



GREENPLAY

NEWSLETTER

Issued #6, March 2018

EDITORIAL

6 months before the end of the GreenPlay project and the experiment keeps going! The households equipped with 3 kinds of sensors for electricity consumption monitoring now have access to a personal visualisation platform on which they can see their consumption and play the game Apolis Planeta.

Among the highlights of these last months, it's worth notifying the following points:

- The arrival of a new partner in the project, EnergyLab replacing FAIMEVI notably in the management of the demonstration in Vigo. Welcome to the team! More information on Energylab's website:
▶ <http://www.energylab.es/eng/> ◀
- Apolis Planeta launched online in its Beta version in December 2017;
- Regular information emailing to the participants about the game rules and the upcoming events;
- Implementation of two regional contests within the three regions part of the experimentation in December 2017 and February 2018;
- Development of a mini game Island&Co completing the existing GreenPlay solution Users can already test and play since March 2018.

Regarding the activities of the GreenPlay team, we can highlight the participation of GreenPlay in the 10th edition of "24h for innovation" which took place at the Halle d'Iraty in Biarritz (France) on the 1st and 2nd December 2017.

The Consortium also participated in the international workshop "Empowering cities – Innovative strategies for Smart buildings and citizens" in Madrid on the 24th January 2018 (an article of this Newsletter is focusing on this event).



The 1st and 2nd of March 2018 the GreenPlay Consortium met at ESTIA's premises (Bidart, France) to work on the future project's actions regarding mainly the demonstration and the public and scientific communication.

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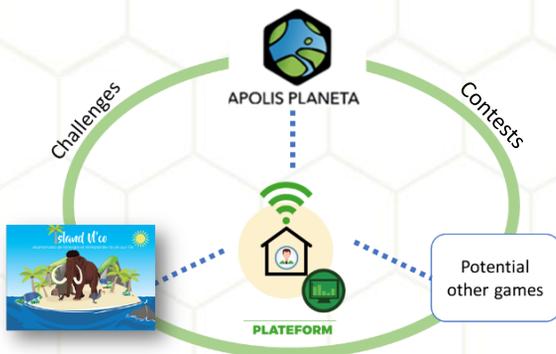


Strategy

The GreenPlay project faced common R&D issues mainly due to technical problems that pushed us to adjust our game development strategy.

Indeed, the development of the game Apolis Planeta has been seriously delayed compared to the plan. And, the V2 of the game has an insufficient qualitative level to ensure a good user experience. A new strategy has then been adopted in order to achieve our goals:

1. **Improve and test Apolis Planeta as a “proof of concept”**
2. **Include an existing mini-game in the experimentation**
3. **Launch energy contests to boost the community**



Apolis Planeta

The main objective of the consortium remains to get a playable a version of the serious game Apolis Planeta for the users. A new version is currently being developed (version #3). The release is scheduled for early May 2018.

Island&Co

This mini-game is based on the objective of clean-up the island and reseed life by saving energy in its daily life. Energy challenges enable players to earn Blue Points (similar to greenies in Apolis Planeta) to recreate an eco-system by buying plants and animals.



Energy contests

Energy contests are launched between the three regions part of the experimentation. The following article presents more in details this aspect.



Inter-regions contests: who will win the trophy?

Since December 2017, the GreenPlay project is proposing challenges to its users through inter-regional competitions. Those challenges are organised over a week (from Monday to Sunday) and target one of the three electricity consumption sensors installed in the households participating in the GreenPlay experimentation. Efforts made to reduce the energy consumption for each challenge are therefore focused on one single kind of activity.

The principle is simple: the three regions selected for the GreenPlay experience (i.e. East of France, south-west of France and the region of Vigo in Spain) are competing and at the end of the contest week, the region presenting the lowest electricity consumption on the chosen sensor is rewarded. But above the competition, it's a real collaborative work. Reaching the objective is possible if and only if all the participants, linked by their geographical proximity, reduce their energy consumption.

So far, two inter-regional competitions have been organised: the first one in December 2017 and more recently in February 2018.

The first challenge targeted hot water and has pushed participants to reduce their consumption during one week. For this first edition the South-East region stood out from the others and won the contest.

The second challenge that started in early February, encouraged participants to reduce the indoor temperature of their household and thus reduce the electricity consumption related to heating.

In this second challenge, the Vigo region inhabitants have demonstrated their efforts and their unity in the reduction of energy consumption.

The users engaged in this type of challenge are not acting only for themselves anymore, they are acting for the community. The idea is to promote team spirit and to defend the region's colours through a common effort of reduction of electricity consumption.

Several other challenges are planned by the end of the GreenPlay project (August 2018) in order to motivate the participants to reduce their electrical consumption in a friendly way!

Monitoring of energy consumption

Within GreenPlay, all households are equipped with three sensors in order to monitor energy consumption and measure total electricity, heating energy and domestic hot water consumption and indoor air temperature. The data registration started more than one year ago and the data are collected each minute enabling a detailed energy consumption analysis.



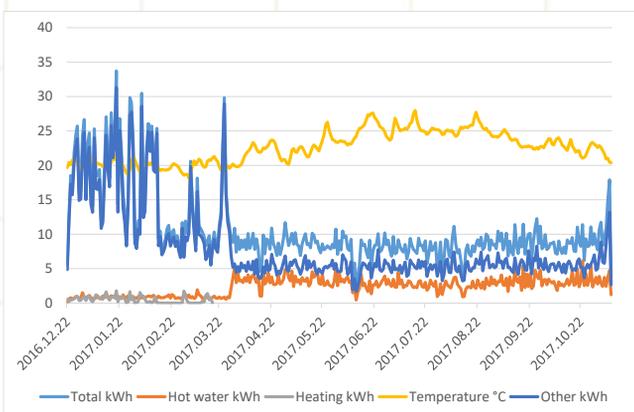


Monitoring of energy consumption

Within the GreenPlay project the data will be assessed by using scientific methods to fulfill the following objectives:

- To determine the total energy savings as a result of the project;
- To analyse the impact of individual energy challenges;
- To compare the savings achieved by active and inactive game players;
- To compare the energy savings of the three different pilot areas (NW Spain, SE France and SW France).

Consumption trends of individual apartments can be visualised using the eGreen platform and checked by tenants. This direct feedback about own consumption is the most effective tool to change behaviour. Involvement of users into such common data analysis is called analytical demand side management, which is a successfully used tool to increase energy awareness.



Highlight on an event:

The workshop “Empowering cities: Innovative strategies for Smart buildings and citizens”

The GreenPlay project, represented by our partner Euroquality, took part in the strategic workshop organised the 24th of February 2018 in Madrid



Organised by the research center CIRCE, under the umbrella of two of the European projects (NEED4B and TRIBE), this workshop gathered up to fifteen entities that showed the new solutions they have developed thanks to their projects in the fields of ICTs and energy efficiency, in order to reduce the energy consumption of buildings. More than 70 professionals from companies, research centers, universities and public bodies came from all across Europe.





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The workshop “Empowering cities: Innovative strategies for Smart buildings and citizens”

Although these solutions share the same final goal, the way to achieve it differs from one to another. From new methodologies for designing buildings to software applications or social videogames, the workshop showed the different strategies developed in R&D projects that aim to contribute to a lower consumption of buildings at every stage of their life cycle, addressing both the building and its users and occupants. The GreenPlay solution has been presented within the session “ICT-based solutions for energy efficiency buildings” and raised the question of “How to engage customer and help them to save energy through a game and social networks?”

Additionally, the event promoted the establishment of synergies between the key players of this sector, as well as the proposal of new R&D&I projects. Three main roundtables took place in parallel to discuss and share expertise about the upcoming EU funding opportunities:

- Roundtable #1 : Socio-economic actions towards a sustainable energy use
- Roundtable #2 : Solutions and services for building renovation
- Roundtable #3 : Assessment of energy behavior of buildings



The video of the event is available on our website! 

MORE INFORMATION



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