



GECO *Global*

Green Energy Consultancy





Offices in
Finland & Denmark



Expertise



Social psychology
Behavioural economics
UX research
Communication

Active in
14 pilots



throughout Europe
and India

GECO Global is a green energy consultancy dedicated to building community acceptance. We offer a broad range of services to bridge the gap between energy customers, the market and technology developers to support the green transformation of the energy sector.

Stakeholder Engagement



Stakeholder mapping
Behavioural modeling
LEC network building

Consumer Insights



Market research
Quantitative survey design
Interviews & focus groups
Ethnographic field work

Service & Product Design



Agile user testing
Co-creation workshops
Living labs

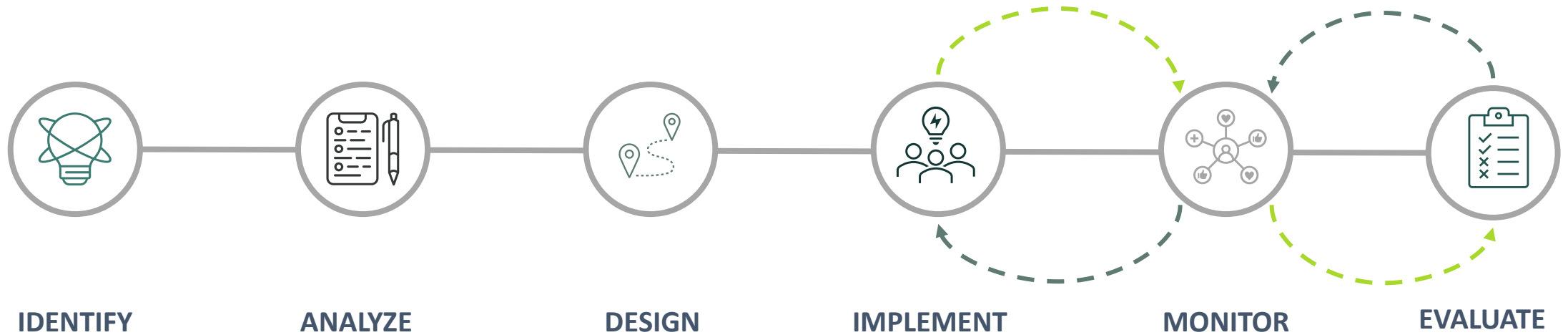
Strategic Planning

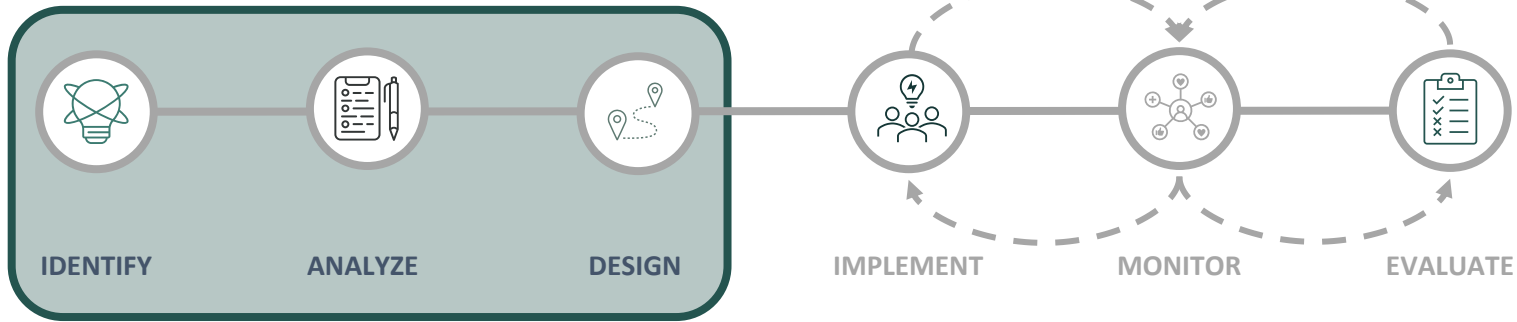


Customer journey maps
Concept testing
Segmentation & personas

COMMUNITY BUILDING MODELS

STANDARDIZING THE PROCESS

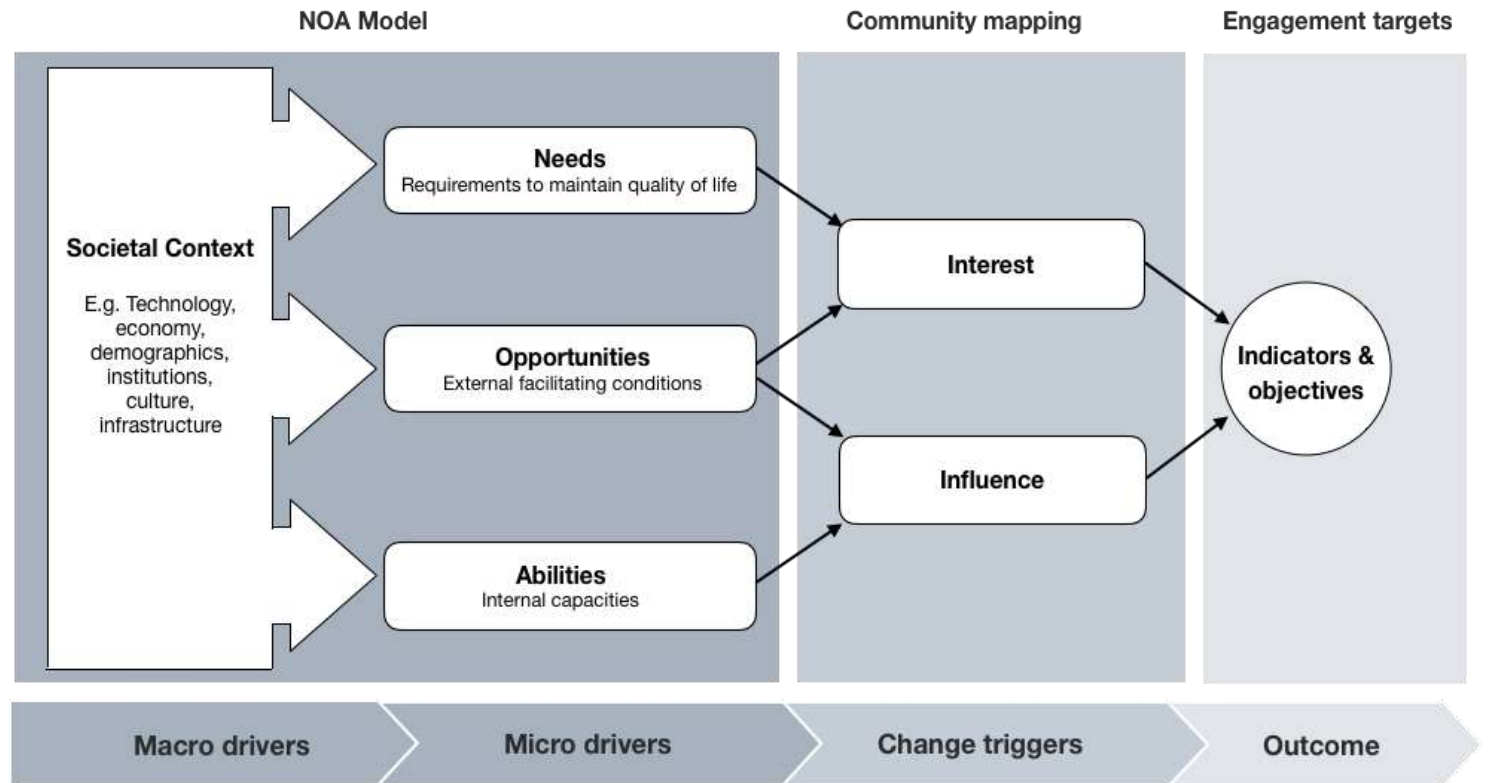


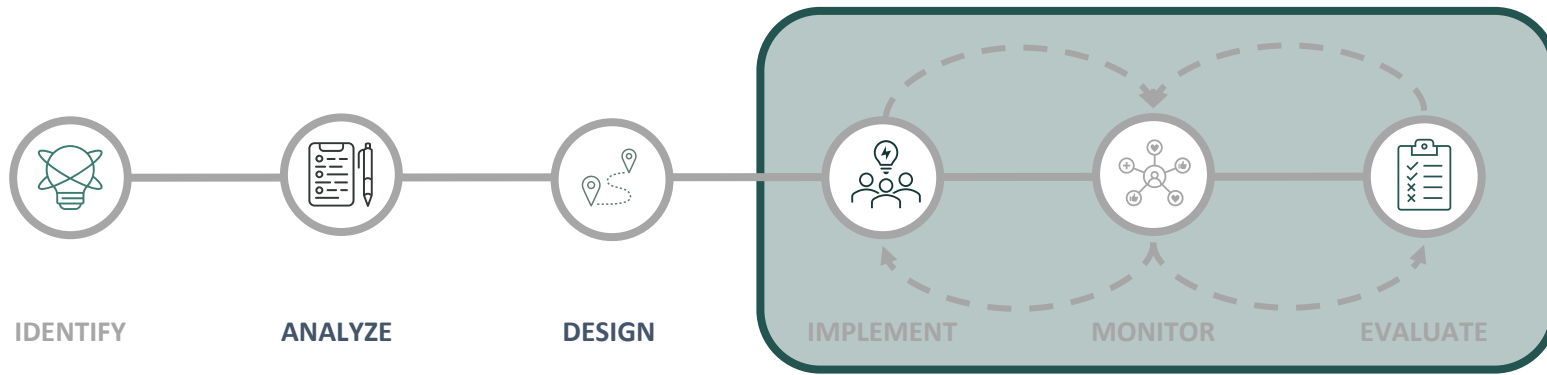


Community NOA Engagement Model



This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 824392.

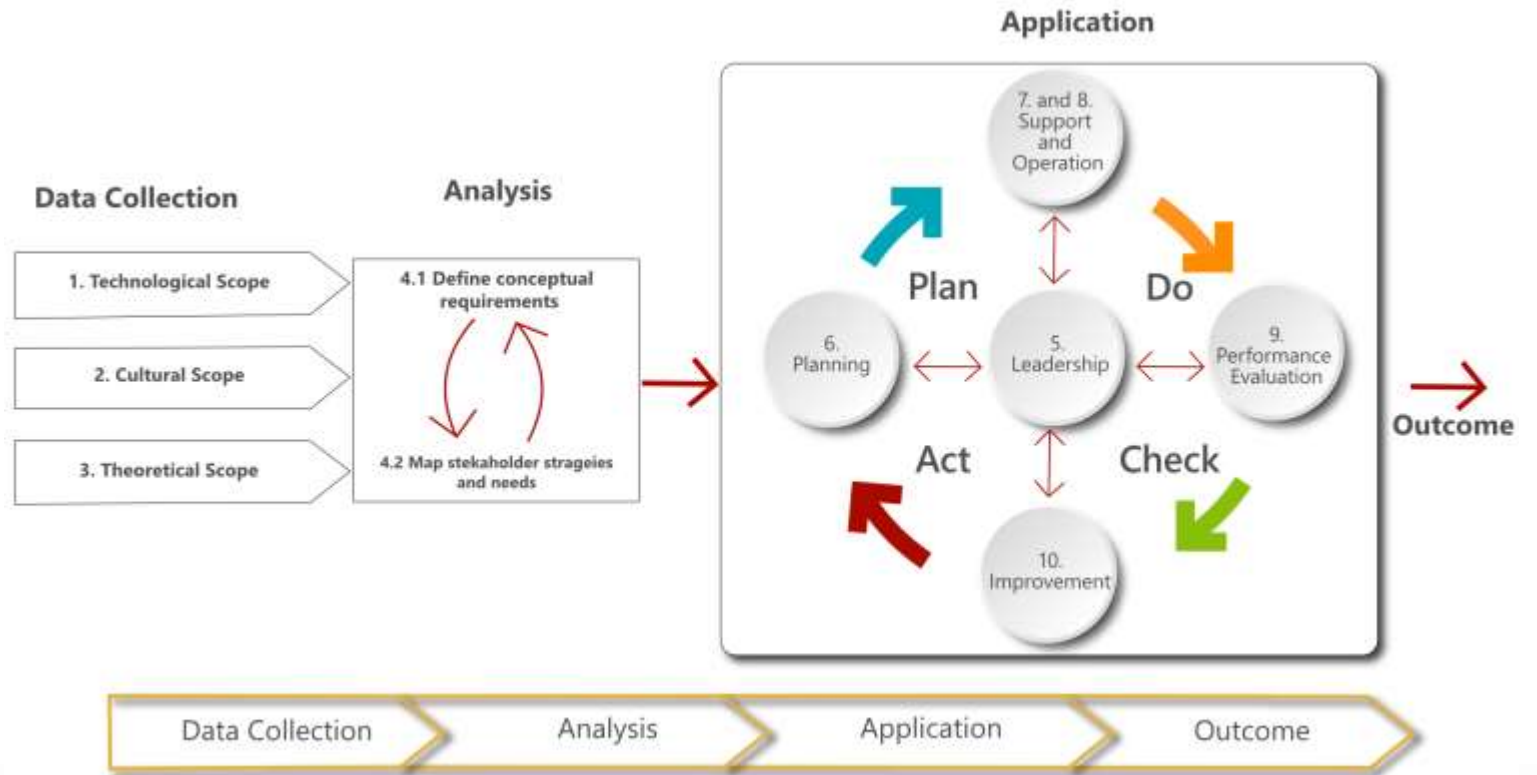


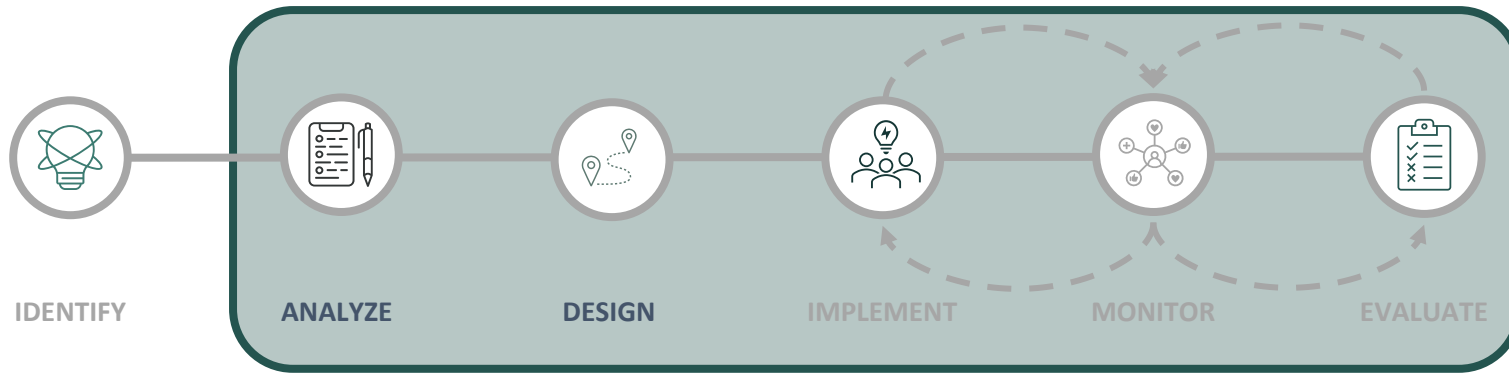


Common Impact Model



This project has received funding from the European Union's Horizon 2020 Research and Innovation programme under Grant Agreement No 824388.





Multi-factorial users behaviour model



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 768774

The starting point

Involve

Understand who you are talking to. Start by simple involvement and be prepared for hesitation and questioning

Establishing a process

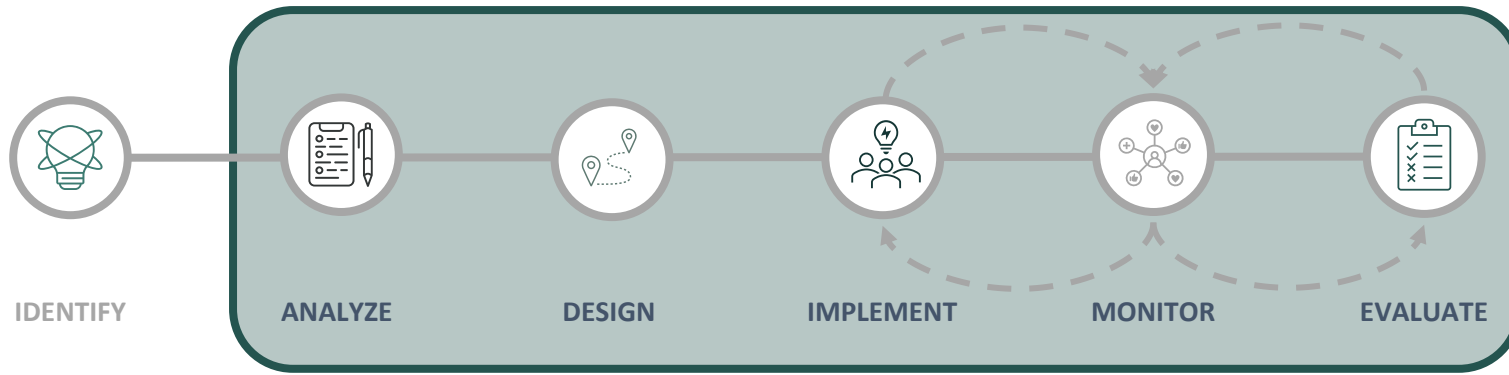
Engage

Simple means to start the engagement process is benchmarking, personal incentives and segmentation


Creating feedback loops

Evolve

Engagement leads to educated end-customers who expect advanced feedback. The key to engaging is to develop the communication in correlation with the development of the end-user relationship



Multi-factorial users behaviour model

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Version 1.0



Version 2.0

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Thank you