ENERGY BETS

TOOLS

THE IDEA

Organized by French association CLER since 2008, Energy Bets are challenges where a certain number of households commit to a fixed percentage of energy reduction they want to attain. A website for the participants is created in order for them to publish and share information. They can get their energy consumption assessment by the organizers and advice on the precise measures that can help them reduce their consumption. During the challenge they get regular feedback on their energy savings, which allows them to adapt accordingly with a gratification system through scoring. Organizers can even give out rewards for the best attained goals. For instance, CLER advertises the challenge by emphasizing how much money can be saved in the long run in order to motivate and inform people about the profound change that energy savings can have.

Target

Households

Objectives

Encourage energy savings and retrofitting

Tools

Website, mentorship, handbooks, events.

STAGES

- Households can enter their energy consumption on the website in order to get their energy meter checked and get a calculation of their energy savings and ranking.
- A mentor will explain the different ways they can save energy and how to attain their goals through a workshop, and designates a "captain" in each household to be the expert in the house.
- Families can meet 3 times during the challenge through events, where they can discuss their good practices and difficulties, test the knowledge they acquired, etc.

WHY?

Research has shown that people are more likely to save energy when they (a) commit to a defined goal (for example 10% of energy savings compared to the previous year), when (b) that commitment is made publicly, when (c) people have access to precise information that indicates which concrete measures are saving the most energy and (d) when people get a regular feedback on their energy saving achievements. Energy Bets combines all these factors and introduces a competitive element.

Source: https://defis-declics.org/fr/ (in FR)