

# EnerGAware, a serious game for more energy-efficient behaviour

The energy bill is a big worry for many European households, especially those on the lowest incomes. Awareness of how to manage consumption, especially if learnt through a game, can help alleviate fuel poverty. This is the aim of the EnerGAware project that will be tested in pilot social housing units in Plymouth, UK, prior to being rolled out on a wider scale.



The EnerGAware game has been developed by a European consortium of seven complementary partners, including EDF Energy, from four countries, and financed by the European Commission. Its aim is to encourage “consumer players” to adopt **energy-efficient behaviour** to reduce their energy bill along with CO<sub>2</sub> emissions. After selecting an avatar, players configure and personalise their virtual household and make choices to find the right balance between their energy consumption, comfort level and the financial impact of their choices. They can share their performance and challenge others on social networks. The game’s innovation lies in its interaction with real-time gas and electricity meters that feed in data on the household’s actual consumption. Players’ progress in the game depends on the changes they make to their behaviour and the actual savings in their own home. The promoters of this serious game hope that users will be able to save on their energy bill by becoming more aware of their behaviour at home and of the benefits of insulation and home renovations, which could help them save even more if carried out. It’s an innovative way of managing energy consumption better.

Find out more:

<http://energaware.eu/>



#### KEY FIGURES

- Awareness through a serious game
- High interaction with social networks
- Progress in the game depends on actual behaviour

#### INTERESTING FACTS



#### MULTI-MEMBER PARTNERSHIP

The project is funded by the European Commission and developed by academic, scientific and industrial partners and a social landlord in four countries:

- Plymouth University (United Kingdom);
- Universitat Politècnica de Catalunya (Spain);
- Fremen Corp for the game’s development (France);
- Porto Superior Institute of Engineering (Portugal);
- Advantic (Spain);
- Devon and Cornwall Housing (United Kingdom);
- EDF Energy R&D UK (United Kingdom).

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