



Workshop: Behavioural Change  
towards EE by Utilizing ICT Tools

## **Session 1: Proposed methodologies for enhancement of end-user engagement**

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## **UtilitEE**

- Utility Business Model Transformation through human-centric behavioural interventions and ICT tools for Energy Efficiency



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 768600



# Project overview



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# User-centred development of the UtilitEE solution: Living Labs

- The Living Labs (LL) concept



*“Living Labs are defined as **user-centred, open innovation** ecosystems based on a systematic user **co-creation** approach integrating research and innovation processes in **real life communities and settings.**”*

➔ <https://ec.europa.eu/digital-single-market/en/news/introducing-enoll-and-its-living-lab-community>

- Main goals of the (B2C) LL in UtilitEE



- Develop a customer centric solution (services, interfaces, messages, etc.)
- Initially also: Create awareness among potential household pilot participants and facilitate recruitment





# B2C Living Lab activities: B2C LL1





# B2C LL1: Focus Groups (completed)

07/2020

08/2019

08/2019

09/2018

11/2018

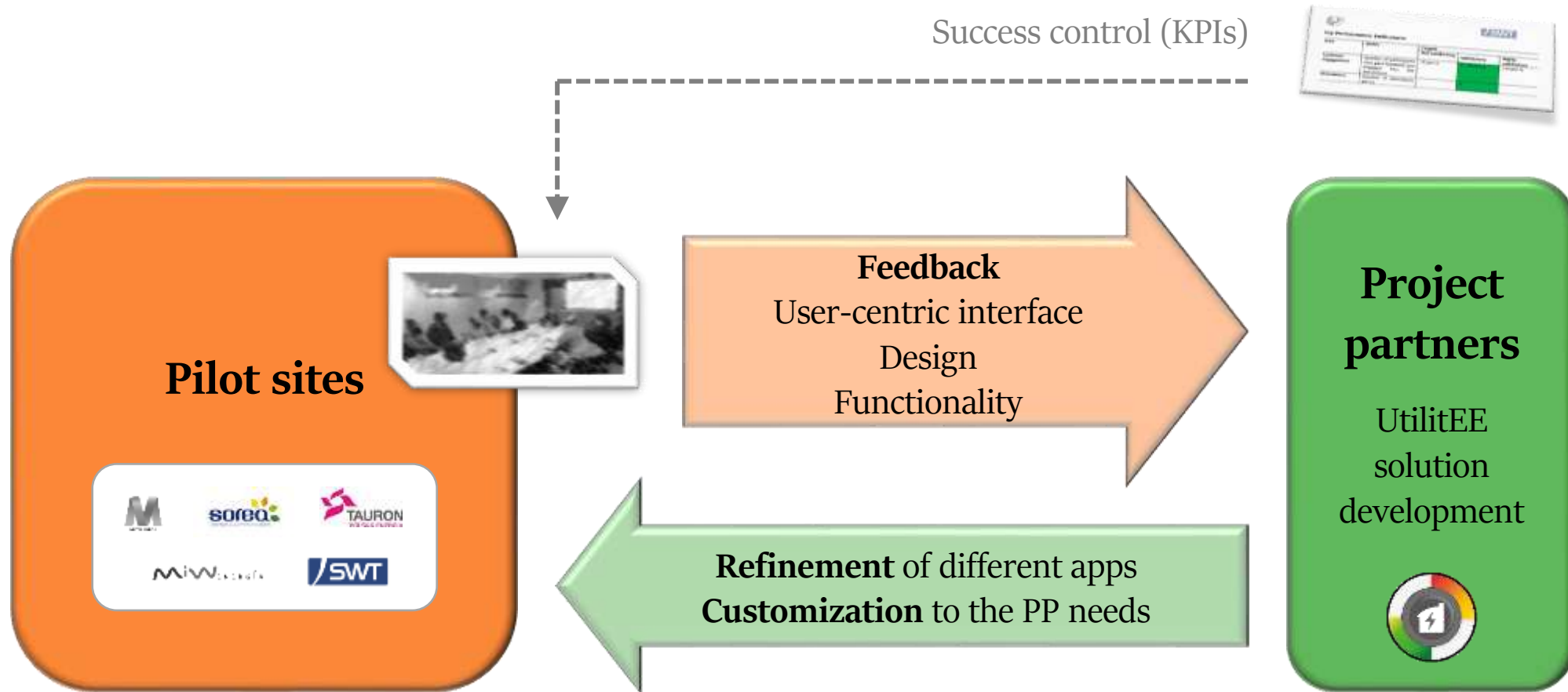
> 60 participants in total



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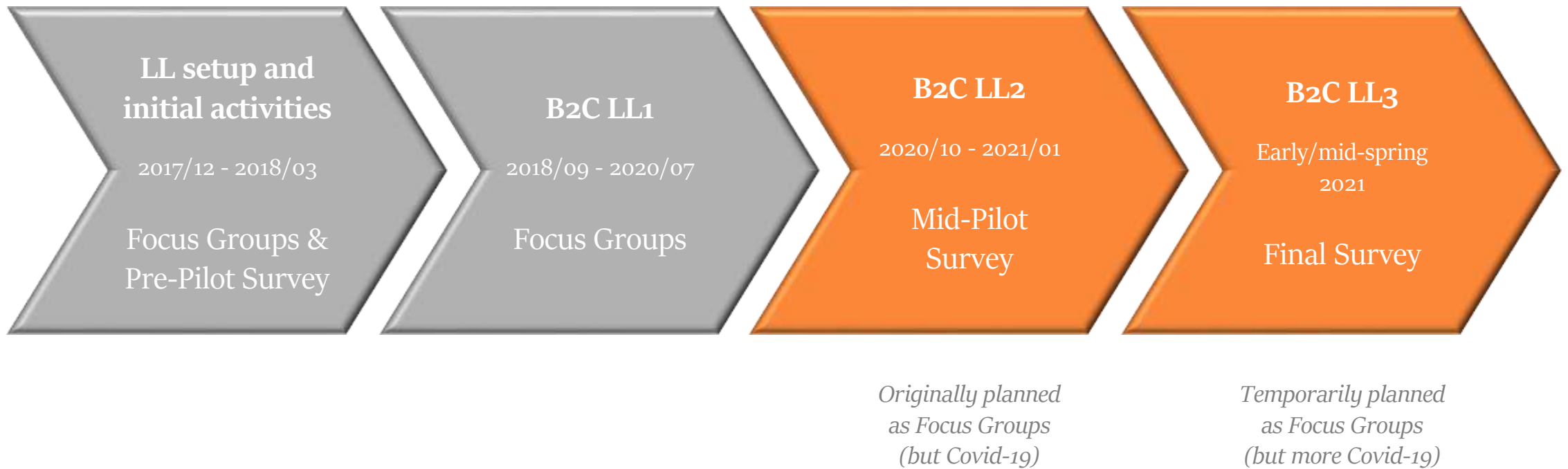


# B2C LL1: Outcomes



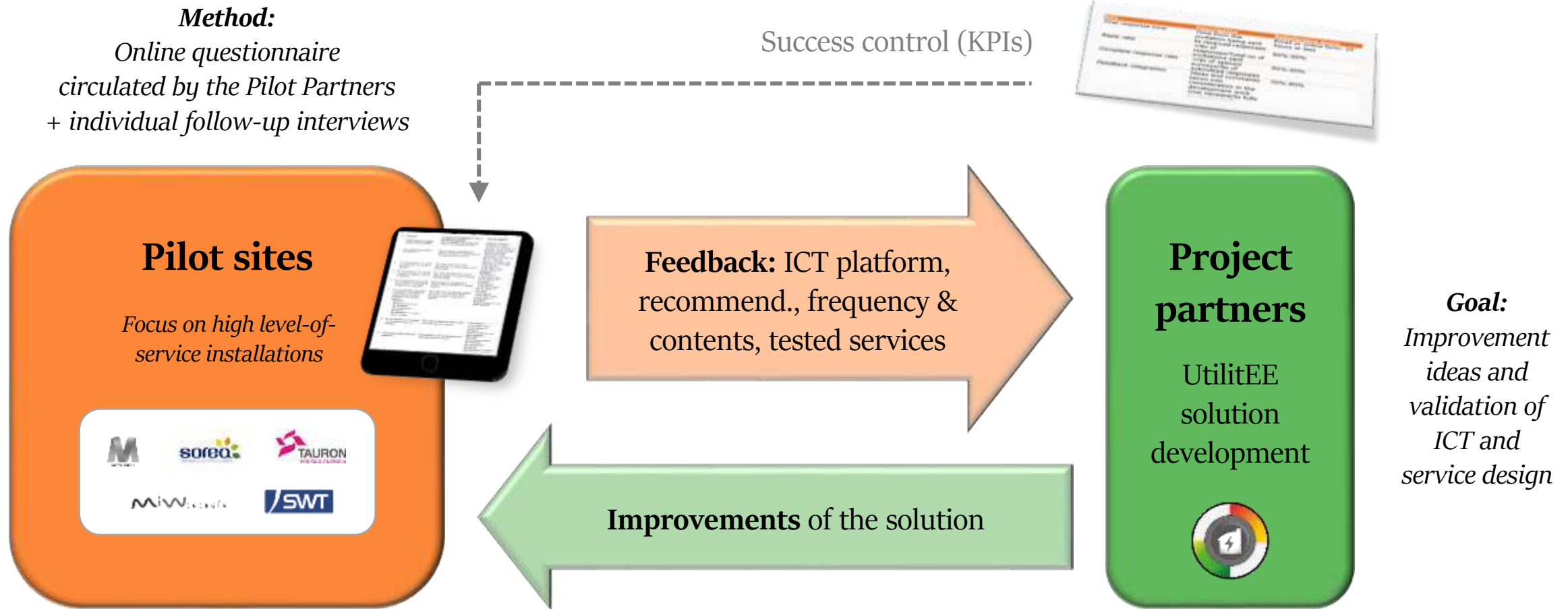


# B2C Living Lab activities





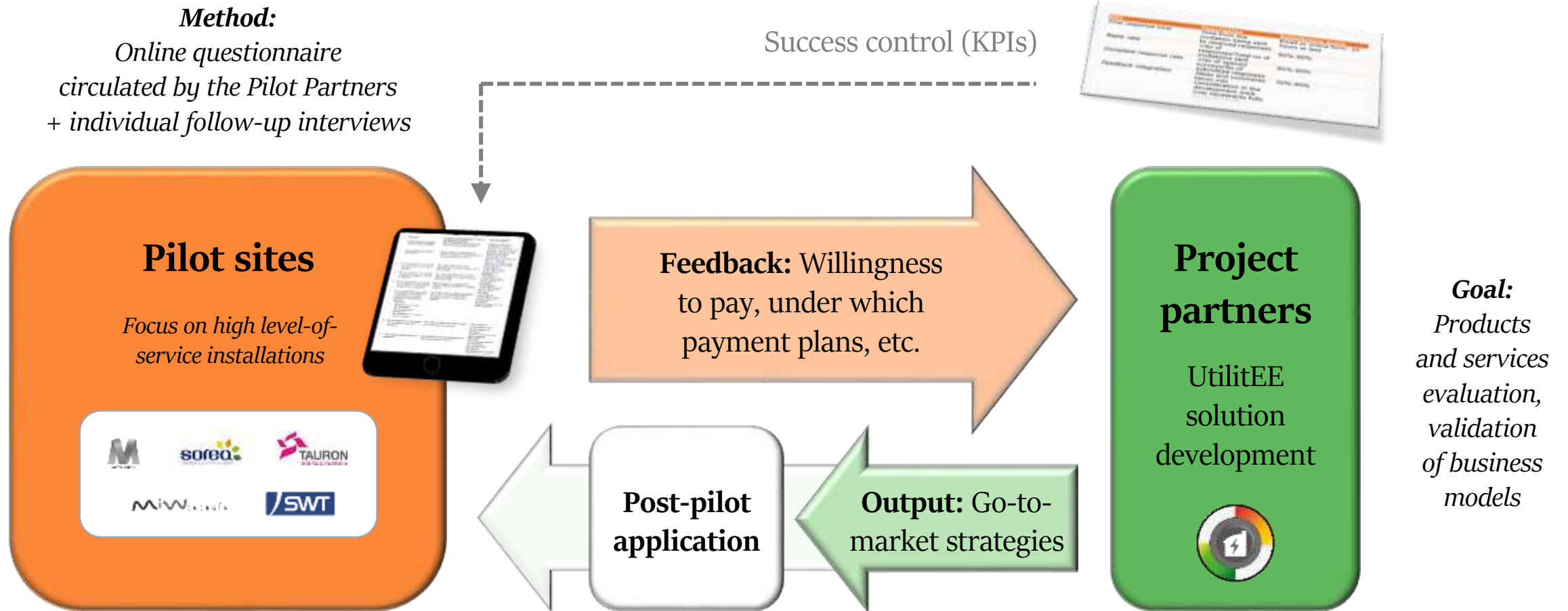
# B2C LL2: Setup







# B2C LL3: Setup





# *Thank you!*

[www.utilitee.eu](http://www.utilitee.eu)



*Call: H2020-EE-2016-2017*

*Topic: EE-07-2016-2017*

*Duration: Nov 2017 – Apr 2021 (42 months)*

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# Partners



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