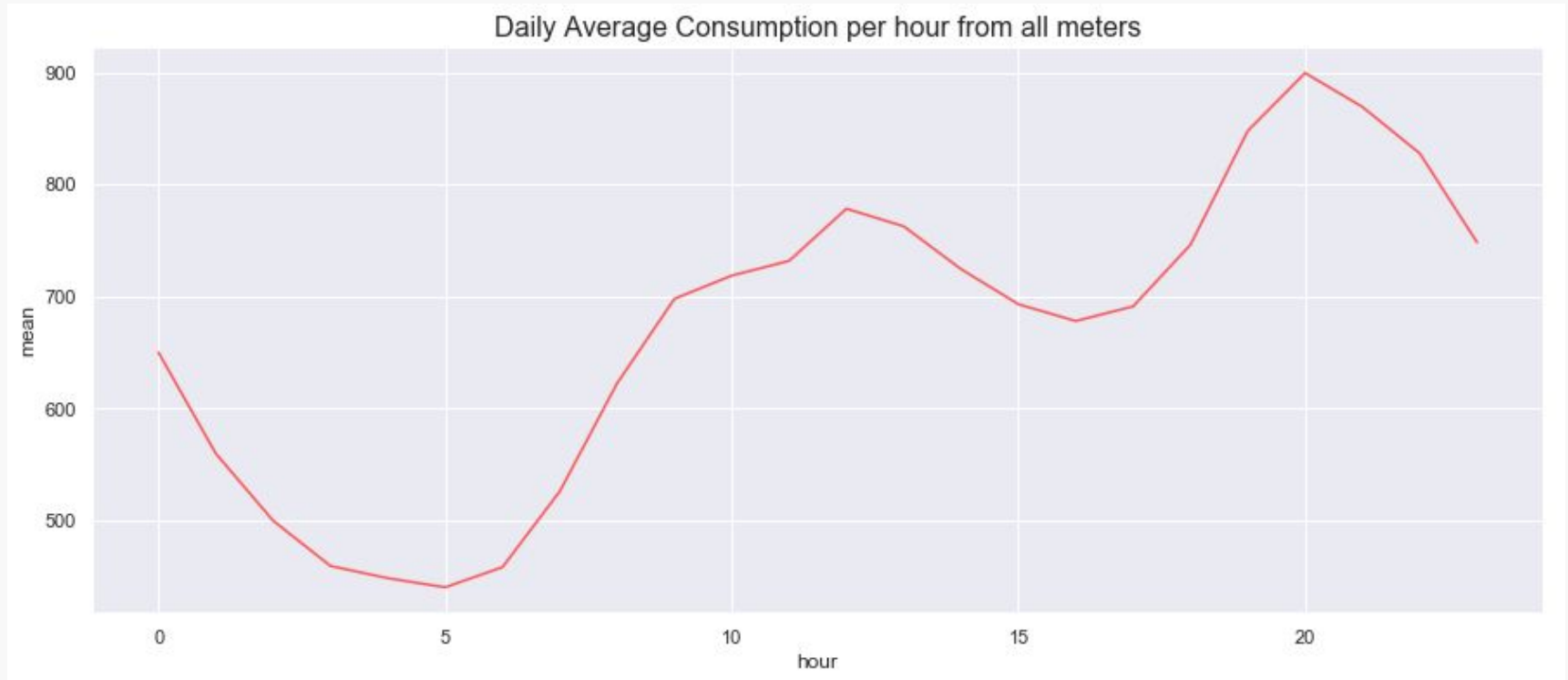




*ZapZap*

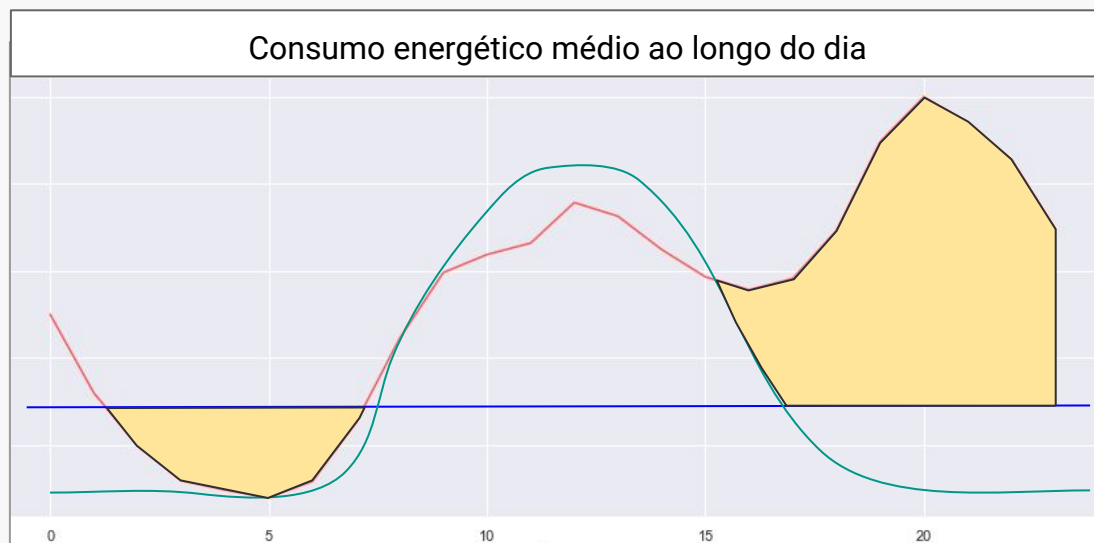
by Pyto

# “In the beginning... there was data”



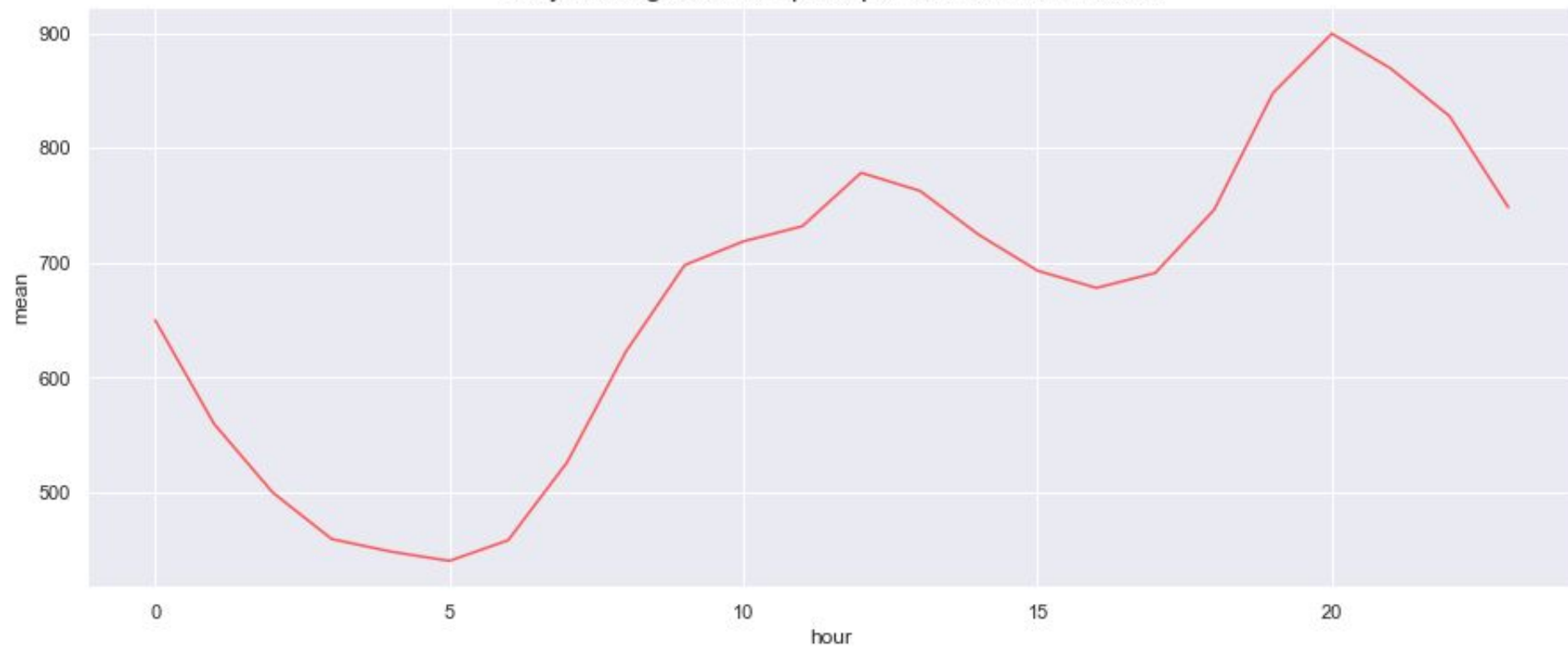
# O Problema

- Desperdício (picos de produção)
- Compra adicional de energia (picos de consumo)

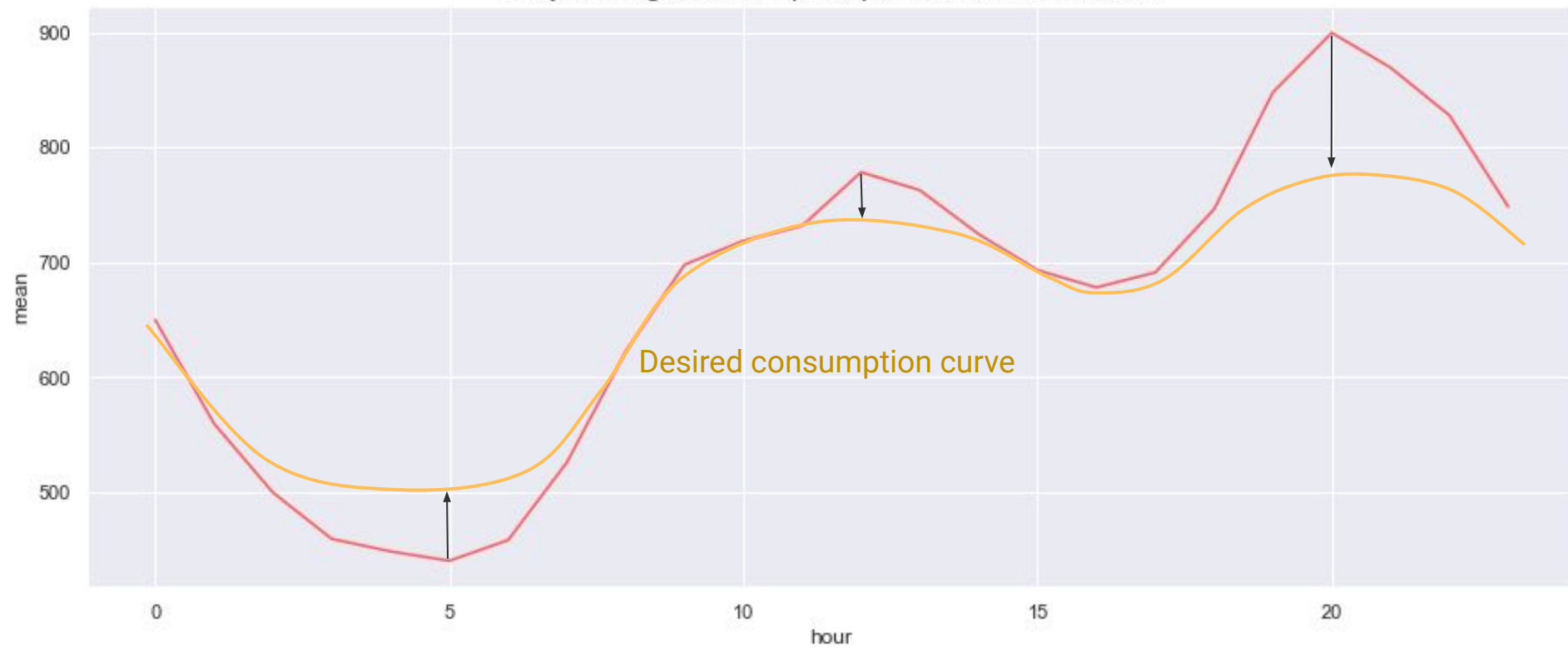


Available energy = **fixed\_load** + **variable\_production** + **additional\_load**  
(renewables/electric vehicles)

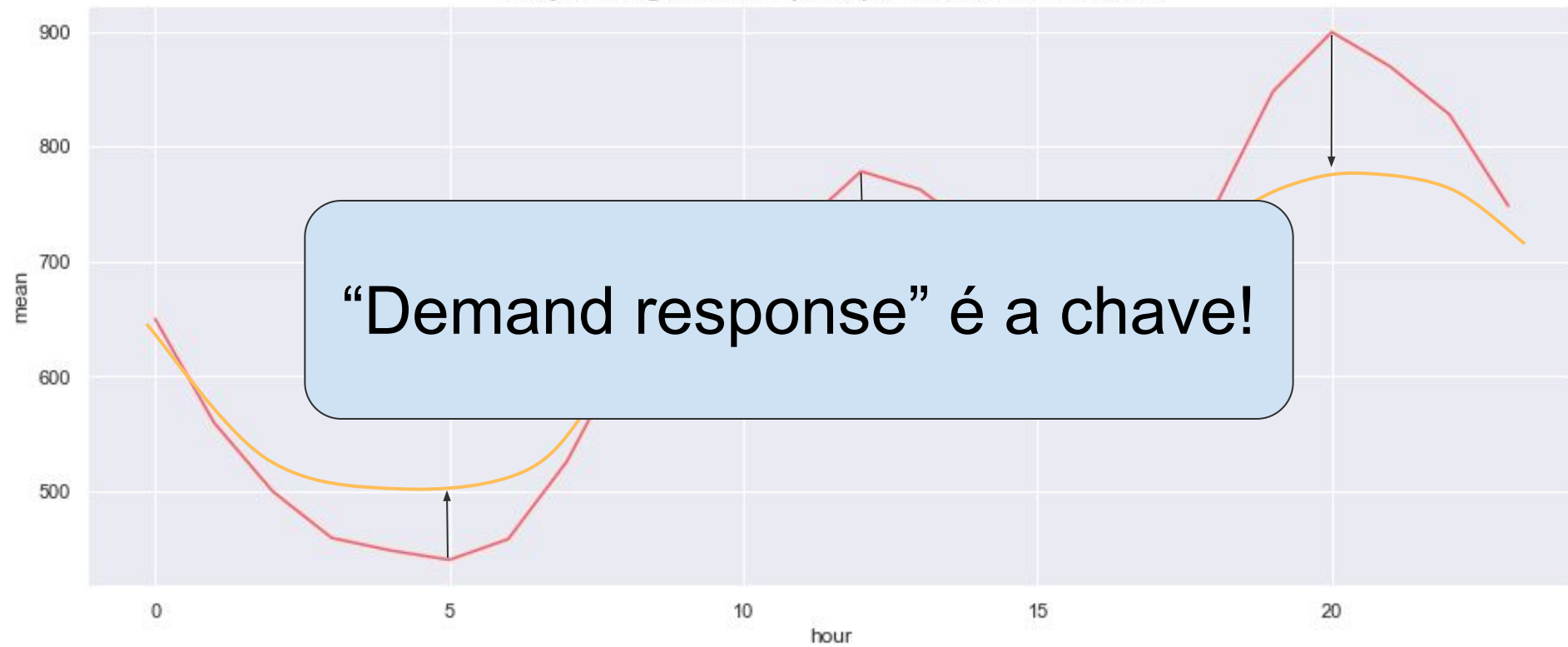
Daily Average Consumption per hour from all meters



Daily Average Consumption per hour from all meters



Daily Average Consumption per hour from all meters





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Recommend



Alex Laskey | TED2013

# How behavioral science can lower your energy bill



8:08

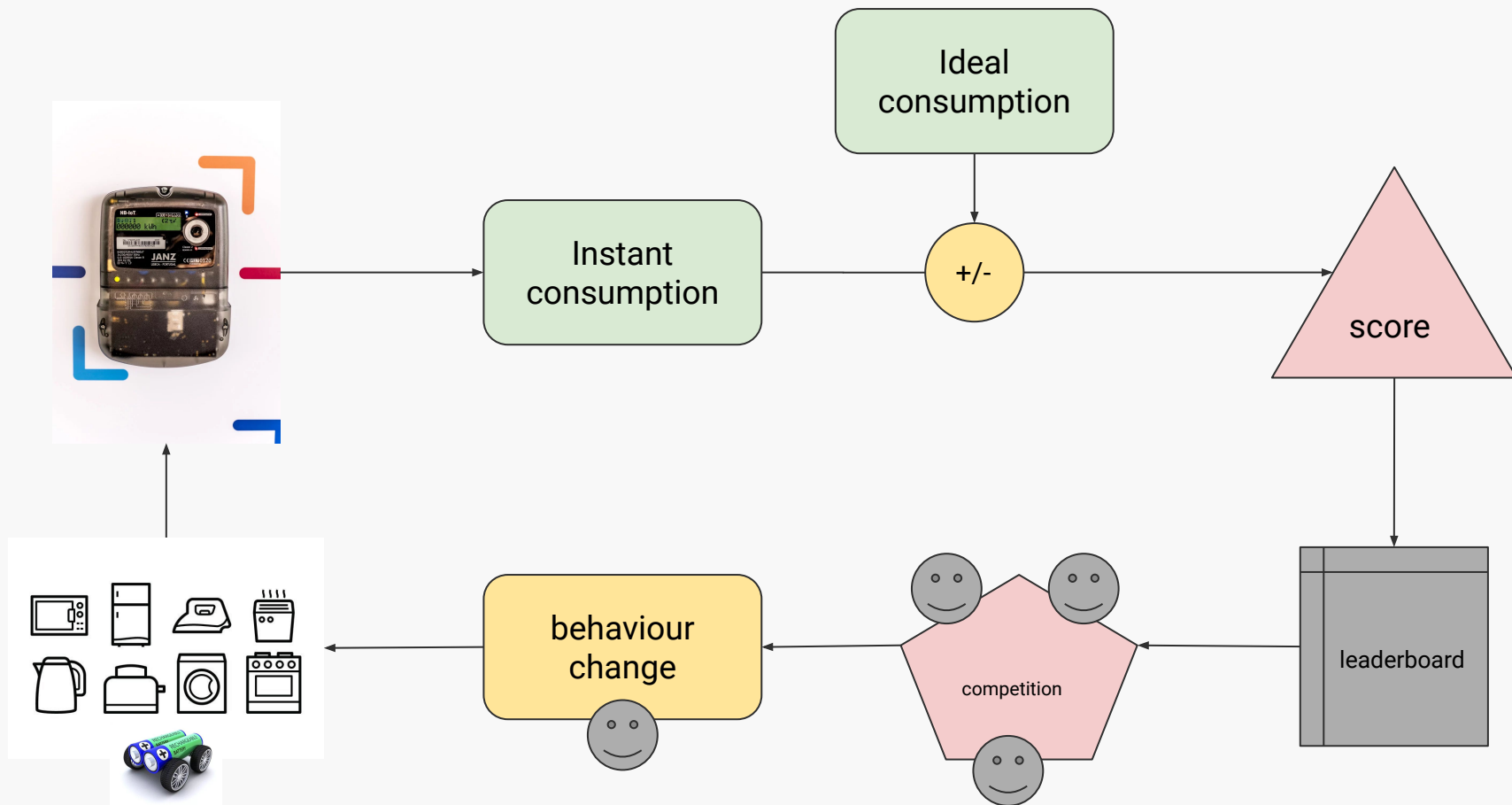


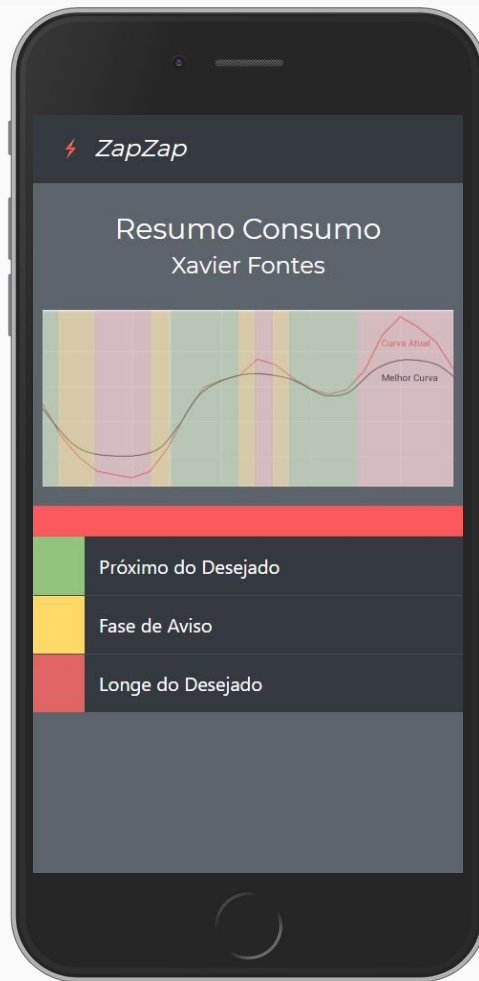


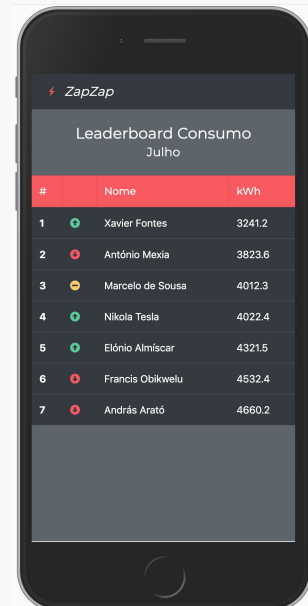
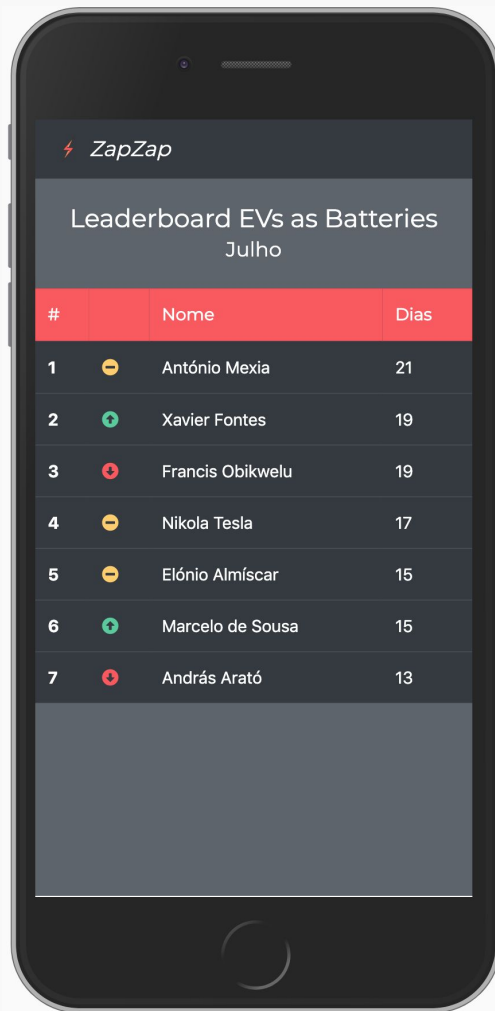
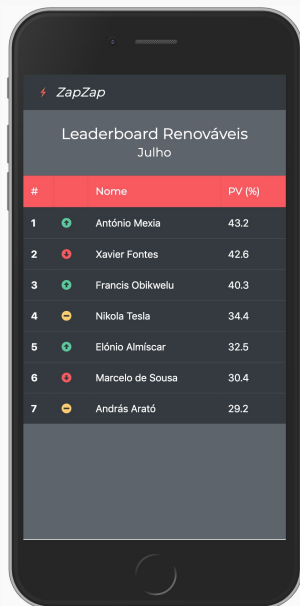












# Resultado

ZapZap representa um primeiro passo em direção à  
adequação **dinâmica** do consumo

# Resultado

Vantagens para a EDP:

- Redução da sobrecarga da rede (peak times)
- Redução da necessidade de compra de energia adicional
- Redução do uso de combustíveis fósseis (usados para suprir os picos)
- Atração e retenção de clientes

Uma forma dinâmica de **influenciar** o comportamento dos clientes



# Resultado

Vantagens para os clientes:

- **Redução do custo** no fim do mês
- Educação energética: ações simples podem trazer grandes ganhos
- Incentivos: premiar os mais ativos para manter o interesse

Uma forma divertida de participar na Smart Grid EDP

The background is a low-poly, geometric pattern in shades of gray and red. Scattered across the background are several stylized lightning bolts, each with a red center and a black outline.

# *ZapZap*

Um jogo em que todos ganhamos!