

## ENERGY MANAGEMENT IN BUILDINGS.

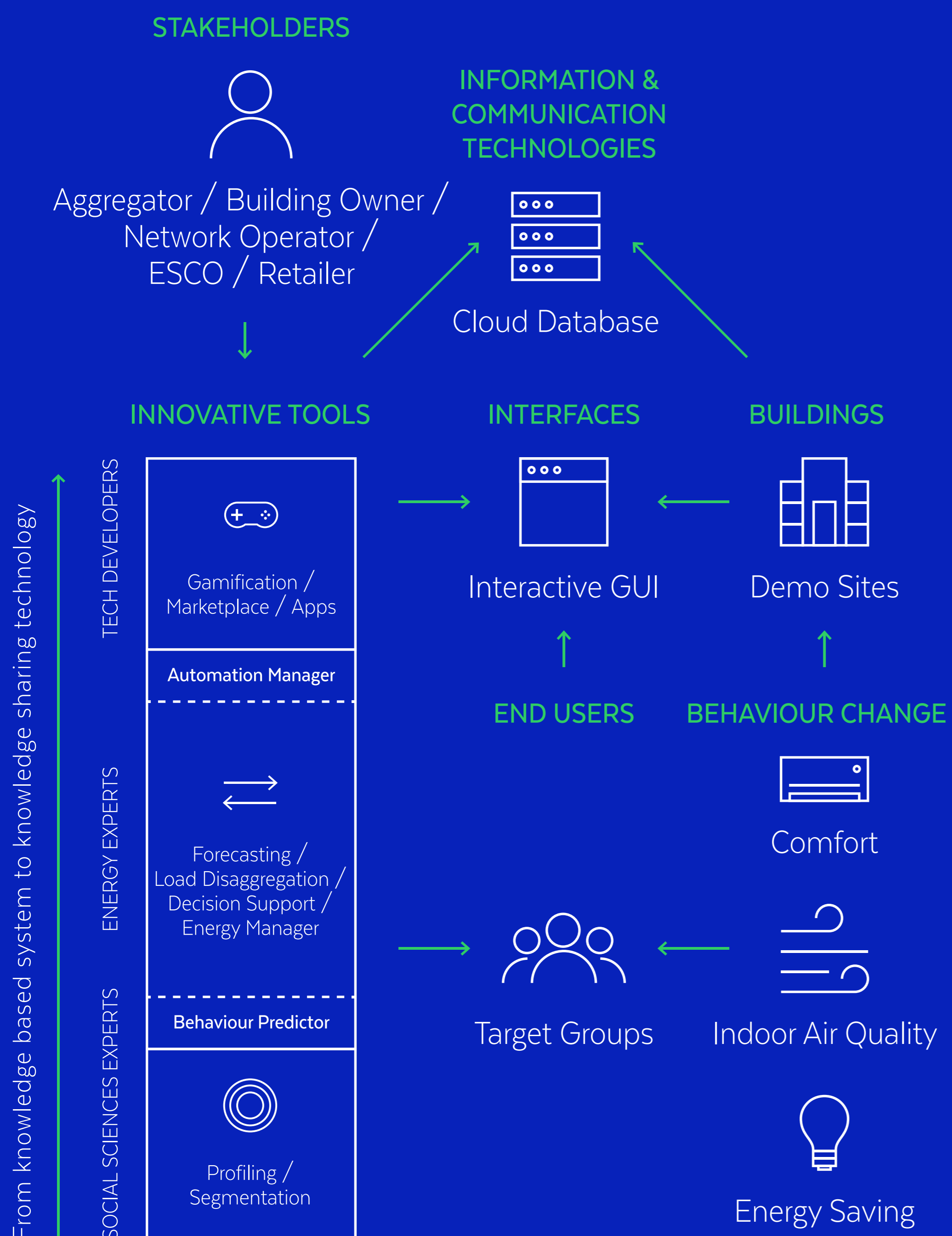
FEEdBACK-project.eu



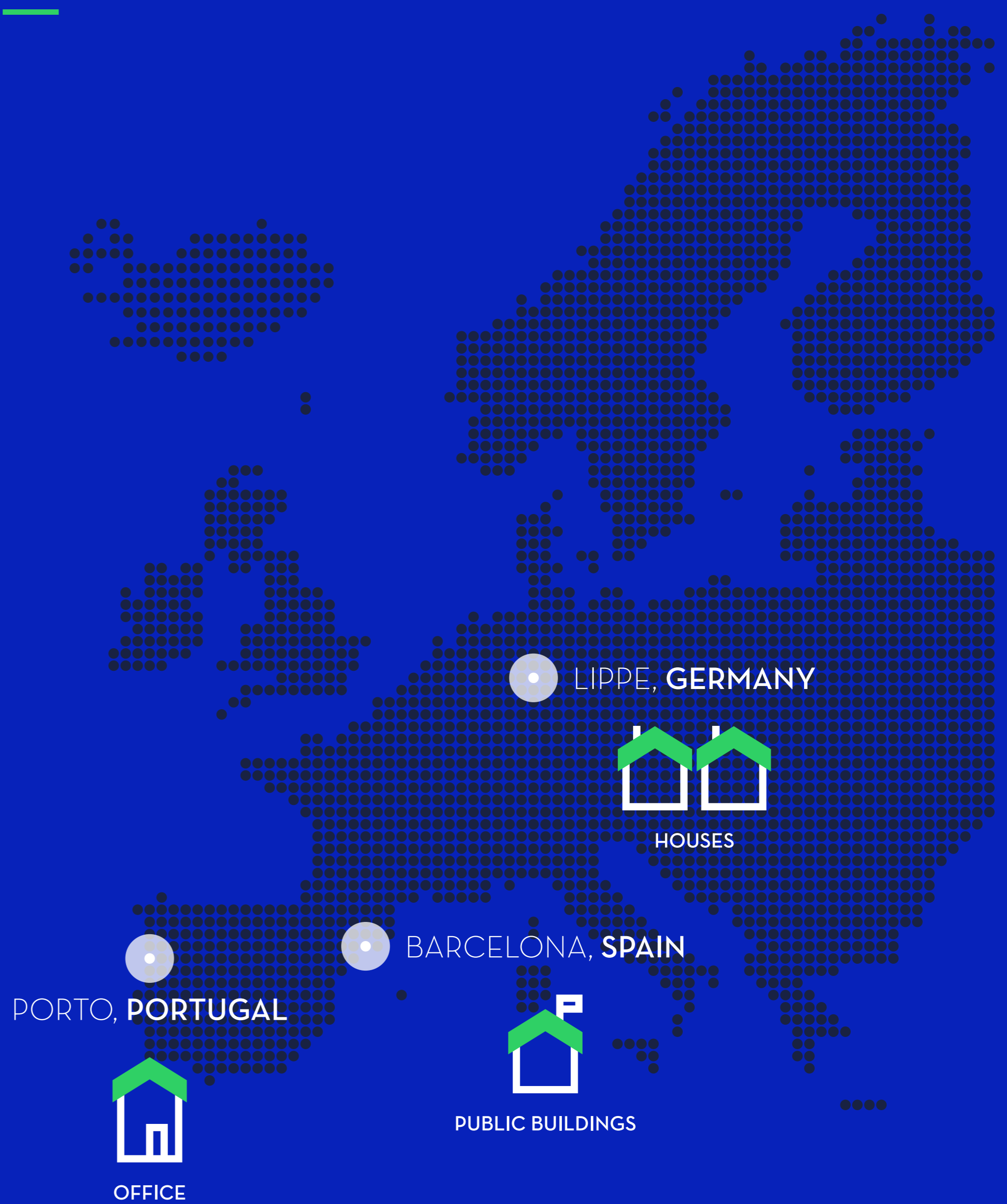
### MOTIVATION

FEEdBACK is a European project which aims to promote, stimulate and deliver energy efficiency through behavioural change. To encourage that, the gamification platform will be used to fostering awareness and consumer engagement through a pervasive application that analyses context, sends personalized messages and manages gamified peer competition and feedback.

### PROJECT'S FRAMEWORK



### DEMONSTRATORS



### GAMIFICATION PLATFORM

The gamification app of FEEdBACK will have an interactive and user-friendly interface to motivate a more efficient energy utilization through personalized messages and peer competition. It will help its users to make small changes in their daily habits that will induce significant energy and money savings in their homes or working places. The app will include a set of stimulating material, such as simple games and quizzes, relating to energy decision making to be used in various daily life situations.