) Lights off when last out
 - (c) Report an issue through the official channel
 - (d) One low-carbon commute
 - (e) ...

Pick ONE!



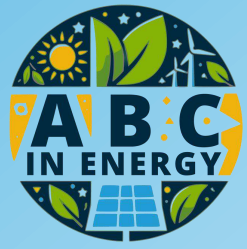


Co-funded by
the European Union

(2) Hands-On with the Habit Tracker

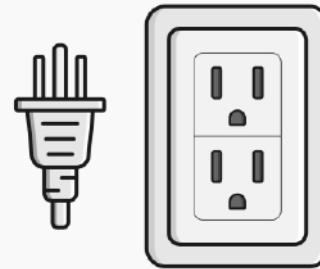
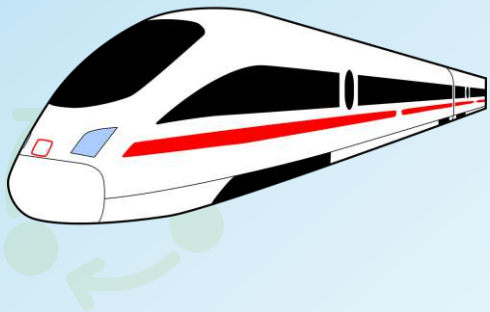
- The **habit tracker** makes small actions **visible**. We see them, we can **improve** them and prove improvement with data.
- Live demo: <https://app.abcinenergy.eu/>

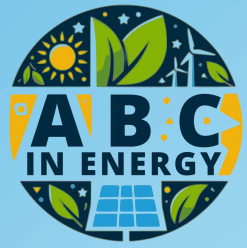




(2) Hands-On with the Habit Tracker

- A habit is a small **repeated** action that affects campus energy use.
- We focus on four areas:
 - Mobility (commutes & campus transport)
 - Heating & cooling usage
 - Electricity consumption
 - Water usage

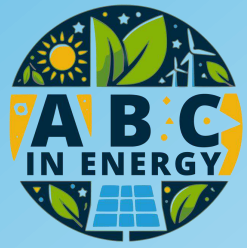




(2) Hands-On with the Habit Tracker

- Select or create an energy-saving habit!
 - A good habit is:
 - Specific (what exactly?)
 - Repeatable (how often?)
 - Easy (can I do it even on busy days?)
 - Observable (can I clearly say done/not done?)
 - Examples:
 - Weak: “Save energy”
 - Better: “Shut down PC at 17:00 every workday”
 - Best: “Shut down PC + switch off monitor + turn off meeting-room projector after use”





Co-funded by
the European Union

(2) Hands-On with the Habit Tracker

Question 4 of 19

For how many hours did you use heating/air conditioning in the university today?

0-2h

3-4h

5-6h

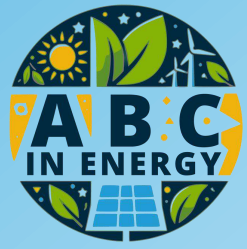
7-8h

Previous

Next

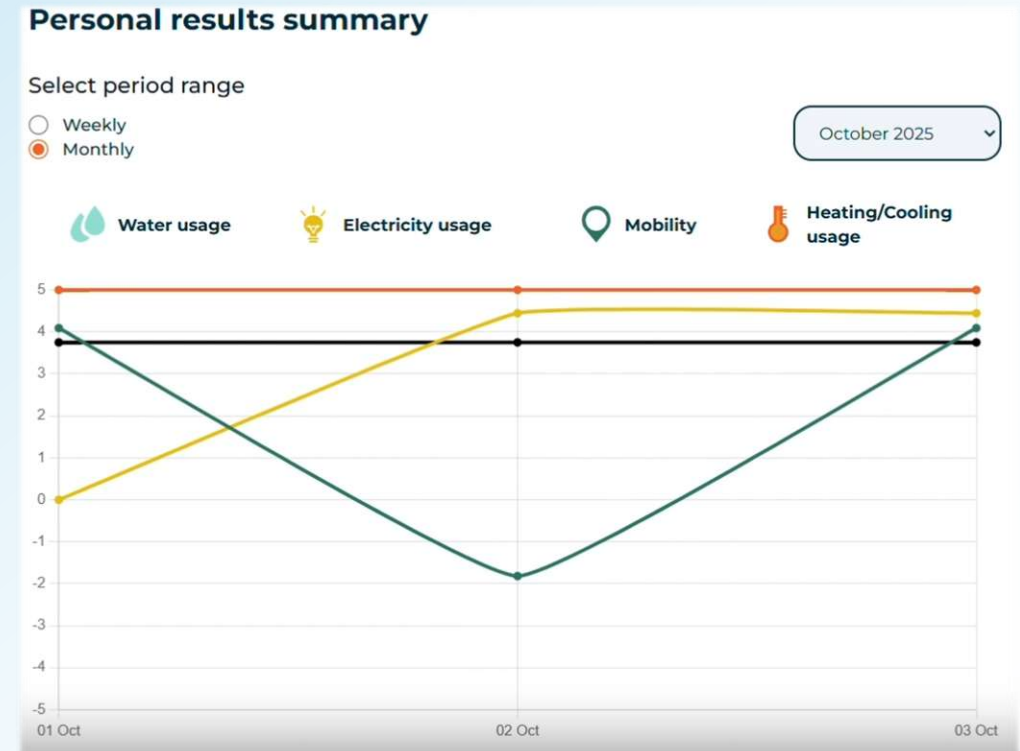
- Live demo: Record today's actions & view your daily "star" score
- The tracker converts your answers into a daily score (stars/points).
- Stars are approximate - they are designed for motivation and gamification, not exact engineering calculations.
- Today you got 7 stars. That does **not** mean '7 kWh saved.' It means you made several choices that *usually* reduce energy use. What matters most is your **trend over weeks and months.**

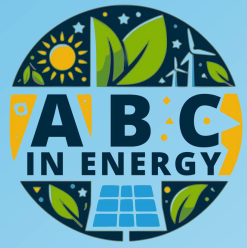




(2) Hands-On with the Habit Tracker

- **Mobile vs desktop walk-through**
 - Mobile (best for fast logging)
 - Quick daily log (30 - 60 seconds)
 - Push reminders
 - QR-code access from posters/entrances
 - Desktop (best for reflection and reporting)
 - Better view of weekly/monthly charts
 - Easier editing of habits/settings
 - Easier export/share summary for a Working Group or team lead

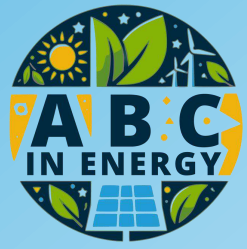




(2) Hands-On with the Habit Tracker

- Tool-independent annotation: “*skills are transferable to any habit-tracking system*”
- **The real workflow you’re learning works everywhere:**
 - Define one clear habit
 - Track it consistently (small daily input)
 - Review the feedback you receive (score/series/future trend)
 - Adjust the habit to make it easier or more specific
 - Share your outcomes to support team learning
 - Participate in campaigns



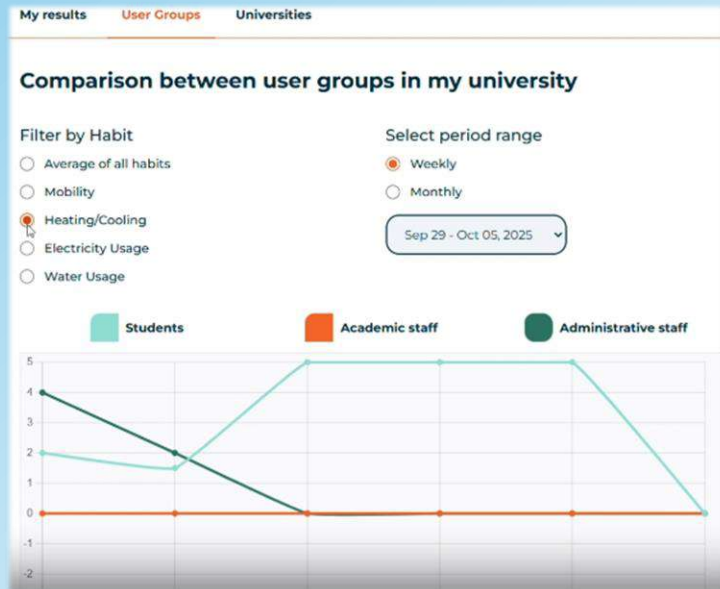


(2) Hands-On with the Habit Tracker

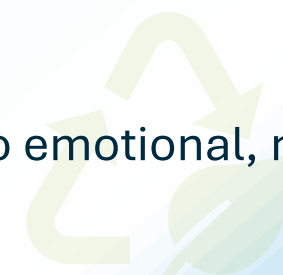
- 40-second end of chapter knowledge check:
 - What's better: five habits sometimes, or one habit consistently?
 - True/False: Stars equal exact kWh saved.
 - Name one habit in each category: electricity / heating-cooling / mobility / water.



(3) Daily Ops & Incident Reporting



- How to report an evident issue (reporting process):
 - **Location + symptom + time** is usually enough for technicians to act.
 - Add a photo only if it helps (and only if GDPR-safe)
 - Submit to administration/technical staff → get a **ticket/reference number**
 - Good description example (short and technical):
 - “Building A, Room A-2.14: A/C runs continuously even when set to OFF. Started today approx. 09:30. Display shows OFF but airflow continues.”
 - “Bad” description example (what to avoid):
 - “Someone keeps freezing us, please fix!!!” (Too emotional, no location, no symptoms, no time.)





Co-funded by
the European Union

(3) Daily Ops & Incident Reporting



- Simple data-privacy “do’s & don’ts”

- *GDPR recap icons:*

- **Lock** (🔒): use secure/approved systems (don’t post issues in public chats)
 - **Eye/crossed-out eye** (👁️/👁️): don’t expose personal data on screen or in images
 - **Person/ID card** (👤/?): “personal data” risk (faces, names, IDs, badges)
 - **Trash bin** (🗑️): don’t store unnecessary personal info
 - **Share arrow (warning)** (➡️/⚠️): don’t forward tickets/screenshots widely
 - **Checklist/minimum** (📋): only collect what’s necessary (data minimisation)
 - **Clock** (🕒): don’t keep personal data longer than needed
 - **Camera** (📷): be careful with photos (background may include people/screens)

- The rule of thumb: **“Report the problem, not the person.”**

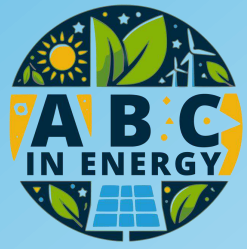


Co-funded by
the European Union

(3) Daily Ops & Incident Reporting

- Data-privacy “Do’s & Don’ts” during incident reporting
 - **Do**
 - Use official channel (HTP/helpdesk)
 - Write technical facts (what/where/when)
 - If a contact is required, use your own institutional email (as the system requests)
 - Take photos showing equipment only (thermostat, vent, tap), not people
 - **Don’t**
 - Don’t upload photos with faces, name badges, student lists
 - computer screens (emails, grades, personal info)
 - Don’t write sensitive details like: “Professor X is angry...”, “Student Y in room 2.14...”
 - Don’t share tickets/screenshots in large WhatsApp/Teams groups if they contain personal info
 - If you need a photo: step closer to the concerned *device* so the background disappears!





Co-funded by
the European Union

(3) Daily Ops & Incident Reporting

- 60-second chapter closing check
 - What are the three most important details in a report?
 - True/False: It's fine to post a photo with faces if the issue is urgent.
 - Why do we prefer tickets over informal messages?





(4) Motivating Colleagues & Peers

- Examples for **micro-campaigns** to support habit change:
- “*Turn-It-Off Tuesdays*” (lights, PCs)
 - A weekly theme day that repeats the same message: switch off what you don’t need - especially at lunch and end of day. It works because it’s:
 - easy to remember (“it’s Tuesday”), low effort (20 seconds), repeatable (builds routine)
 - How to run it:
 - *When*: every Tuesday for 4–6 weeks, *Where*: offices + meeting rooms + classrooms (and labs if appropriate), *Focus* behaviours (keep it to 2-3 max): lights off when last out, monitor/projector off after meetings, PC shut down at end of day (or sleep after X minutes)
 - Message example (what to post):
 - Title: Turn-It-Off Tuesday starts today
 - Text: Before lunch and before you leave:
 - Lights off when you’re the last one out
 - Monitor/projector off after meetings
 - PC shutdown at end of day (or set sleep mode) Log it in the habit tracker (takes <1 min): [HTP link]

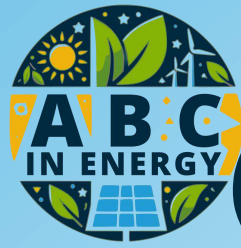




(4) Motivating Colleagues & Peers

- Examples for **micro-campaigns** to support habit change:
- *Micro-campaign: Office leaderboard (mobility vs. heating habits)*
 - A friendly competition between teams/units to encourage habits. The “leaderboard” is not about perfect measurement – it’s about:
 - motivation through friendly comparison, creating a shared goal, keeping habits visible week to week
 - Key rule: keep it positive + fair, two categories: mobility and Heating, give simple points or stars
 - Use team totals, not individual ranking, participation should be opt-in, compare similar groups where possible (admin vs admin, dorm vs dorm), reward effort and improvement, not only “winners”
 - Weekly update post (what to write)
 - Team A: Mobility 42 | Heating 28 | Total 70
 - Team B: Mobility 35 | Heating 30 | Total 65
 - Team C: Mobility 20 | Heating 40 | Total 60





(4) Motivational Update for a Micro-Campaign

- A good message is:
 - *Short, positive, clear about one action, easy to track (HTP link)*
- A practical template looks like:
 - *Title: short hook*
 - *Why it matters: 1 sentence*
 - *Do this today: 1–3 bullets*
 - *Track it: HTP link or instruction*
 - *Thanks/small win: positive closing*
- **Exercise (10 min):** Draft a **motivational update** for the micro campaign “*Turn-It-Off Tuesdays*” on MS Teams/E-Mail/Slack/What’s App, ... (depending what communication channel your institution uses)



(4) Exercise – Standard “model answer”

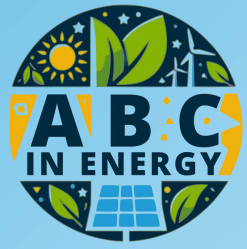
- **MS Teams (channel post):**

Title: Turn-It-Off Tuesday – 20 seconds to save energy

Hi everyone, today is **Turn-It-Off Tuesday** for [*building/unit*]. Before lunch and before you leave, please do 3 quick things:

- **Lights OFF** when you’re the last one out
 - **PC/Monitor OFF** (shutdown or sleep) when not in use
 - **Projector OFF** after meetings
- Log it in the habit tracker** (takes <1 minute): [*HTP link*] If you notice something stuck on (air conditioning, heating, lights), please report it via the official tool/helpdesk.

Thanks for helping – small habits add up. Questions: [*contact/Sustainability Working Group*]



Co-funded by
the European Union

(4) Motivating Colleagues & Peers

- Sharing **best-practice stories**: format for social-feed posts, e.g.
 - Vilnius TECH: SAVES / Student Switch Off Project
 - University of Graz: Efficient Electrical Energy Use
- We don't share best practices as long documents. We translate them into a short, practical post that people can copy.
- **Why best-practice posts work**
 - People trust “this worked elsewhere”
 - It reduces uncertainty (“we’re not guessing”)
 - It gives a clear model to copy in 1–2 steps





(4) Example: How to turn a “best practice” into a social-feed post

Climate neutrality isn't a slogan - it's a governance system. 

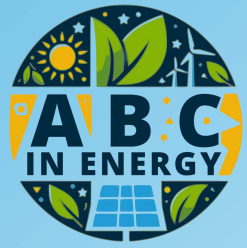
At the University of Graz (Austria), they're aiming for climate neutrality by **2040**, and they back it up with real structures: a **Climate Protection Advisory Board chaired by the Rector** , **data-driven emissions tracking**, and strong involvement of staff + students 

Why it works: **leadership + tracking = accountability and long-term progress** 

How to copy it 

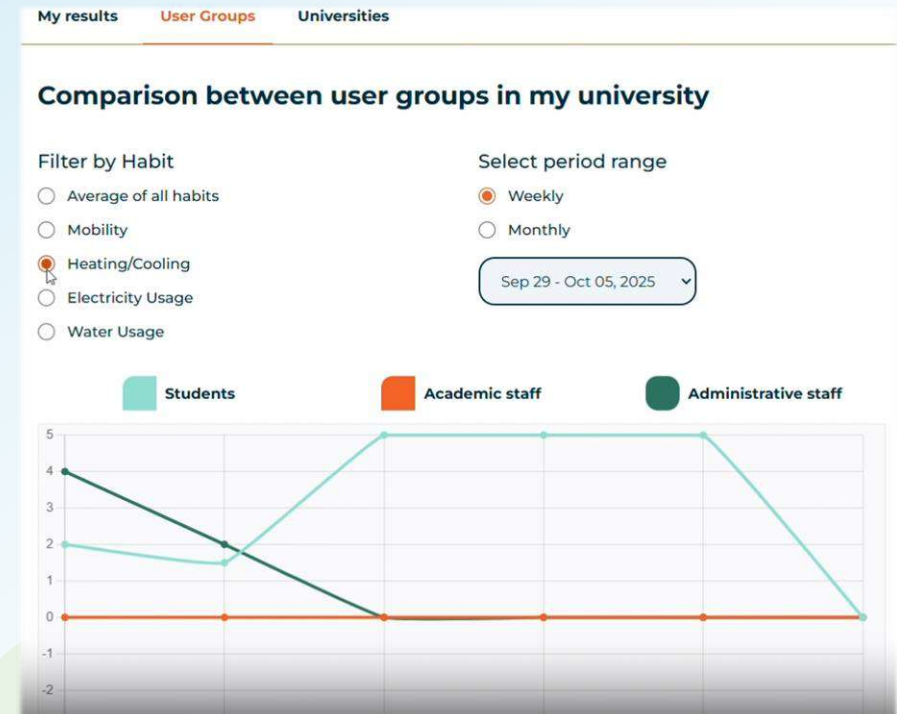
- 1) Assign a clear owner (working group + leadership sponsor)
- 2) Track energy/emissions regularly (dashboard + reporting rhythm)
- 3) Give staff + students clear roles to take action

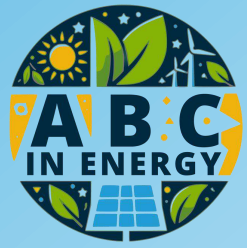
Want to help bring this model to your campus? Message the Sustainability Working Group here: [link/contact]



(5) Tracking Progress & Giving Feedback

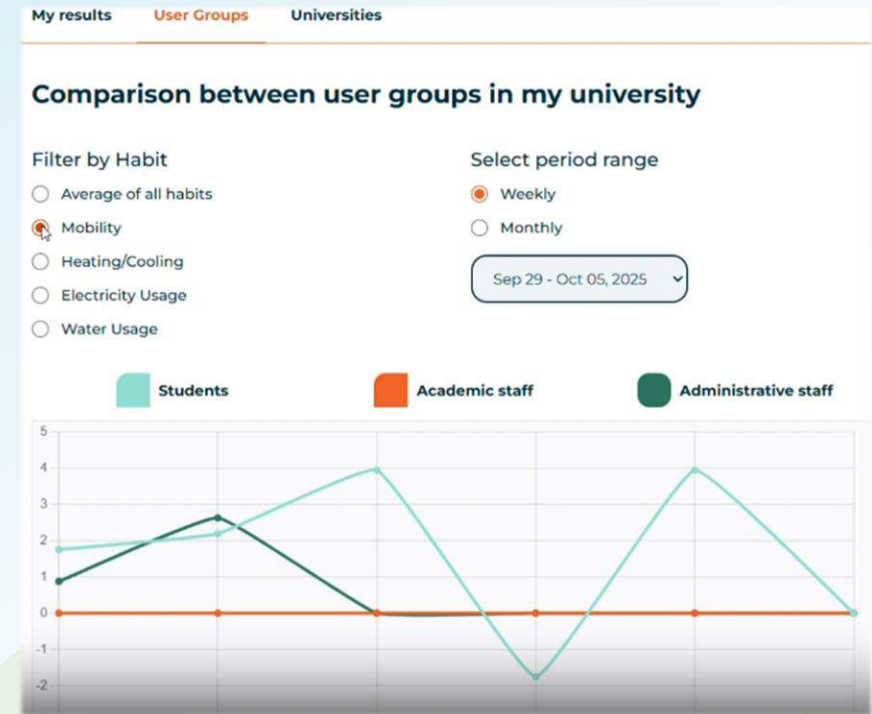
- The monthly dashboard is the campus progress scoreboard.
- It shows trends over time (month-to-month), not just what one person did today. It helps answer:
 - “Are we improving?”
 - “Which buildings/units are improving?”
 - “Which campaigns worked?”
 - “What should we focus on next month?”





(5) Tracking Progress & Giving Feedback

- Exporting your **habit data** and sharing with the Working Group (WG) manager
- Personal habit data is useful beyond motivation. When shared in a structured way, it helps the **Working Group** to:
 - spot patterns (e.g., repeated overheating reports)
 - see which habits/campaigns have traction
 - decide next month's focus (lighting? heating? mobility?)
 - support evidence-based requests to Facilities/Leadership
- Prefer team-level aggregated exports if the platform supports it (GDPR-friendly)
- Share through official channels, not personal chats





(5) Tracking Progress & Giving Feedback

- Continuous improvement, *Data* → *Reflection* → *Small change* → *Re-check* next month:
- What this loop means
 - **Data:** habits logged & issues reported & energy data
 - **Reflection:** what do we notice? what worked? what didn't?
 - **Small change:** choose one improvement (habit/campaign/technical fix)
 - **Re-check:** look again next month to confirm improvement
- The key idea: Don't try to fix everything at once - one small improvement per month is realistic and sustainable.





(5) Tracking Progress & Giving Feedback

- Submit feedback (what kind of feedback is useful?)
 - a. Tool/platform feedback (usability)**
 - *“Export button is hard to find on mobile.”, “Reminders: can we set weekly instead of daily?”,, “Charts are hard to read (contrast/accessibility).”*
 - b. Content feedback (habits & campaigns)**
 - *“This habit doesn’t fit lab rules—need a lab-safe version.”, “Add carpool / remote meeting options.”, “The question wording is confusing; can we simplify it?”*
 - c. Operations feedback (what campus can fix)**
 - *“Heating too high in Room B214 every morning.”, “Lights stay on in corridor after 22:00.”, “A/C runs overnight in Building C.”*





Co-funded by
the European Union



Do you have any questions?

Thanks!

Note: This project is funded by the European Union. Views and opinions expressed are those of the authors and do not necessarily reflect those of the European Union or the EACEA. Neither the European Union nor EACEA can be held responsible for them.

Partners:

