Kids Energy Champions
Giving Rise to Singapore’s “Green Generation”
The Climate Change Imperative

Successfully responding to the opportunities of green growth—and the threat of climate change—will require “a whole-of-nation effort.”

“Every individual effort…will count.” “Together, we can ensure that Singapore remains a vibrant and livable nation for our future generations.”

- TEO CHEE HEAN, DEPUTY PRIME MINISTER
Our Quest

How can we mash up big data on energy consumption ....to inspire behavior change, one family at a time?

Lower our collective energy footprint
kids...as agents of change

Our Solution

- inspire a friendly race to the top among schools
- promote kid-led, community-wide action
- teach data literacy at an early age
Timeline

**APP DEVELOPMENT**

- App Prototype
- App 1.0 (beta)
- Production App 1.0

**PARTNERSHIPS**

- EMA & Singapore Power Data
- Discussions with EMA and presentations to schools for feedback
- Partnerships with schools, EMA, NEA

**APP DEVELOPMENT**

- E3 HACKATHON
- APPS4SG
- INCUBATION STAGE

**2014 LAUNCH**
Design & Functionality

Energy Champions App Conceptualization
**Profile Feature:** User accumulates points and award “badges” based on level of energy savings and personal efforts to promote energy efficiency.

**Analytics Feature:** User can compare the energy consumption of his/her household, class, and school to the national average using kid-friendly visualizations.

**Social Feature:** User can share and read the latest energy saving tips.

### User Interface Example

#### Profile
- **Lolly Villa Beltrán**
- ABC Primary School
- 37619 Madroñal

#### Energy Consumption
- **Best 20%**
  - $78.66
  - 590 kWh
- **My Home**
  - $88.32
  - 640 kWh
- **Sin Average**
  - $99.78
  - 788 kWh

#### Social Tips
- **New Discussion:** 6 hours ago
  - How can Singapore save energy by reducing reliance on air conditioning?
- **New Energy Saving Tip:** 2 days ago
  - Conduct an energy audit!
CHAMPIONS BOARD:
Users can view where their class and school stands relative to others to encourage a friendly “race to the top”
AWARD BADGES: User accumulates special badges to recognize significant accomplishments and to incentivize behavior change.

INCENTIVES SYSTEM: The app developers hope to work with government agencies and private firms to enable participants to convert points into prizes and recognition to more effectively incentivize behavior change.
SOCIAL ENERGY COMMUNITY SPACE:
Users can earn bonus points by posting energy efficiency tips and answering questions of other users.
from idea to implementation

Energy Champions v1.0
web-based, mobile-friendly, device-neutral competition and analytics platform
USER STATUS: User can view the number of points earned for the month based on energy saving behavior.

HOUSEHOLD ANALYTICS: User can view easy-to-understand visualizations of energy performance as compared to the preceding month.

SOCIAL TIPS: User can share and read the latest energy saving tips.
USER ENERGY PROFILE:
User can view how many points he or she has earned for the month using a transparent calculation.

INCENTIVES SYSTEM:
The app developers hope to work with government agencies and other stakeholders to enable participants to convert points into prizes and recognition to more effectively incentivize behavior change.
RESIDENTIAL ANALYTICS:
User can compare their performance to their block, residential area, and national average to encourage a friendly “race to the top”
COMMUNITY ANALYTICS: User can compare the performance of their community—i.e., in this implementation, their school— to rival communities.

FLEXIBLE COMMUNITIES: While the first iteration is designed around a school-based competition centered on kids, the platform is designed in a flexible manner to allow for similar competitions between firms, neighborhoods, university alumni clubs, and other group affiliations.
SOCIAL SPACE FOR ENERGY SAVING TIPS:
Users can earn bonus points by posting energy efficiency tips and answering questions of other users.