

PARTNER SEARCH

Funding Call or Programme	Horizon 2020 – Energy work programme EE-10-2015: Consumer engagement for sustainable energy
Proposal	Through this project, we will reduce household energy consumption considerably. We will do this through the development of an interactive, serious game that will simulate, challenge and record household energy use. Through the game, householders will fully understand the impact of their energy-related-decisions, particularly with regards the benefit of buying and exploiting the potential of in-home energy efficient products ¹ . The game will be implemented through engaging user involvement delivered into communities and through social media. Creating a community in which the game is played will maximize its relevance and impact. We will use feedback from this action to drive continual improvements to the content provided by the game to the user.
Aims, Objectives, and expected results	<ul style="list-style-type: none"> • Bigger market share of the most energy-efficient products (from the highest energy class) and/or of high quality renewable energy products • Annual energy savings of around 10% in households • Large of number of people changing their behaviour and taking informed investment decisions
Lead Partner	Anglia Ruskin University
Which kind of partners are sought	<p>Communication & Dissemination expert</p> <p>We are looking for ONE partner to lead our communication and dissemination work package. This is a key activity within our project. Expertise is required in:</p> <ul style="list-style-type: none"> • Writing the game introduction and instructions to maximise user engagement • Designing our user involvement strategy and providing supporting materials to partners delivering the pilots • Providing detailed guidance to improve the interaction between the user and the game, and within the pilot communities • Using behavioural insights to drive communications recommendations • Leading on the project’s external dissemination

¹ Energy efficient products include smart devices such as smart meters, thermostats, plugs and lightbulbs, and appliances with a high energy efficiency rating.

	We are looking for a partner outside the UK.
Deadline for receiving responses	31 st March 2015
Who to contact for further information	Kimberly Simlinger Global Sustainability Institute Anglia Ruskin University kimberly.simlinger@anglia.ac.uk