



GREENPLAY

NEWSLETTER

Issue #2, March 2016

Editorial

Happy Birthday to the GreenPlay project!

The GreenPlay project has started its activities in March 2015, for a duration of 3 years. It aims to raise the awareness of citizens about sustainable practices by offering them interactive monitoring tools to reduce their energy consumption.

The following work has been performed during this first year:

- Specifications of the systems and related modules,
- Starting the development of the Serious Game and the Smart Advice Generator,
- Identification of the cities to participate in the demonstration.

In addition, the visibility of the project has received a boost thanks to our on-line (website, social networks and newsletter) and off-line (information campaigns towards potential end-users) communication activities.

The project is now entering into its second year of development - soon, our end users will get access to the tools that we provide to help them monitor and reduce their energy consumption.



Consortium Meeting in Budapest

This second issue of the GreenPlay newsletter introduces the process by which the consortium selected demonstration sites and game specifications. Feel free to get informed regarding the project on our website (www.greenplay-project.eu) and through social networks, as well as interact with the consortium on these diverse platforms.

Message from the Coordinator

After one year of development, the H2020 GreenPlay project is moving forward with the first tangible results regarding the development of the platform for the monitoring energy consumption and the serious game dedicated to encourage and stimulate users. In addition, we have completed the identification and selection of three pilot sites in France and Spain that will allow us to test the first prototypes by the end of 2016. During this first year, we have been communicating with the general public to select 200 voluntary homes to proceed with our user tests. Also, we reached out to the scientific community at the international CAE (Computer-Aided Engineering) conference, and university students, particularly during the "24 hours innovation" in December 2015 where a team worked on the GreenPlay project for of 24 hours straight.



The second year of the project will hold even more promise, especially as the first prototypes are deployed and experiments are conducted, mobilizing the whole consortium.

Jérémy Legardeur

OTHER H2020 PROJECTS:
TOPIC EE-11-2014



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 649621



Who we are



TWO FRENCH CITIES SELECTED TO PARTICIPATE IN THE GREENPLAY PILOT

During 2015, a public tender was launched to identify partners able to provide a testbed for the innovative solution of GreenPlay. Two partners have been selected. the group COL 64, I-ENER, Courte Echelle and l'OPAC 38. They will be in charge of communication, recruitment and follow-up up with the 140 French homes selected for the pilot.

The participation in the GreenPlay pilot is completely voluntary, and everyone is eligible, tenants or owners of apartments or houses alike. The only necessary conditions to join the experiment are to have an internet access and a fully electric system (heating and hot water).

Once all the participating homes are identified, the installation of sensors (free of charge), will begin. The installation will be performed by our electricians who will also explain the general operation of the sensors and the eGreen platform. An energy audit (also free of charge), will also be conducted for participating homes in order to obtain information on current conditions (appliances, etc.). These steps will be concluded in the first half of 2016.

The GreenPlay pilot, including the platform and the game will go live in September 2016 for a one-year period. During this large-scale demonstration year (140 French homes and 60 Spanish homes), participants will be regularly informed about the results of the tests through the newsletters and the information posted on the eGreen platform. Participants will be queried, motivated and challenged by the GreenPlay game.



Pyrénées Atlantiques and Landes

A group of three partners has been selected:

-  Le COL: Comité Ouvrier du Logement, social cooperative in HLM (low-cost housing) production.
-  I-ENER: SAS Citizen energy producer.
-  Courte Echelle: Agency for local development and communication engineering projects

Targeted homes: 455 potential homes were targeted in the department (64) and south of the Landes (40). The communication campaign (flyer, video phoning, door to door ...) and recruitment has started in mid-January 2016 and will last until April 2016.

Website : <http://www.le-col.com/page.asp#>



Villefontaine (Isère, 38)

OPAC 38 was selected to integrate the GreenPlay project. OPAC 38 has a solid background in such European projects ICE WISH (2011-2014).

Targeted homes: the cities that were selected by OPAC 38 are Villefontaine and Isle d'Abeau, part of the Lyon urban area. Approximately 417 homes were selected for the GreenPlay experiment. The communication campaign (flyer, video, meetings and door to door ...) and recruitment has started at the end of January 2016 and will last until April 2016.

Website : <http://www.opac38.fr>



IN SPAIN

FIRST HOUSES SELECTED AT VIGO

The GreenPlay demonstration in Spain will take place in the city of Vigo and nearby villages. The selected households must comply with project requirements (internet access, electric HW and heating). Also, as required in the Call published by the EC, priority will be given to public buildings.

However, social housing, especially for rent is uncommon in Spain. Official statistics show the special characteristics in terms of housing ownership compared with models from other European countries where social rental is more common.

The city of Vigo has about 300,000 citizens in 114,455 dwellings. However, only 14,145 have wireless internet and individual heating (systems other than gas), fulfilling two of the three project requirements. There is no official data on the number of homes that meet all the requirements, and no dwellings database currently exists with all the information we require. Faimevi has performed the important task of collecting information, compiling a database of dwellings with 3,500 entries. Different information sources and stakeholders have been consulted, including real estate agents, given that they have the most comprehensive information on the housing situation in Vigo.

Housing stock, homes with internet access and individual heating: ownership / Gas

	RENTAL	OWN	OTHER	TOTAL
With Gas installation	2 260	13 775	1 500	17 535
Without Gas installation	1 755	10 375	2 015	14 145
No information	50	420	60	530
TOTAL	4 065	24 570	3 575	

In the absence of social rental housing to perform the selection, Faimevi has designed a strategy built around a major communications campaign to reach out to potential participants. The campaign was developed in two main stages - the phase was intended to disseminate knowledge about GreenPlay among citizens. This stage included the following actions: distribution of materials in homes, community centers, schools, libraries etc (5,000 newsletters, 10,000 leaflets, 200 posters), participation in events (presentations, seminars, conferences and publications) and online publications (websites and social networks).



The second stage included a door to door information campaign, showcasing the project to tenants living in homes that meet all the GreenPlay requirements. 3,500 eligible dwellings have been preselected to carry out this task.

In January 2016, after the 3,500 visits in the door to door campaign, 35 households were selected and the participation agreements have been signed. In addition, the campaign has provided important feedback from the public about the project. The questions raised by citizens during the campaign have been included in the FAQ section of the project website <http://www.greenplay-project.eu/preguntas-frecuentes/>

In March, the information campaign will be repeated in Cangas and Pontearreas (localities about 30 km from Vigo city center) to finalize the selection of housing.

THE GAME



The game will take place in a near future where the Earth is completely polluted, and where each player will aim to decontaminate a maximum number of areas (hexagons, see figure below) in a minimum time, and to become the wisest and most efficient energy saving expert in the Community. To do so, the players will be able to get decontamination kits by completing a number of challenges as they progress through the game. These challenges will essentially include the completion of energy savings objectives, but will also be based on users' art skills (drawings in decontaminated map areas that can be seen and rated by all other users, and ranked in the community) and on a battle mode, through which users will have the opportunity to fight for conquering and cleaning new areas. Any victory will be rewarded in Greenies, the game currency that will allow players to unlock new functionalities. The transfer of Greenies between players will also be allowed. Each map hexagon cleaned will become the property of one player, expand the user's drawing area, and therefore increase visibility and recognition from the community, on the GreenPlay platform and linked social networks.



Gameplay

Rewards: The GreenPlay game will be based on two main types of rewards:

- **Greenies** will be the virtual currency of the game. To earn greenies, the players will have to answer questions, complete challenges and be active in the Community, especially by attracting new players to the game.
- **Experience points** will be earned over time when completing the game challenges, and will allow players to reach higher game levels and get new decontamination kits.

Playing modes:

- **Challenges:** Premium players (equipped with sensors in their homes) will receive specific challenges from the platform related to their electricity consumption. In addition to individual challenges, the players will have the possibility to challenge other users and to bet Greenies.
- **Cleaning areas and drawing option:** the players will earn decontamination kits when reaching higher levels. Each kit can be used to clean up a targeted area and the six surrounding hexagons. Once an area is decontaminated, the player will be able to claim ownership and increase their visibility in the Community. The platform will offer an easy-to-use but powerful toolbox for creating and sharing drawings, around which specific challenges will also be proposed.
- The **Battle mode** will rely on the use of cleaning robots. While robots will be cleaning an area, players will be able to launch the battle mode and fight for the ownership of the hexagon being cleaned. The winner will have the responsibility to finish the decontamination of the hexagon and will then become the owner. The loser will have their robots blocked until the cleaning is completed by the winner. Moreover, specific cards (also earned through challenges) will enable improving the attack/defense skills of the players.
- **Team mode:** the players will have the opportunity to assemble teams, or to invite other users to collaborate on art drawing projects, equally sharing the benefits such as ranking scores.

Other surprises will be waiting for you in the game ... Be ready to play!

More information

 www.greenplay-project.eu

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