

European Union's Horizon 2020 programme



## Presentation of the GreenPlay project

**Tamás Csoknyai**

GreenPlay project – A game to promote energy efficiency actions



# OBJECTIVES OF THE GREENPLAY PROJECT

## ■ Raise awareness among citizens through

- real time monitoring energy consumption platform
- development of a serious game

DEEPEN PEOPLE'S INVOLVMENT IN ENERGY EFFICIENCY IN THEIR DAILY LIFE TO SAVE ENERGY

### OBJECTIVE 1

Deepen public knowledge about environment

### OBJECTIVE 2

Go further with personalised data and tips

### OBJECTIVE 3

Become part of people's daily life and habits

### OBJECTIVE 4

Ensure the sustainability of the solution

From relevant information

To individual actions

In a long term prospective



## 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)



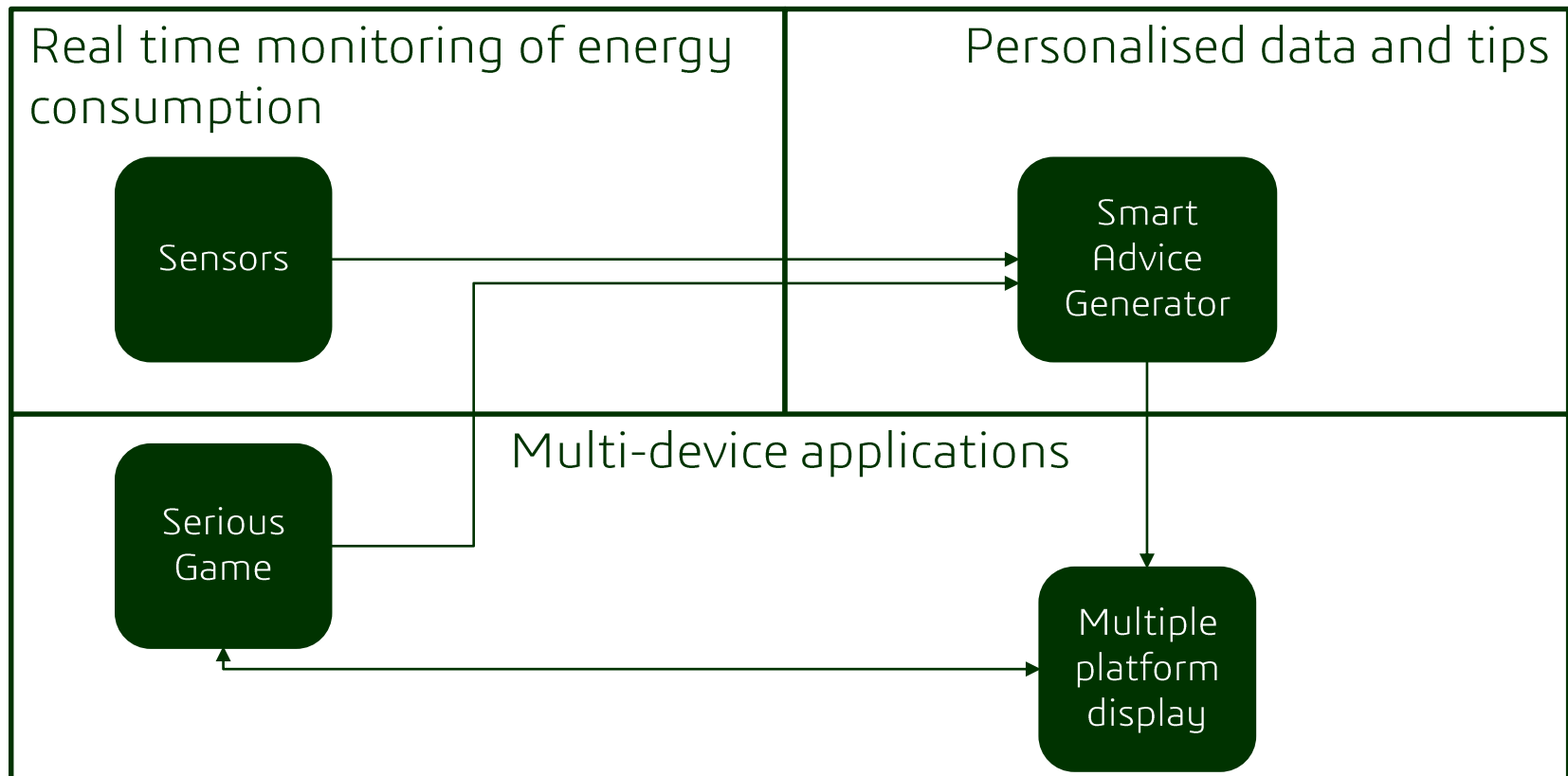
## A serious game

- 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

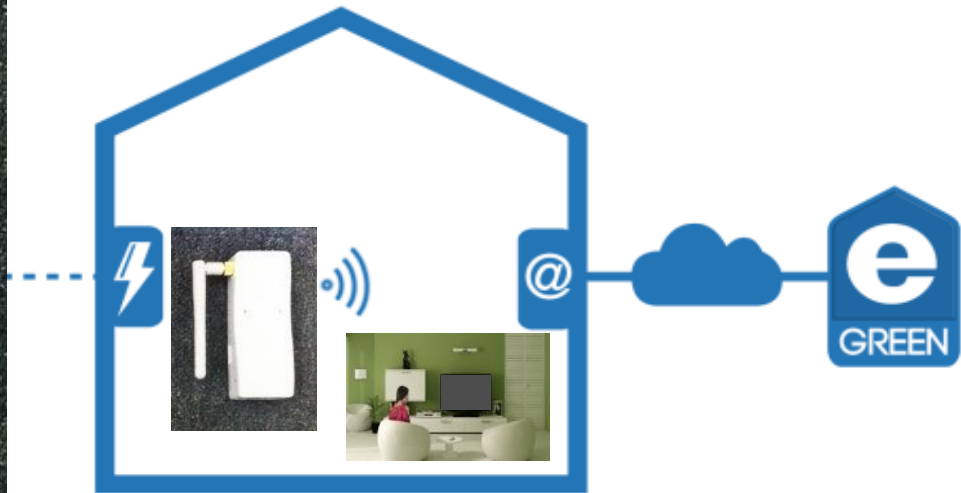
## Pilot scope

- 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

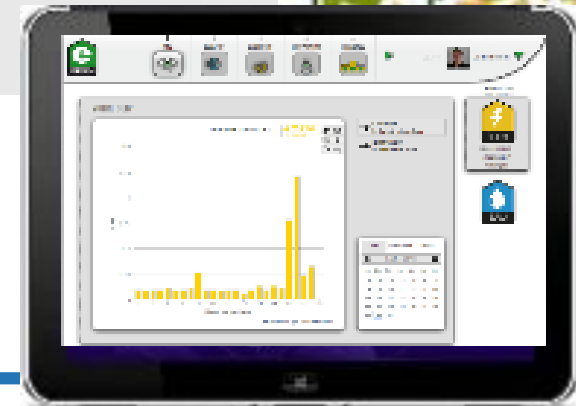
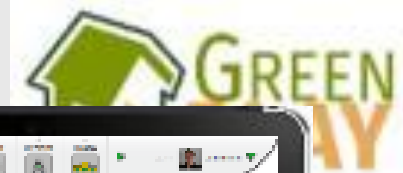
## A FOUR COMPONENTS SYSTEM



# Real time energy consumption monitoring with sensors

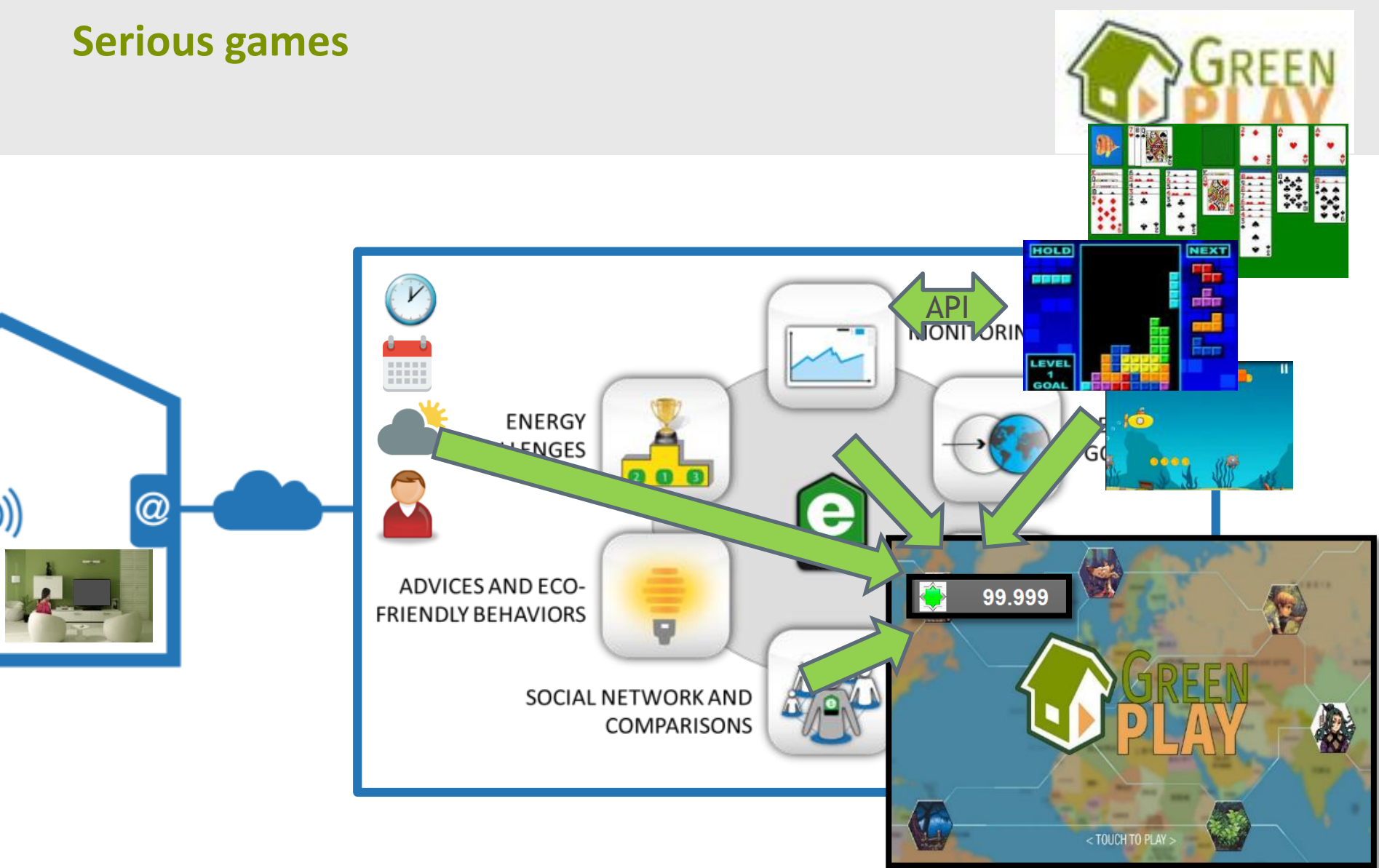


# Internet platform with gamification





# Serious games



# The map

- Hexagonal (many zoom levels)
- Players initially control one territory, which they can make drawings on
- All players receive energy use advices and challenges



## Player types

- Those who have joined the pilot and had us **install connected smart meters** will receive **personalized energy advice**, and can take advantage of all in-game features (i.e. their energy savings will impact the game)
- Those **without meters** can still play, receiving **generic advice** (their game is not impacted by their energy use habits)

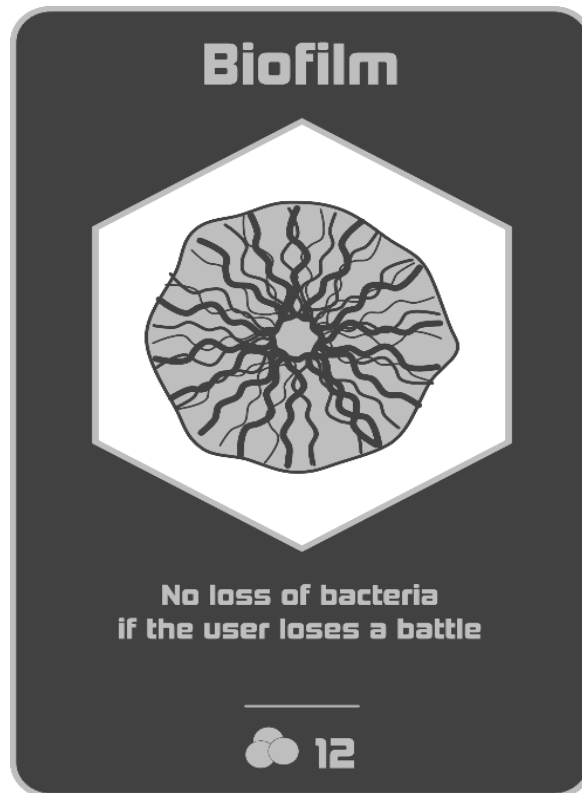
## Player interaction

- There are 2 basic gameplay modes: **drawing** and conquest.  
Players may choose to play whichever they prefer (no interaction in drawing mode)
- In **conquest mode**, players try to conquer as big a portion of the map as they can, by using **decontamination kits**, **bacteria** and other in-game items

# Battle

- To decrease the amount of time necessary for conquering a zone, players may choose to do battle
- In this case, they are presented with a list of other players currently waiting to decontaminate a zone
- The player selects the opponent to attack, and uses available resources to bolster the chances of winning

## Resource examples - cards



# 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
- Game recently started, audits, surveys before the game evaluated >>> reference data
- 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!

