

FEEdBACK[®]

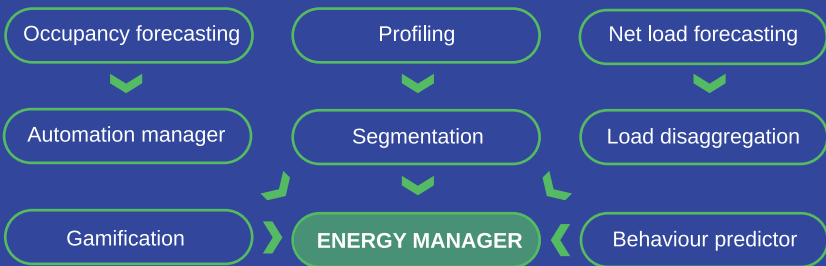


**Fostering
Energy
Efficiency
and
BehAvioural
Change
through
ICT**

Fostering Energy Efficiency and BehAvioural Change through ICT.

The core objective of FEEdBACK is to promote, stimulate and deliver energy efficiency through behavioural change. To encourage a more efficient energy utilization and a more responsible consumer behaviour, the gamification platform will be used to motivate behavioural change by fostering awareness and consumer engagement through a pervasive application that analyses context, sends personalized messages and manages gamified peer competition and feedback. The gamification platform will be embedded in a broader ICT-based platform for energy efficiency with an interactive energy management system. This system will also interact with an automation manager and a users' behaviour predictor application.

Main Outputs.



Partners.



Financing.



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Project Duration.

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