

Energy Efficiency: Increasing College Students Engagement through Active and Disruptive Measures in the Campus

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OUTLINE

- Context
- Energy Efficiency Engagement Strategies
- The impact of Technology and Energy Auditing
- Results
- Energy Efficiency Project Roadmap

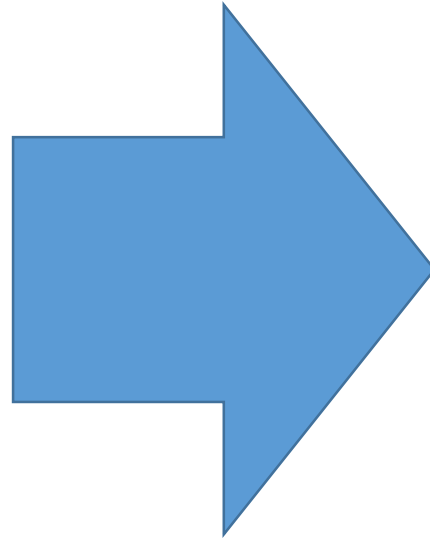
CONTEXT

Energy Efficiency is a difficult topic to get people engaged into!

CONTEXT

Changing Behaviors

- Motivation
- Attention
- Action



- Financial Approach
- Environmental Approach
- Social Approach

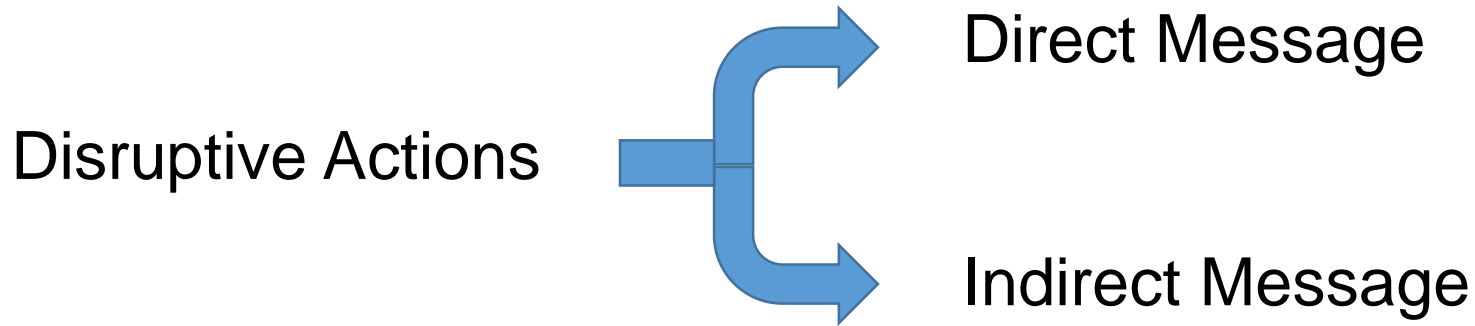
ENERGY EFFICIENCY ENGAGEMENT STRATEGIES

Strategies

- Human Activities
- Support Material
- Teaching
- Social Media

ENERGY EFFICIENCY ENGAGEMENT STRATEGIES

Human Activities



ENERGY EFFICIENCY ENGAGEMENT STRATEGIES

Direct Message



ENERGY EFFICIENCY ENGAGEMENT STRATEGIES

Indirect Message



THE IMPACT OF TECHNOLOGY AND ENERGY AUDITING

- Home Area Network
- Smart Meters
- Public Pool of Energy Auditing Meters in Rotation System



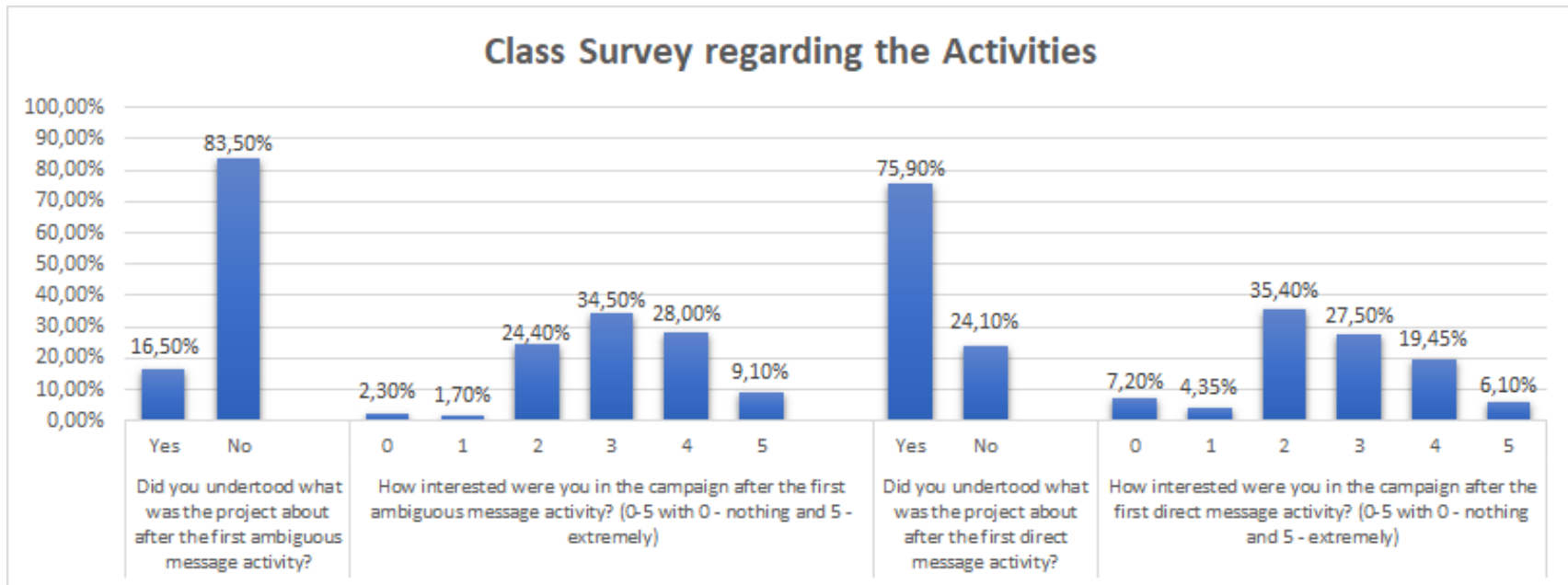
RESULTS

Social Media

Human Activity	Social Media	Visits	Emails
Ambiguous Message	400	2400	180
Direct Message	150	980	75

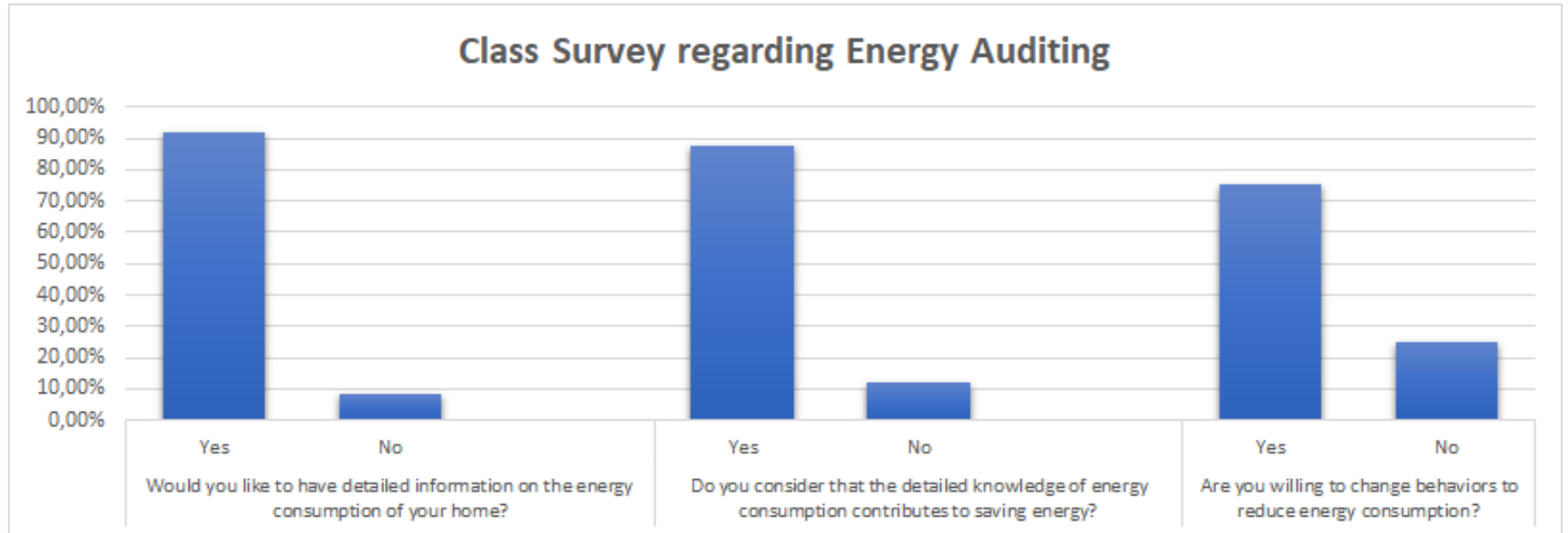
RESULTS

Activities



RESULTS

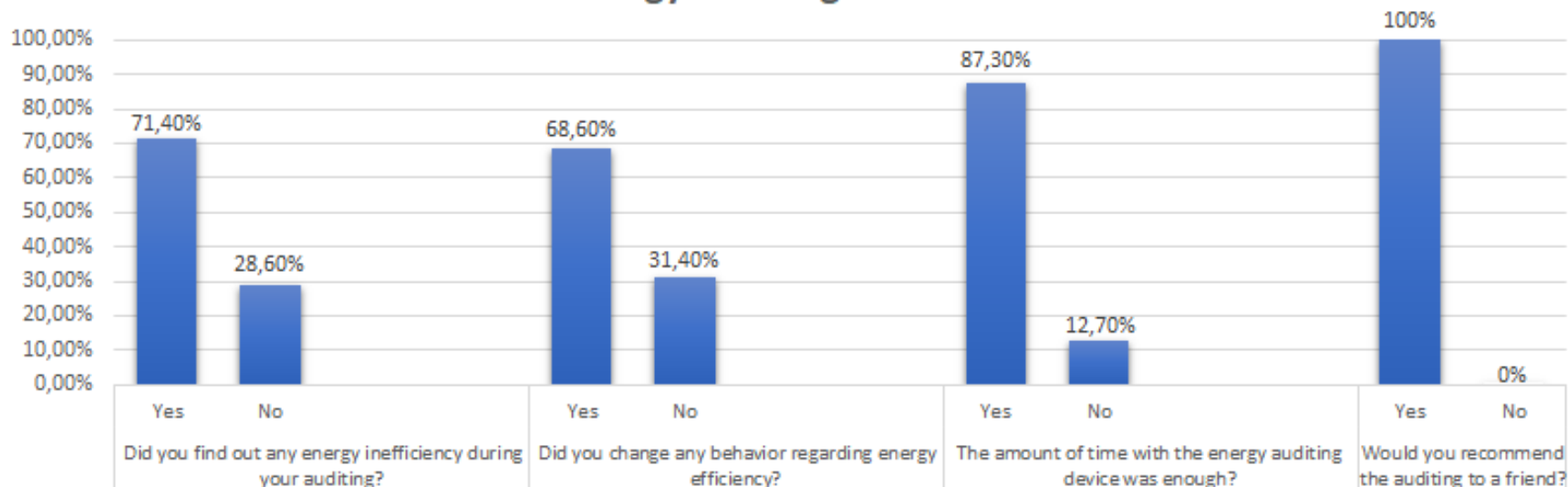
Energy Auditing



RESULTS

Energy Auditing

Energy Auditing Feedback



ENERGY EFFICIENCY PROJECT ROADMAP

- College Students – Great Target
- Disruptive Measures
- Social Media and Social impact
- Monitorization and Quantification
- Human Presence and Activities



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