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Energy saving targets!

Tested in households in the Swedish largest electricity saving experiment

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How can I save 15% of energy in my home?

Step 1

Set an energy saving target!

Step 2

Get feedback device!

Step 3

Track the trend of change!

Step 4

Congratulations! You've reached the goal!

The Experiment:

- 10,000 households from across the country; 10,000 kWh electricity per year
- Customers of the grid company E.ON Sweden
- How much electricity can be saved thanks to a continual feedback on the usa
- Is it possible to obtain energy related behavioural changes in the households?

Visualisation:

- Real-time meters with so-called 100Koll displays
- Computer and smart phone application
- Five special motivation-boosting actions
- Facebook and the customers' personal web pages



Results:

- Those who reached or exceeded their own targets saved **14.88%**
- Those who achieved savings reached **8.43%** lower electricity consumption
- So called "Active households" saved 1.71%
- For the whole population: electricity saving about 0.74% after one year
- Control group: 1.5% rise of electricity use
- Both technical and behavioural changes thanks to the Experiment
- A majority would like to keep this kind of energy service
- A half of households would be willing to pay for this type of energy service