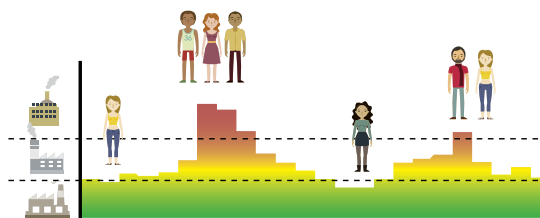


# GREEN KIDS COMPETITION

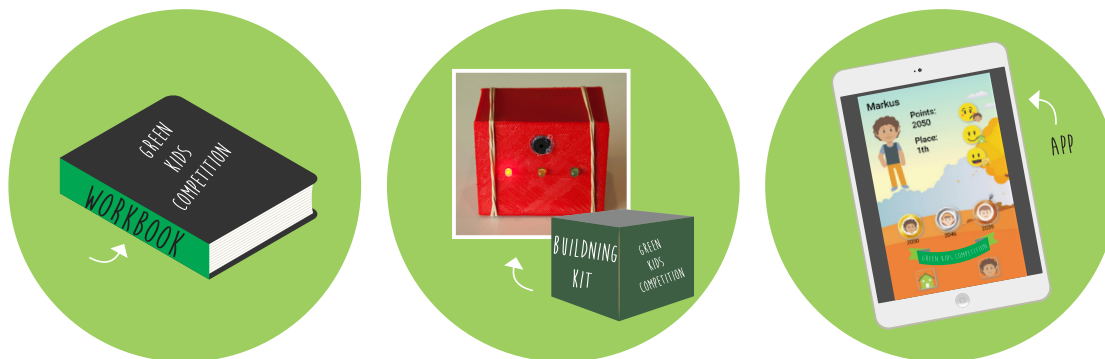
## AN EDUCATIONAL, CROSS-DISCIPLINARY COMPETITION ABOUT BEHAVIOURAL CHANGE AND ENERGY-AWARENESS

The Danish city of Aarhus has the same problem as many other cities; the residents want to use the energy at the same time, creating peaks that lead to a more expensive and less sustainable energy production.

None of the people we interviewed were aware of this problem, and almost no one said they would change behavior to be more green or to save a little money - which is currently not the case since the consumer pays a fixed rate.



That is why we targeted the kids - approx. 2/3 said they would definitely change behavior to help their kids win a competition in school. By introducing the 'Green Kids Competition' in schools we aim to make the students better future consumers as well as influence the energy consumption in their homes immediately. The 'Green Kids Competition' consists of three elements:



The competition is tailored to fit the school learning goals for 3rd-4th graders. In school using the workbook they build a physical object - here a lamp that shows energy prices using Open Data. The kid takes the device home, and their changed behavior is measured through Open Data. The app shows how the family did compared to previous behavior and similar households and generates a comparable score to see which classmate wins. The class can compete against other classes, schools, etc.

In the near future we wish to implement badges for further gamification. We also hope to correlate points to money, so the family will be able to request refunds that the kid can potentially use to save up for class trips etc.