## SOCIAL POWER PROJECT



Social Power is a Swiss research project. It develops and tests an innovative game application for smartphones and tablets with the intention to raise consumer's awareness on energy-saving practices at home. The research approach explores the potential of social interaction and game mechanics in driving people towards long term behaviour change in the field of sustainable energy consumption.

LIVING LAB - Game intervention


Challenges engagement


Competitive


Collaborative


Supported by:

75 \% of householdings participatings saved between $1 \%$ and $25 \%$ of their historical electricity consumptions

1-25\% SAVINGS

o know more: www.socialpower.ch or contact us: info@socialpower.ch


This approach was taken to make electricity visible and engage people in a 'fun' way on a topic that is typically only indirectly considered through the electricity bill. This technical and social innovation connects consumption data to households habits and strives to maximise feedback efficacy by (1) increasing collective capacity-building for change, (2) supporting mutual improvement in the adoption of a sustainable life style, (3) favouring the viral diffusion of best practices.


Electricity savings:


