

The Social Power Project

Saving energy collectively in a gamification approach

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SOCIAL PÖWER

Gemeinsam Energie sparen.
Spielend leicht gemacht.



— GEBERT RÜF STIFTUNG —
WISSENSCHAFT BEWEGUNG

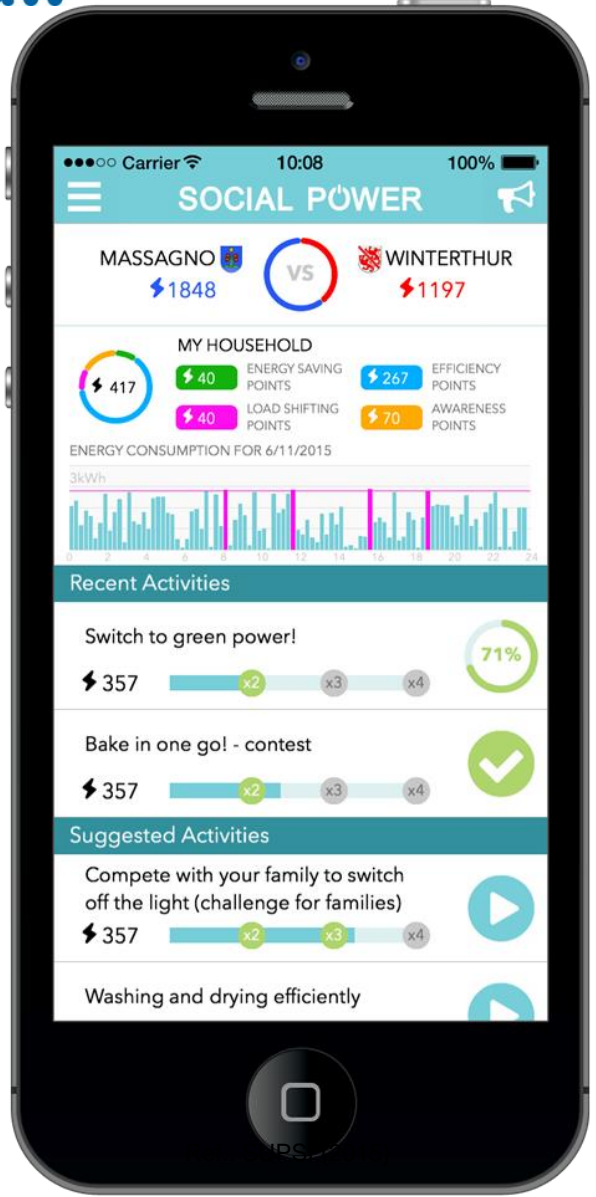
Social Power Project

Goals

- Raising households' engagement in energy conservation
- Testing **active feedback** of energy consumption
and **gamification** techniques (collaboration and competition)
- DSM programme with **smart meters** and **interactive social mobile app**

Procedure: Real-life experiments, N = 60 in each Massagno and Winterthur





The Social Power App

- ← **Game:** Competition / Collaboration
- ← **Energy Diary**
 - Individual performance and progression, historical data
- ← **Activities**
 - Challenges, Photo upload
 - Survey
 - Test «energy knowledge»
- ← **Energy Tips**
 - Info (Project, Glossary, Privacy, FAQ)