



GREENPLAY

NEWSLETTER

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EDITORIAL

It has already been 2 years that GreenPlay started! This European Project aims at helping households to sustainably reduce their electricity consumption while having fun and playing.

The development of the GreenPlay solution is progressing and composed by 3 connected components:

- Smart meters to monitor electrical consumption installed in dwellings for about 1 year;
- A customized platform to inform consumers about their own energy consumption. This platform is accessible through login and password sent to each dwelling for about 6 months. Its main objective is to help people reducing their consumption with customized advices and questions that provide "Greenies" (points). The more energy consumption reduction a player achieved, the more "Greenies" he earns... and the more he can play!
- The Apolis Planeta game. This is a game where consumer plays to decontaminate Earth in 2050.



APOLIS PLANETA

Willing to provide innovative and attractive game, the GreenPlay team worked on advanced features that took longer development time than initially planned. These features focus on interactions, sharing and challenges between players. A demonstration phase, aiming to test game efficiency, should start at the end of 2017 for a duration of 4 to 6 months.

Furthermore, Greenplay team is also working on consumer habits, environmental awareness, new business models on energy production and consumption, economic issues related to energy consumption reduction etc. All the results are regularly presented to professional, scientific community and general public, through participation to the thematic exhibitions, international scientific conferences or ideas competition. Greenplay will contribute on 1st and 2nd December 2017 to the 10 years of the 24h of innovation.

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GreenPlay team during the Consortium Meeting in Paris (Sept 2017)



Motivating users to change their energy consumption behaviour through gamification

Gamification is a process that consist in adding games or gamelike elements to non-game contexts so as to encourage participation and engagement of users.

Greenplay's main goal is to reduce energy consumption. In that sense, the Greenplay's application provides information on users consumption and how to reduce it. Thanks to gamification process, interest and participation increase thus creating a community that "plays" to reach that general objective.

The Greenplay platform relies on several game-design features:

- **Greenies (points):** Greenies are the virtual currency of the game, which can be used to draw on a decontaminated zone. There are two ways of getting some: for each completed challenge or by answering general questions that will be used to give advice to players.
- **Items:** Users receive cards for playing the game.
- **Levels:** they are essential to encourage users to keep on their actions.
- **Achievements:** They are displayed on the users' profile with their progress.

Those game-design elements are crucial to foster the users' involvement and engagement. With challenges launched during the game, the changes of behaviour become stable.

As a result, by using a gamification process to support users in the reduction of their energy consumption, GreenPlay ensure a long term engagement and change of behaviour.



GreenPlay project at the International Workshop on Demand Side Management in Jihlava

The GreenPlay project has been presented on May 22th, 2017 during the International Workshop on Energy Performance Contracts and Demand Side Management Experiences and Case Studies, in Jihlava, Czech Republic. The workshop was organised within the Interreg TOGETHER project supported by the CENTRAL EUROPE 2014-2020 programme. The project TOGETHER (Towards a Goal of Efficiency Through Energy Reduction) aims at encouraging the Central Europe Public Administrations to improve Energy Efficiency in their buildings also by involving users in energy management.



Based on that, the atomistic vision can change to a holistic vision of buildings as a whole of functions as well as the relationship between physical space, technological devices and users' need-behaviour. The objectives of the GreenPlay and TOGETHER projects are similar, although the focus groups are different. GreenPlay focuses on residential buildings, whereas TOGETHER focuses on public buildings. The key common point between both projects is the human factor. The concept of the game Apolis Planeta has been presented and raised a significant interest among the workshop attendees.



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European
Utility Week

GreenPlay at the European Utility Week

The European Utility Week Congress that gather every year more than 10.000 visitors and 400 exhibitors, was held in Amsterdam from 3th to 5th October. Launched in 1999, European Utility Week has grown to the premier event for next generation smart utility professional focusing on regional and global developments in Grid & Renewables, Energy Storage, Smart Metering, ICT, Data Management & Grid Security, Smart Homes & End Use, Smart Gas and Smart Water. The GreenPlay project, together with 5 others European projects, has been invited to give a speech to present their solutions and results to professionals.



GreenPlay's presentation has been focused on "Gaming with Energy Data and Energy Savings" with the following focuses:

- How to engage people through an innovative and gamified approach?
- How to use energy data collected with smart meter to raise awareness about energy savings?

It has been a wonderful opportunity to meet other experts involved in advanced projects focus on energy savings and to exchange with them. Among these interesting projects, two was very closed to GreenPlay project with a gamified approach of energy monitoring:



Energaware, the Simcity of energy use. You can build your own flat and learn how to save energy changing your behaviour thanks to cute cat advices.



PEAKapp, the Poker of energy use. Forecast your consumption pattern and bet with your friends to see who is more accurate.

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