

How might we ...

Use notions associated with social inclusiveness to induce people to change their habits around electricity?

# Conscious level



# Subconscious level

# COMMUNITY

USAGE INFORMATION

BENEFITS



POINTS

SMART GRID

COMMUNITY



USAGE INFORMATION



BENEFITS



POINTS



SMART GRID



- Subconscious awareness
- Presence of electricity
- Positive feedback



# Thank you.

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