



AT HOME OR AT WORK

# WHAT IF WE COULD SAVE ENERGY JUST BY USING A MOBILE APP?

FEEdBACK IS A EUROPEAN PROJECT THAT IS GOING TO DEVELOP INNOVATIVE ENERGY EFFICIENCY SOLUTIONS

**Would you change your behaviour regarding energy consumption if you had a mobile app or an interactive game on your home, tablet or PC to help you? This is one of the main goals of FEEdBACK, an H2020 project, that is going to develop energy efficiency solutions**

Eight organizations from seven European countries (Portugal, Netherlands, Switzerland, Spain, United Kingdom, Denmark and Germany) are working together to promote, stimulate and deliver energy efficiency through behavioural change.

How? By encouraging a more efficient energy utilization and a more responsible consumer behaviour through a gamification platform that will be used to motivate sustainable behavioural change.

“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”, explains Filipe Joel Soares, INESC TEC senior researcher and leader of the FEEdBACK project.

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. Attractive dashboards will be developed so that users ‘easily compare, using storytelling and animated graphical techniques, their own energy efficiency performance with their peers...or even neighbouring offices or homes! The users will also have the possibility to share their accomplishments on their social networks.

Where? In three demonstration areas – Portugal, Spain and Germany – that will focus on three distinct environments. The Portuguese demonstrator will be the building of INESC TEC, the Spanish demonstration area encompasses a number of public buildings in the municipality of El Prat in Barcelona, and the German demonstrator consists of a residential area located in Lippe.

However, consumers’ behavioural change will not only be promoted in these demonstration areas. Activities, such as awareness campaigns on the social media channels or on the project’s website, will be promoted to the Portuguese, Spanish, English, and German consumers, outside the demonstration areas, to try to encourage a behavioural change regarding energy efficiency goals.



The partners in the FEEdBACK project are: INESC TEC (Portugal), Technische Universiteit Delft (Netherlands), École Polytechnique Federale de Lausanne (Switzerland), Dexma Sensors (Spain), Limetools (United Kingdom), In-Jet (Denmark), Kreis Lippe Der Landrat (Germany) and Estudi Ramon Folch I Associats (Spain). The project started in November 2017 and will run for three years until October 2020 with a budget of €2.3M.

For more information, please visit: [www.feedback-project.eu](http://www.feedback-project.eu)

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