

TAKING
COOPERATION
FORWARD



International Workshop about Energy Consumer Behaviour, Consumption Practices and Rebound Effect



Greenplay - A game to promote energy efficiency actions



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Project idea and
scope

E-Green Platform

Concept of the
game

Apolis planeta
game

Pilot and
demonstration

Mini games

Conclusion



The idea

- Raising awareness about energy consumption
- Encouraging players to consume less energy
- Energy savings translate into in-game resources, having a direct impact on the game
- Multiplatform (PC, mobile and tablet versions)



Pilot scope

- Involving 200 households
- Conducting an on-site energy audit, taking inventory of appliances by asking questions on the platform,
- Climate awareness survey
- Installing connected smart electricity meters, providing real-time data

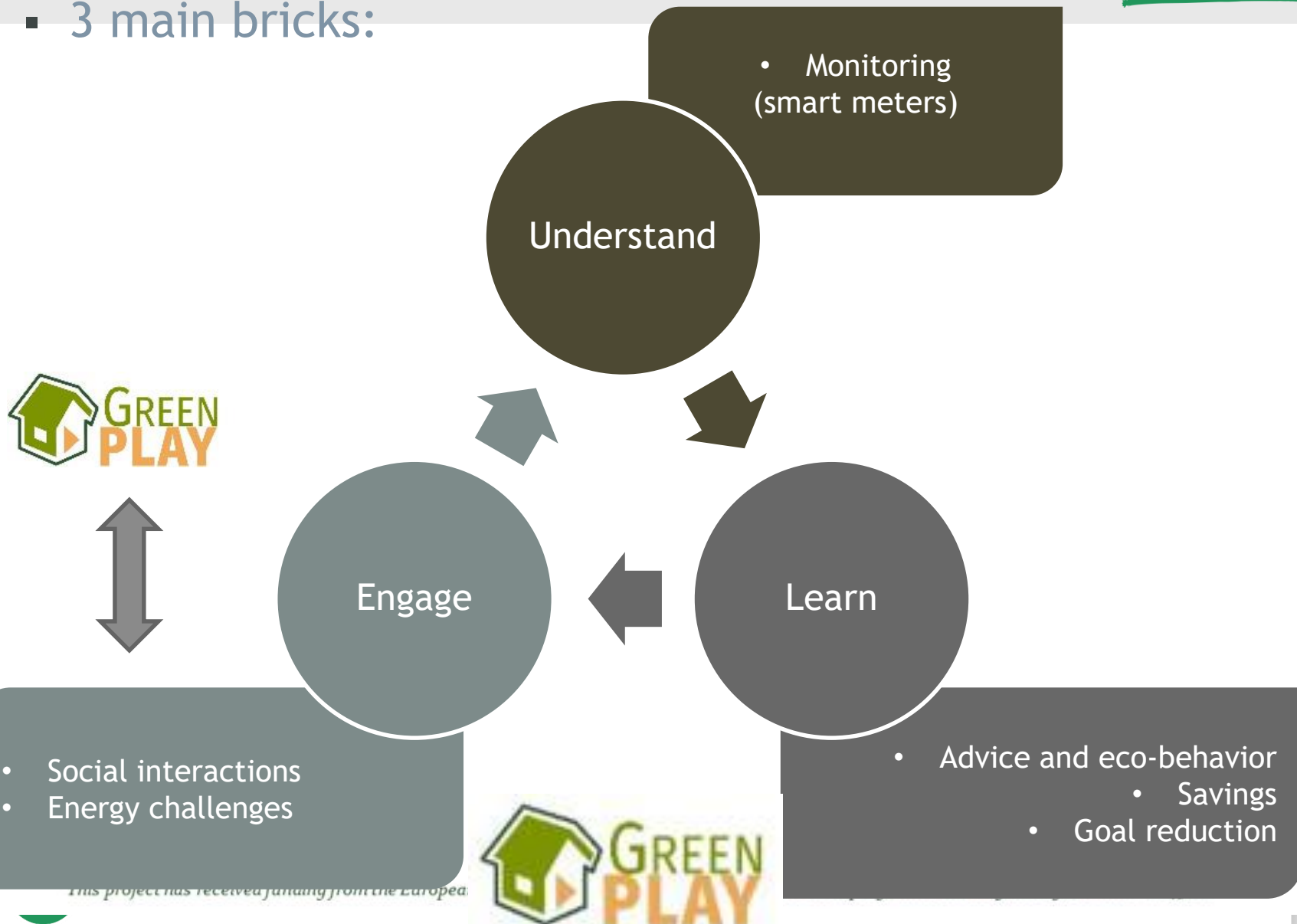


A serious game

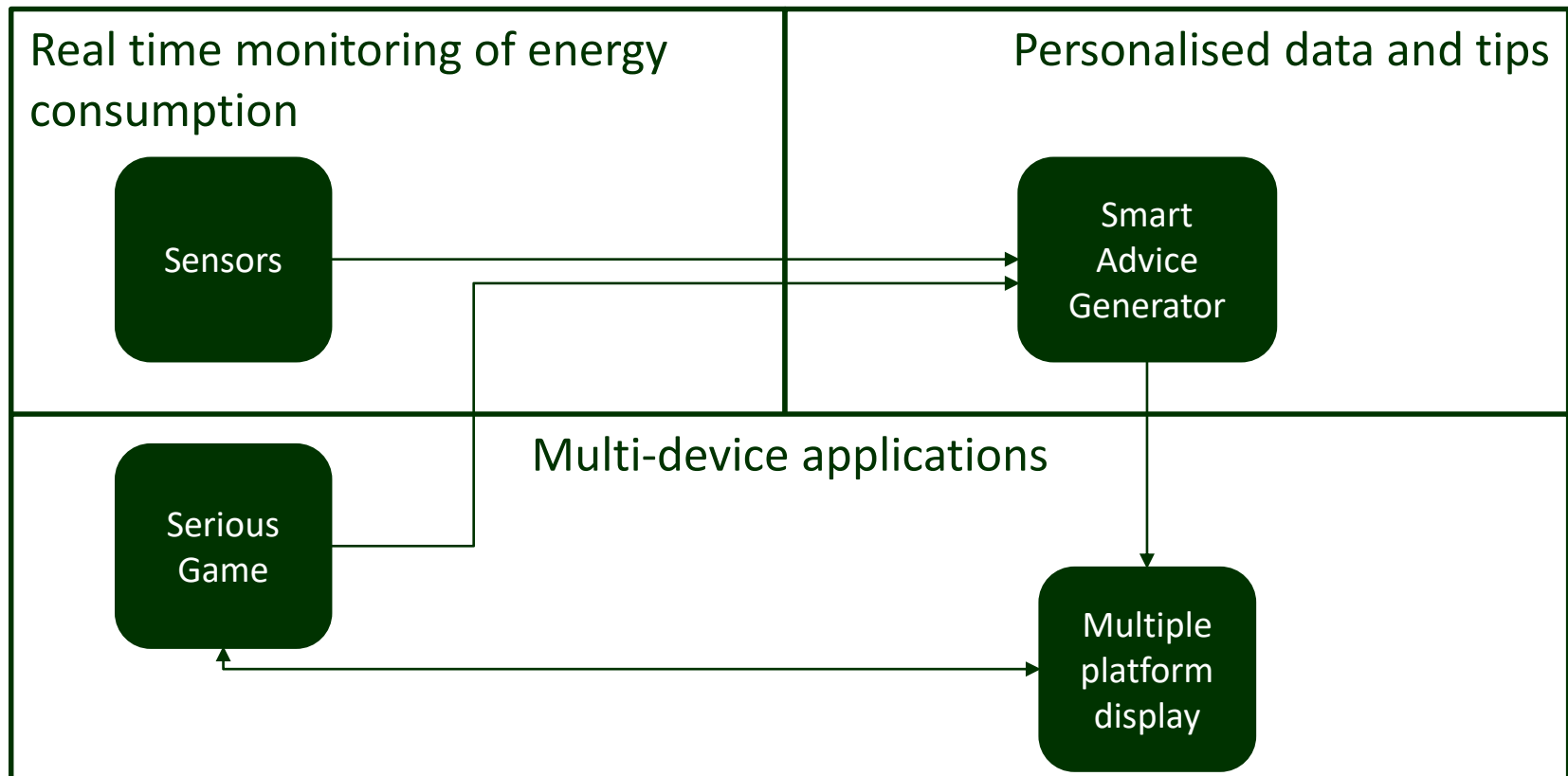
- Designed for a purpose other than pure entertainment
- An innovative training tool to develop skills.
- Adds value beyond entertainment
- Associated with education, but also used for increasing awareness of an issue



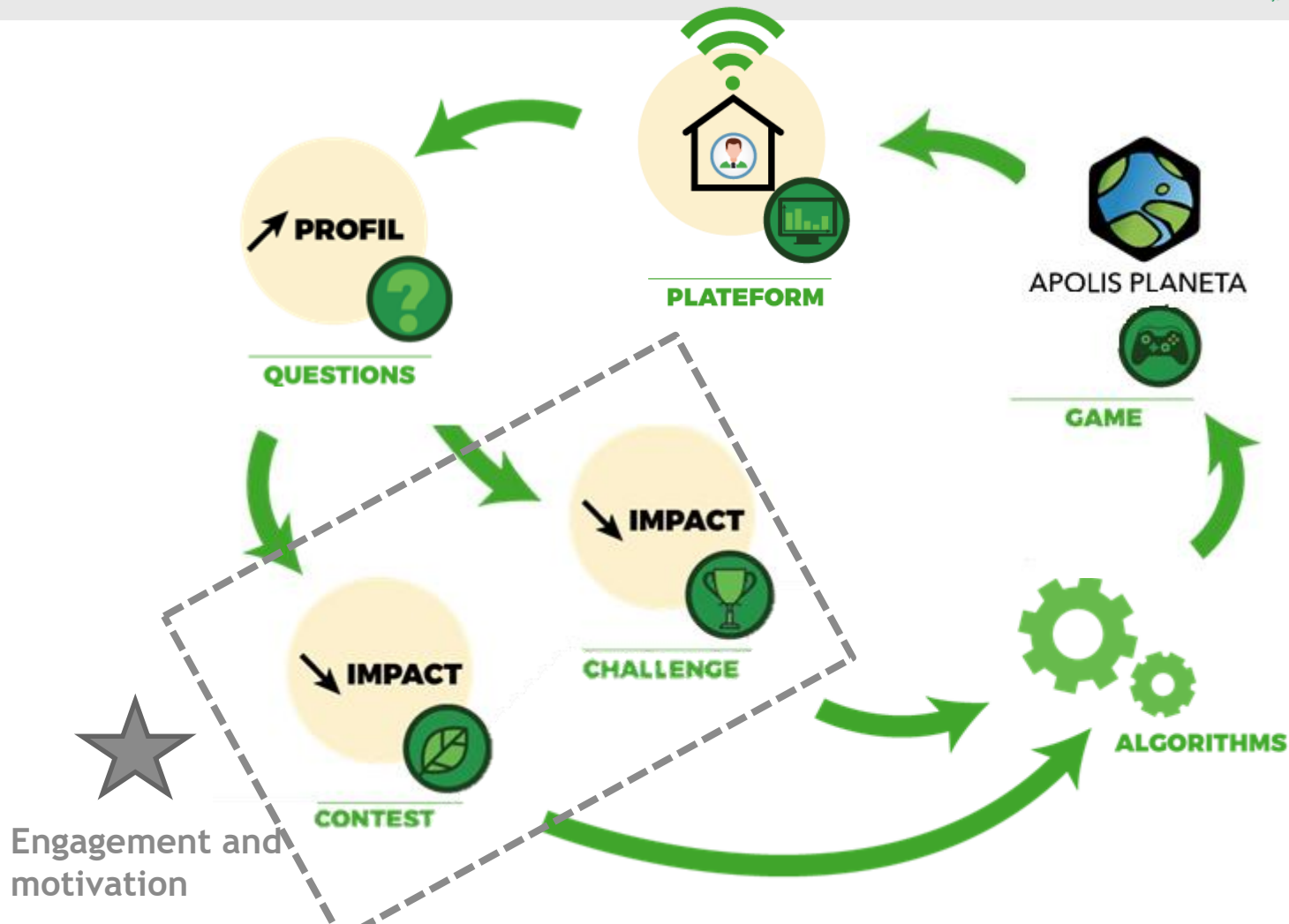
- 3 main bricks:



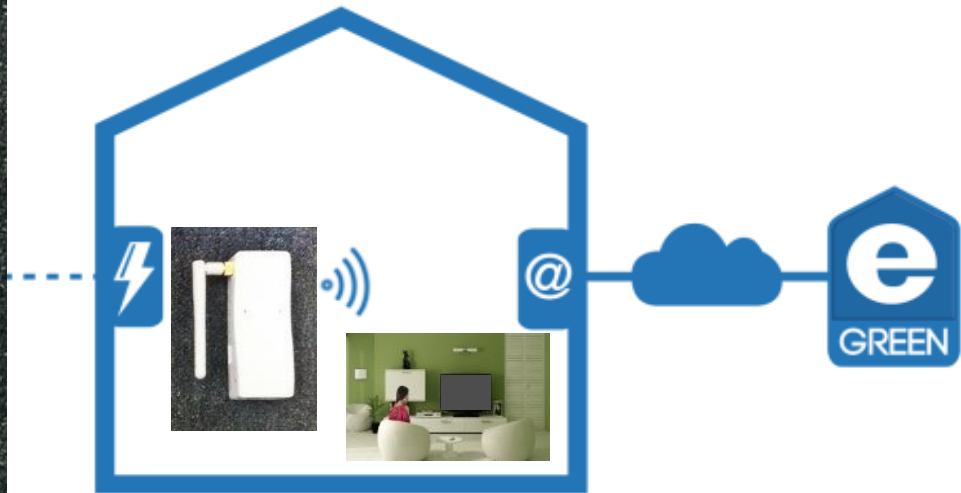
A FOUR COMPONENTS SYSTEM



FRAMEWORK OF THE GAME



Real time energy consumption monitoring with sensors





The Earth is completely polluted and life expectancy is declining dramatically.

Scientists have discovered a new bacteria that capturing most chemical and air pollutants. But these bacteria needs huge amount of energy to grow up and live.

Massive energy savings are then required to decontaminate the Earth, this is where your help is needed.

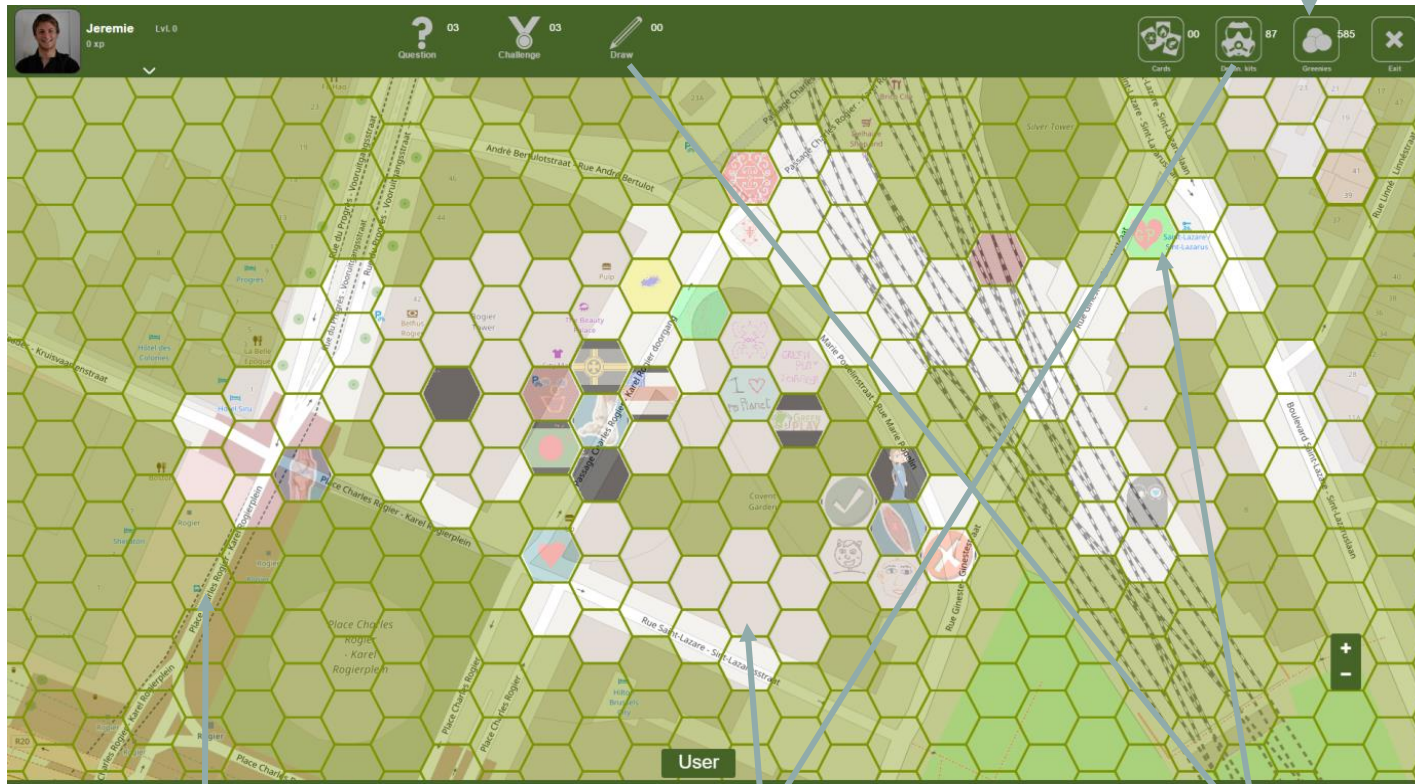
**Join the community, take up the challenge, and save the word:
become a citizen of Apolis Planeta**

APOLIS PLANETA GAME

The social network and game to promote positive and sustainable **act^{TOGETHER}**

User's profil

Greenies



Polluted hexagon

Depolluted hexagon

Drawings



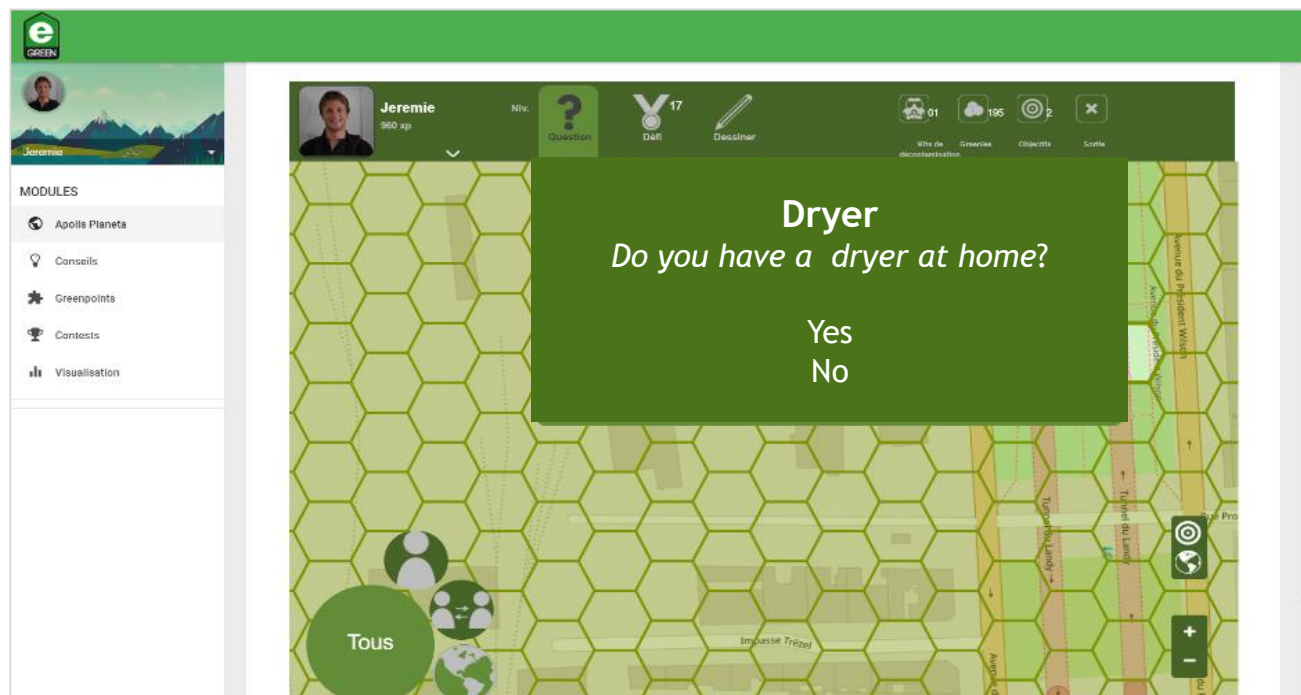
Clean-up the Earth in 2020 by saving energy today !

financing from the European Union's Horizon 2020 research and innovation programme under grant agreement No 6416521



How to get Greenies?

Answer questions
Basic questions on the user's habits



Learn about the user consumption habits to provide tailored advices



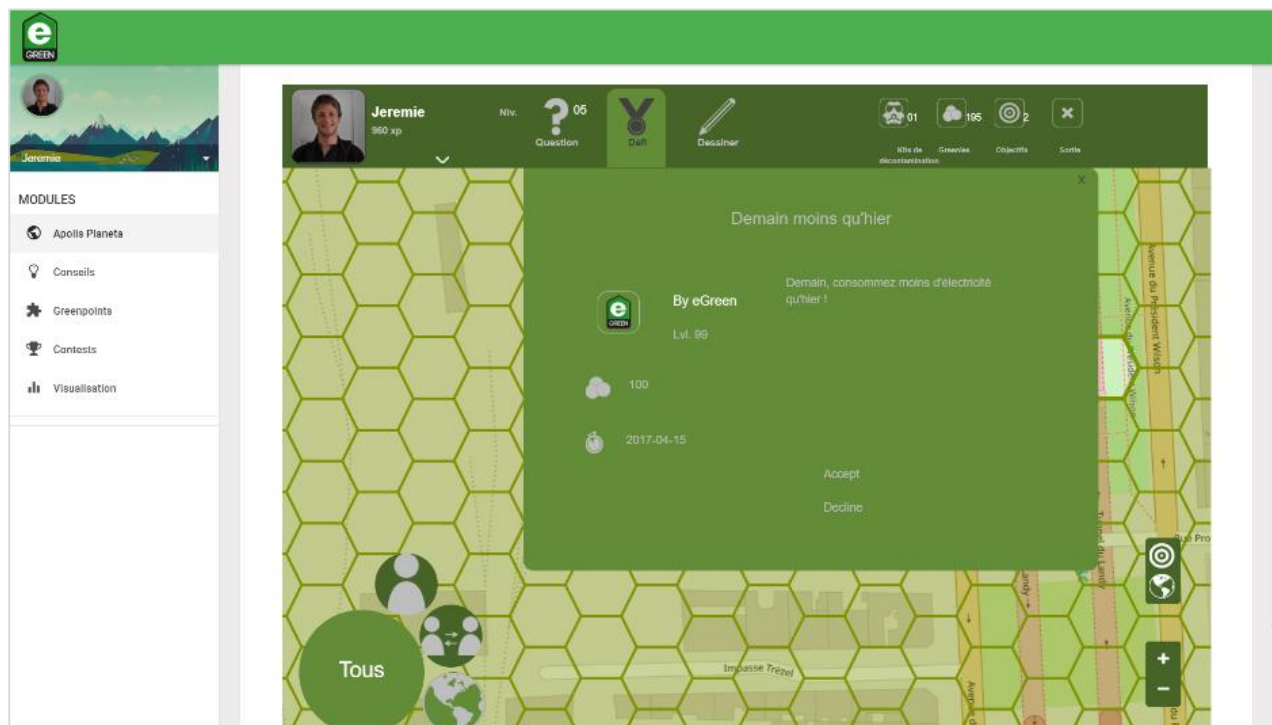
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How to get Greenies?

Complete challenges

e.g. “Decrease your consumption compare to yesterday”



Motivate users to change their habits and behavior to decrease energy consumption



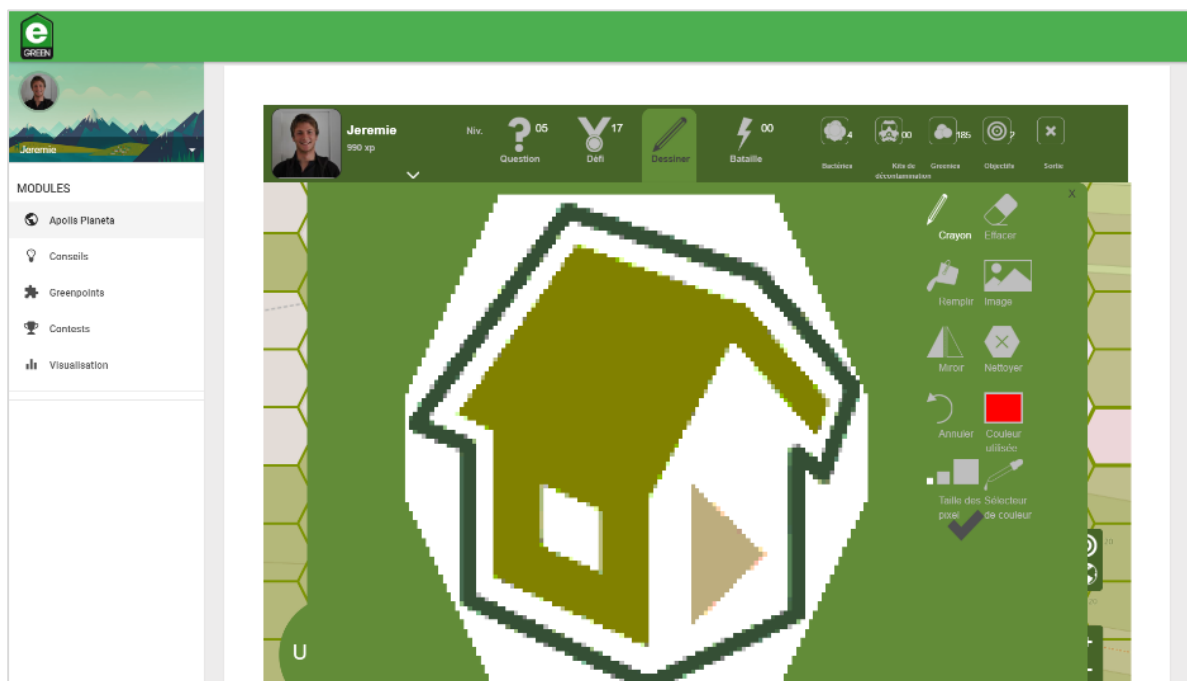
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What to do with Greenies?

Pixel Art and social network
Leave your message on earth!



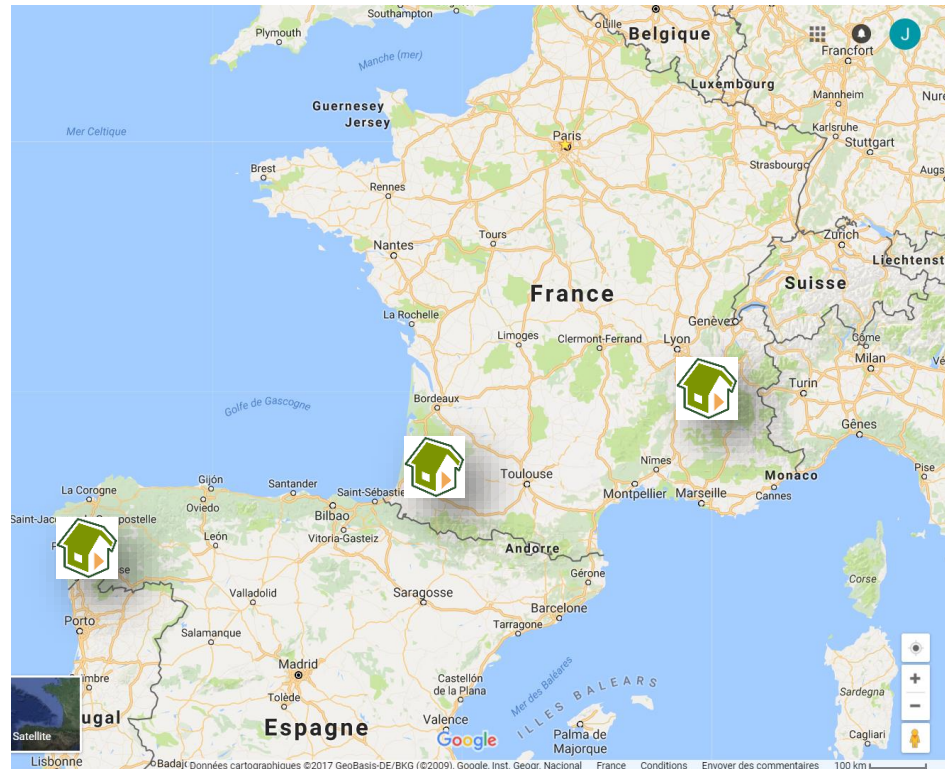
Motivate users and create emulation between players



Clean-up the Earth's in 2020 by saving energy today!



- **200 households equipped in Spain and France**
- **4 sensors :**
 - ☐ **General consumption**
 - ☐ **Heating**
 - ☐ **Water heater**
 - ☐ **Temperature**

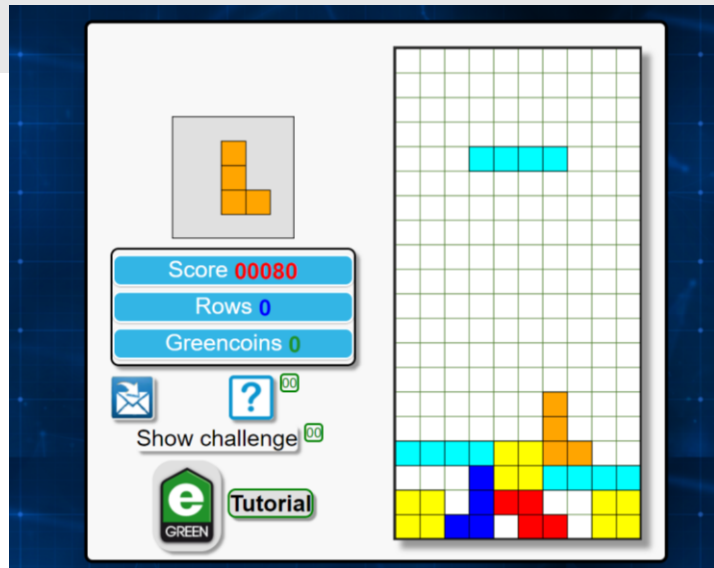


Demonstration on-going (since April 2016)

financed from the European Union's Horizon 2020 research and innovation programme under grant agreement No 649621



EXAMPLES OF MINI-GAMES CONNECTED



Tetris

- Advice and question to earn greenies and play
- Social interaction with best score
- Energy challenge



Island N'co

- Clean-up the Island and reseed life
- Earn Greenies by saving energy
- Recreate an eco-system by buying plants and animals

CONCLUSIONS

- Main difficulties:
 - find participating apartments,
 - game scope too ambitious
- Continuous development
 - New features will be added continuously as v2.0 is developed
 - Gameplay will be continuously monitored and the balance will be adjusted as necessary
 - Feedback from users will be sought
- After game savings will be determined





200 TEST HOUSES

THE DEMONSTRATION WILL TAKE PLACE IN THREE EUROPEAN CITIES AND REACH AT LEAST 200 HOMES

Thank you for your
attention!



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