



Globosense

Energy Efficiency Project

SHAPER: User Engagement



- *GO Science Department*
- *Users are willing to help*
- *Objective information*
- *Open communication*



CONSUMPTION



Be aware of the energy you use

109 Kwh
(64) CO₂

Personal



The team



Savings



Topic

Comment

Comment

COMMUNICATION



Learn how to save energy

RSS feeds

iPhone 4 on Verizon Wireless Available for 02/02/11

Apple today announced an exclusive opportunity for Verizon Wireless 24 million customers to purchase

CONTROL



Take ownership of your workstation

Recommendations

There is no data.

COMPARISON



Reward yourself after your hard work

League table

1	Marcelo Pias	6 Kg Co2
2	Salman Taherian	7 Kg Co2
3	User Test	109 Kg Co2

Average

Award

Exploit User Knowledge and Creativity