

10th EU – INDIA Smart Grid Workshop / Energy Vector Optimisation

Speaker : *Bonnie Murphy*

User Engagement Leader, BENEFFICE

GECO Global

- Budget: 2.7M Euro
- 7 Partners, 6 countries
- Timeline: 42 Months (Ending April 2021)
- <http://www.beneffice.eu/>



Verbund

 **KAFKAS**



 EURO-FUNDING

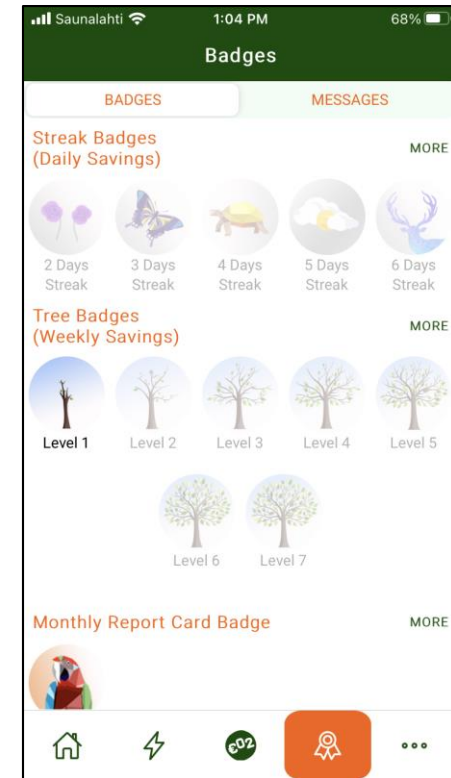
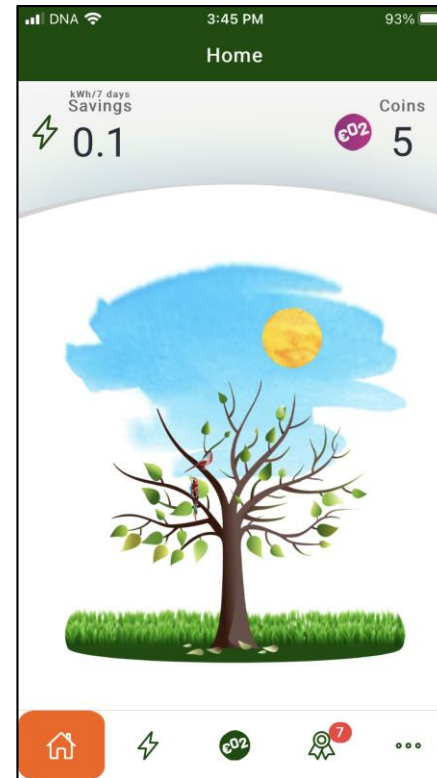


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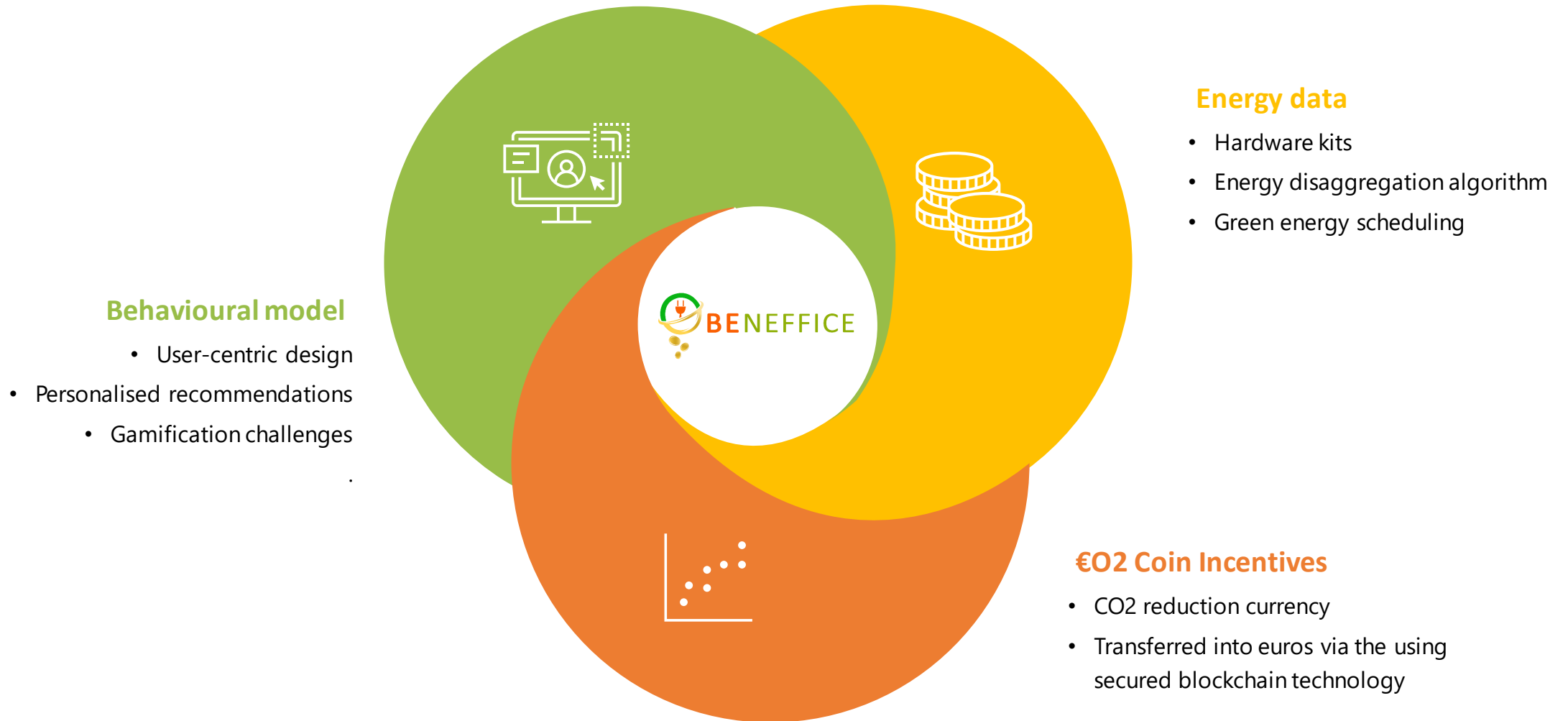
Project Objectives:

- Provide an **affordable, easy to deploy solution** for residential consumers
- **Incentivise** long-term **energy consumption savings**
- Create **business models** that stimulate the supply/demand for CO2 credits

BENEFFICE Solution:



BENEFICE Mobile Application



Multi-factorial behavioral model

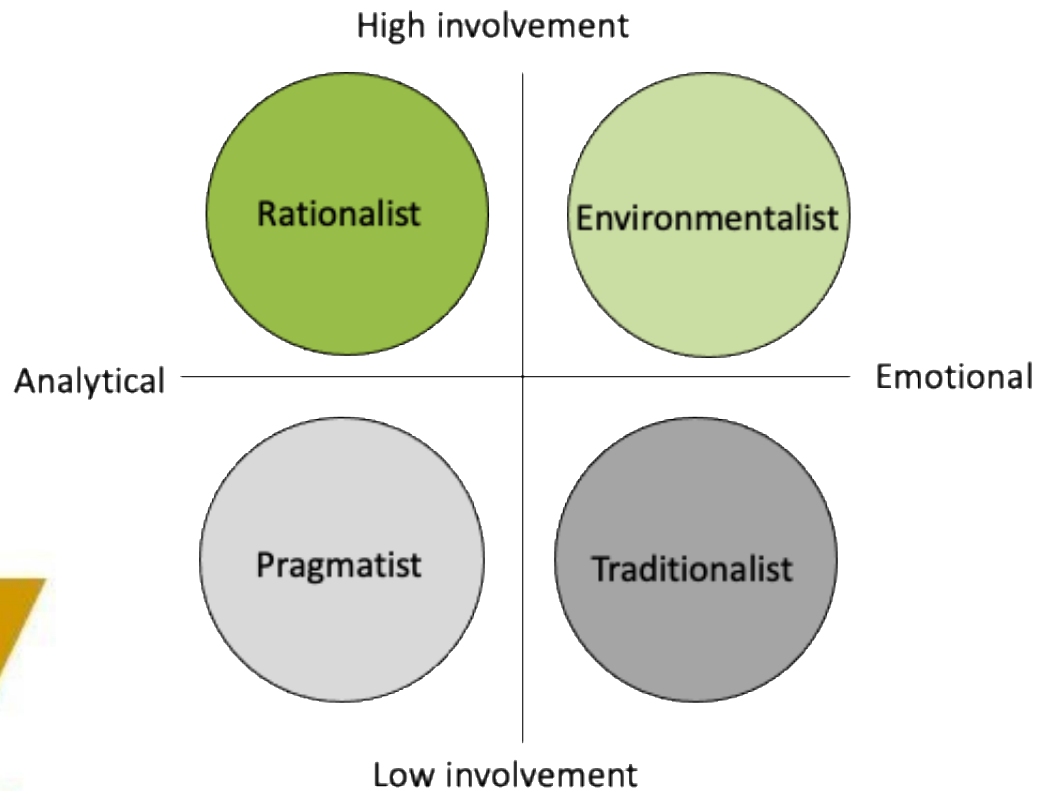
A framework to map and respond to the user's behaviour:

- Categorize user's engagement status
- Deliver personalized content via the recommendation engine
- Work towards specific engagement goals

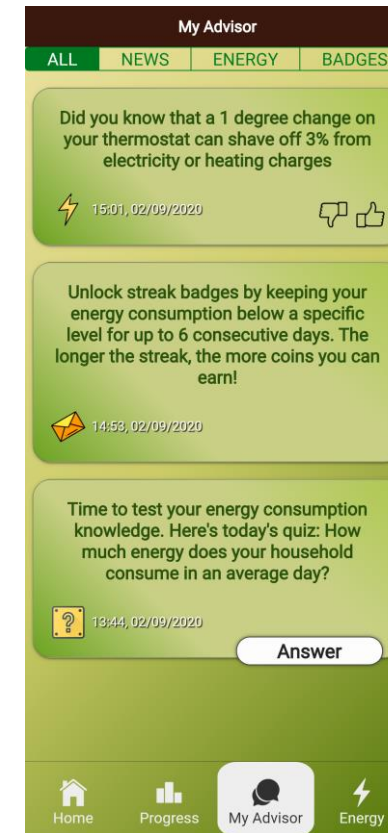
Engagement Status (Theory)	Involve: The starting point	Engage: Establishing participation	Evolve: Creating feedback loops
Recommendation Engine (Application)	<ul style="list-style-type: none"> • Achievement badges (profiling badge, quiz badge) • Personalised messaging 	<ul style="list-style-type: none"> • Achievement badges (streak badge, tree badge) • Personalised messaging 	<ul style="list-style-type: none"> • Achievement badges (report card badge) • Personalised messaging
Behavioural impact (Outcome)	<ul style="list-style-type: none"> • Engagement • Education 	<ul style="list-style-type: none"> • Engagement • Energy savings 	<ul style="list-style-type: none"> • Engagement • Sharing

Personalised recommendations





Design personas

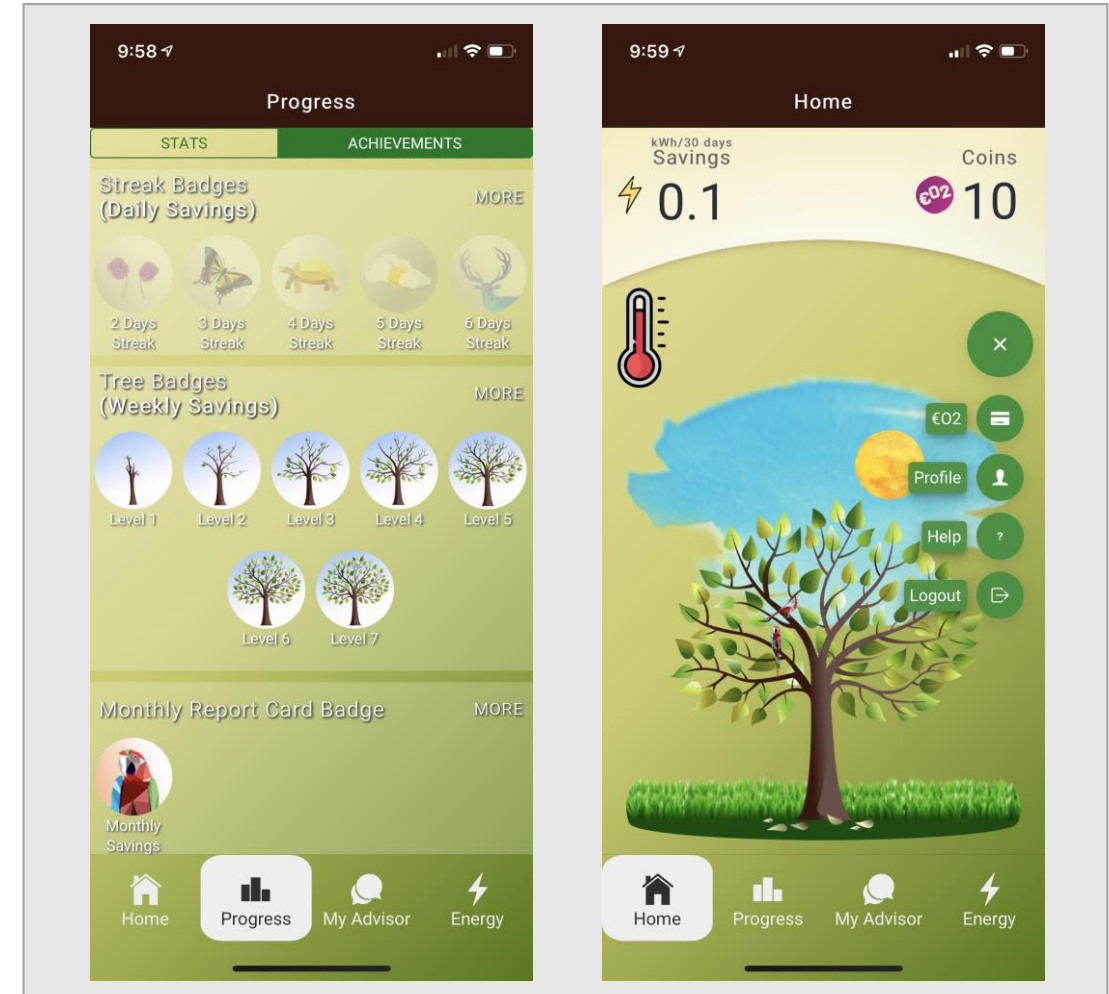


Tailored messages



Gamified challenges

Badge	Description	Achievement icon
Profile	Awarded after the successful completion of the profile	
Quiz	Bird added to the tree after each completed quiz	
Streak	Keep energy consumption below the baseline for consecutive days.	
Report card	Star student = keeping average consumption below the average baseline over a monthly period	



BENEFICE Use Cases

The BENEFICE application is currently being piloted in three countries to explore its effectiveness with different customer conditions (i.e. geographic and demographic):

- Customers of Utilities (Verbund, Austria)
- Customers of large scale retailer (KAFKAS, Greece)
- Customers of €O2 coin operator (Compte CO2, France)



Indian use case: Bespoke content for the Indian context

Thank You

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