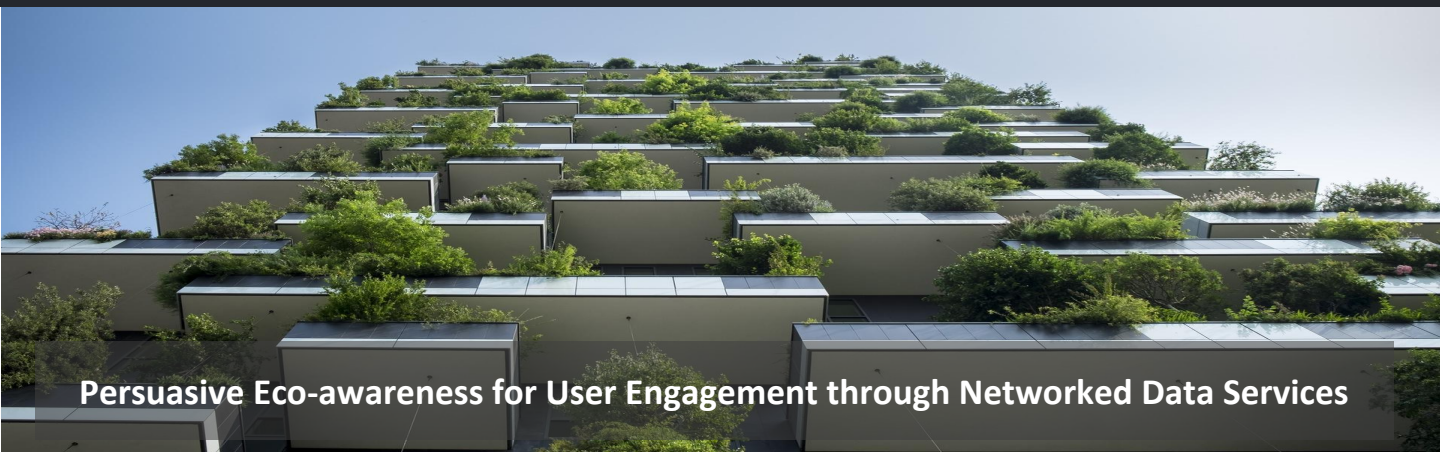
# H2020 GreenSoul Project



## Persuasive Eco-awareness for User Engagement through Networked Data Services

The GreenSoul project main objective is to achieve higher energy efficiency in public buildings by altering the way people use energy consuming shared and personal devices. In order to achieve this goal, GreenSoul will apply a two-fold strategy:

- It will persuade users to increase their energy-awareness and change their e-consumption habits through a variety of techniques, from persuasive social applications to physical interaction mechanisms linked to the networked devices
- It will embed intelligence into the networked devices to allow them autonomously decide about their operational mode for energy efficiency purposes. GreenSouled devices will learn from users habits, acting only when wasteful energy behavior is detected or users do not heed device suggestions

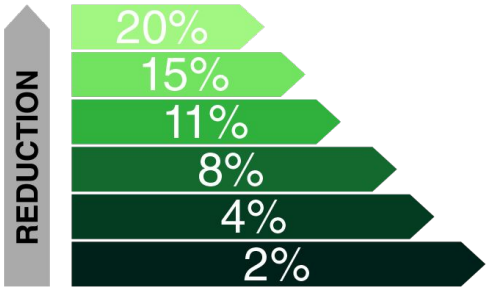
## Key Components

- Smart Analysers that not only monitor and react, but also incentivise and persuade users to save energy
- Socio-economic behavioural model to motivate users to save energy
- Green-Souled Things with a Smart Adaptor that turn everyday appliances into user-friendly internet connected energy-aware things
- Mobile social and contextual apps that act as persuasive and incentivising interfaces that engage users in an enjoyable manner
- Analytics and Decision Support engine which learns about the energy consumption practices in an environment and takes different predictive and reactive actions to incentivise users or dynamically change the operation of energy consuming devices

# Expected Impact

GreenSoul addresses objective EE-11-2015: **"New ICT-based solutions for energy efficiency"** of the Energy Efficient Buildings call of the H2020 work programme. In this topic, GreenSoul will contribute to the following impacts listed in the work programme:

- Systemic energy consumption and production and emissions reduction between **15%** and **30%**
- Fast deployment of innovative ICT solutions for energy efficiency
- Greater consumer understanding and engagement in energy efficiency
- Social media as multiplier hubs – GreenSoul will be linked to social platforms allows using them as dissemination channels for ICT solutions.




6. Intelligent control at device level (**+5%**)
5. Manual control due to behavior change (**+4%**)
4. Awareness through GreenSoul platform (**+3%**)
3. Energy awareness spread to personnel (**+4%**)
2. Awareness of building energy manager (**+3%**)
1. Smart monitoring (**+2%**)

## Partners

4ward Energy Research GmbH

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Cambridge Cleantech

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ecolution RENEWABLES

Allia The Social Profit Society

Deusto Universidad de Deusto

# Pilots

| Pilot Building Locations | Energy Saving Estimated |
|---|---|
| 1. University of Deusto, ESIDE Building | **30%** |
| 2. Institute of Statistics and Cartography of Andalusia | **18.5%** |
| 3. Energy and Innovation Centre of Weiz | **29.4%** |
| 4. Municipality of Pilea-Hortiatis | **36.6%** |
| 5. The Future Business Centre | **15%** |
| 6. Ecolution Group on Affinity Sutton | **15%** |


## Contact

Follow GreenSoul Project at:

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Twitter: @GreenSoulH2020
Facebook: facebook.com/greensoulproject
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