cuso

Convince consumers to reduce peak hour consumption

Atizo Ideas Report

atizo

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Introduction

About Atizo

Atizo, the leading Swiss Open Innovation platform, assists you with the launch of your innovation processes. Together with you, the Atizo innovator community develops creative ideas and innovative concepts in an actively presented process.

Decisive advantages

In comparison to other innovation management solutions, Atizo offers you decisive advantages:

the web-based, collaborative innovation process guarantees surprising ideas and a simple breaking away from existing thought patterns.

The Atizo innovator community is at your disposal anytime without any expenses and awaiting your challenging innovation questions.

Your Atizo Ideas Project

Project title

Convince consumers to reduce peak hour consumption

Details

How can electricity suppliers encourage consumers to reduce their electricity consumption during peak hours?

Criteria

- applicability
- originality
- 2 selected ideas will be rewarded CHF 100 each

Ideas

Reducing electricity costs outside peaks [#2]

Description

The idea is to offer electricity at reduced costs for a period outside peak hours.

For example, offering electricity at half the price between 10pm and 6am could drive people to launch their wash-machine before going bed and getting their clothes back in the morning.

Not everybody will do it, but a few people, cautious of their money, will do some efforts and put off some of their tasks for later when they can save money on the electricity used.

Tags

tasks, outside peak hours, costs reduction

Groups

Comments

Comment 1

Such strateggy is already used in Russia, there are 3 different prices for electricity, depending on time

. . . .

Help consumers 'see' their consumption: give them wattmeters [#3]

Description

When consumers actually see how much they are consuming, they automatically reduce it. This has been proven very efficient for water consumption on showers for instance. The distributor should offer wattmetters under the form of small mural displays (much like air temperature displays) which show both information on the peak consumption (for the town or region), and the local instant consumption along with the average consumption.

Tags

wattmeter, display, consumption.

Groups

Rating

Community: 6

. . . .

Consumig less - preference by step program [#4]

Description

People by that are proven that they are concuming less at the peak hours, will be given preference. In this case, there is a step programm, wherein the annual rate and the service will be adjusted by consuming at peak hours. Per example: The less I consume, the lower the annual rate and higher service. The classification is carried out every year again.

Tags

preference, step program, consuming less, service, annual rate

Groups

Rating

Community: 1

. . . .

Auction for electricity + recommender/scheduler system [#5]

Description

Power should not be sold at a fixed price, instead it should be sold via a bidding system that increases prices (penalty) during peak demands and lowers (bonus) them during slumps. With a price-o-meter, consumers could then watch how much their current electricity consumption costs and also receive hints on how to lower their bills by a recommender system that suggests time slots and, if opted-in, automatically schedules energy-important tasks such as dish/clothes-washing.

Tags

auction, recommender system, scheduler

Groups

. . . .

What kind(s) of consumers are talking about? [#6]

Description

Huge companies? SMEs? Households?Everybody? If the latter … I guess there is hardly any one-and-for-all-solution   …

Tags

consumer, typology, specification

Groups

Comments

Comment 1

Yes, we are interested more on the households and SMEs

Rating

Community: 2

. . . .

Be smart [#7]

Description

BeSmart a project form Swisscom Energy Solutions AG was asking the same question before they start with "besmart", I guess.

With an installation of "besmart" (no costs for the moment), you've got transparency of electricity consumption, need-based control via the internet or smartphone from and immediate alert of breakdowns (of the heating system)...

Tags

electricity, consumption, control, alerts

Groups

Rating

Community: 2

. . . .

Super Special Offers [#8]

Description

A problem in today's energy supply is the peak load for the operator.

The idea aims to gain from this situation plus offers the consumer at the same time a win-win situation.

It works like this: the provider has just too much hot water? Then customers get an offer electronically: hot bath now, for only 10 cents.

Provider has not enough energy:
Offer: Switch off your device now for 5 min. and get 5% discount on the invoice.

This allows to direct the peak consumptions.

Tags

supply, load, peak distribution

Groups

Rating

Community: 4

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Financial aid to buy less noisy devices [#9]

Description

It's clear: Washing clothes or dishes during the night would be better, but it's causing noise. If people would get a certain amount to buy new appliances, they would be easily convinced to change their habits.

Tags

money, help, financial, washing, habits

Groups

Rating

Community: 2

....

switched string [#10]

Description

in each new house installation **one string is switched by the electricit plant.** ther is the possibility to switch off 2h in 24h. The workprice of this power consumption is cheaper then the normal price.

Tags

switched string, other price, 2of24
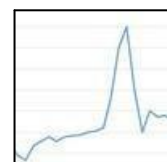
Groups

Rating

Community: 2

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Forecast, Live View and Rating of Electricity Consumption [#11]

Description

Make it easy to see, which time most people have used or will use electricity.

1. **"Electricity Forcast"**: Show one day or some hours before the expected development of the consumption (estimates) – in newspapers and online/mobile (App).

2. **"Live View"**: Show the current electricity consumption, so that people can react in time. The Live View can be offered as an Smartphone App with a "High-Consumption-Alert".

3. **EC-Rating**: Show the electricity consumption of the last days and weeks in newspapers!

Tags

forecast, live, view, rating, show, easy, newspaper, app, online, mobile, consumption, high, alert

Groups

Comments

Comment 1

I like this one. I would add let the users know what is the impact of their decisions on the environment, e.g., killing 2 trees or filling a hot air ballon with CO_2…

Rating

Community: 4

ECC - Electricity Consumption Competition [#12]

Description

Start the **ECC – Electricity Consumption Competition**! There are two categories: "Private" and "Business".
Everyone can enter the competition. The target is to reduce electricity during peak hours respectively to devide up the consumption throughout the day as best as possible!
The best competitors get attractive prices. The competition should be communicated in newspapers and on the radio.
Around the competition you give lot of tips, how to use electricity sensible.

Tags

consumer, competition, private, business, participate, prices, best, newspaper, radio

Groups

Rating

Community: 4

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Green footprint: Make consumer aware of their impact [#13]

Description

People do not just care about money, they care about their environmental impact.
Inform about their impact, i.e. not just the consumption statistics or the price, but about the CO_2 emissions relate to their energy consumption.
Provide them with realistic goals of how much the footprint could become greener.
Show how much CO_2 they could save by their changing energy consumption time.

Tags

footprint, awareness, co2 emissions

Groups

Rating

Community: 1

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Less consumption during peak hours, more free consumptions [#14]

Description

If one user used the electricity during the peak hours less than a threshold one day, he can be rewarded some scores. The less he used during the peak hours, the more scores he can obtain. The users can use the electricity out of the peak time and pay by these scores.

Tags

scores, exchange, free-use

Groups

Rating

Community: 1

. . . .

Give 'em colors [#15]

Description

Most people in SME and households, including my person, do not even know about the time of the day that are considered peak hours.

I would recommend a KISS-approach based on colors: Give customers well-designed information as to when consumption is expensive and when not (e.g. by using the traffic light colors).

This color-based design approach has proof efficient in many different contexts, e.g. the wine industry, in which it has led Yellowtail into a blue ocean.

Tags

colors, yellowtail-case, trafic light

Groups

Rating

Community: 7

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Owl campaign: Night owls are smart consumers [#16]

Description

Target young singles and families with affinity to parties, last-minute learning efforts and further night activities ...

... and tell them how smart they are that they are consuming energy outside the red peak hours...

People will like that you encourage them in their lifestyle, which will help you to get the message across.

Tags

night, owl, campaign

Groups

Rating

Community: 6

....

App-Alarm: It's peaktime - react now! [#17]

Description

With a specialized App, users can receive "peak time alarms" on their phones. These could talk to their smart meters & smart house appliances to reduce – against a reward – the power consumption. For example by:

- downregulating heating (heatpumps etc.)
- temporarily putting PC appliances into sleep mode
- etc.

Tags

app, smartphone, alarm, smart meter, remote control, ad-hoc action

Groups

Comments

Comment 1

was my first thought as well; get it visualized by App that your consumption gets expensive by XX% due to peaktime-rates. You might think then as a consumer where you can reduce

Comment 2

The annex in the report I suggested in #38 suggests up to 20% energy savings potential from short term, in-house mounted consumption displays. Using an App as an alternative, the effect might be similar in scale. Imagine a smart meter in the game – when a large power consumer starts up in peak hour (e.g. washing machine), the user gets an alarm with the question whether this is really necessary at that moment. With an even smarter meter (and houshold appliance of the future), the app could remotely control the later startup of the machine.

However, this will only work with enabled houshold deviced that don't require pressing of a physical start button..

Rating

Community: 3

. . . .

Free books, courses and e-books on healthy & affordable cold lunches and dinners. [#18]

Description

Create a win-win situation for power users and power providers by convincing consumers that a cold lunch or dinner is healthy food, too. No extensive cooking during peak hours necessary.

Tags

food, cooking, instruction, cold food, books, e-books, courses, attitude change

Groups

Rating

Community: 2

. . . .

Safe something for the winter [#19]

Description

Wintertime is full of peak hours ... however, these are not surprising to anybody.

The deal you could offer to people is therefore: If you avoid unnecessary peak hours throughout the year, then you get a discount in the winter.

Tags

safe, winter, peak, ant, grasshopper

Groups

Rating

Community: 2

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Digital Haybox Cooking avoids peak time (thermal cooking devices) [#20]
Description

Provide power consumers with info and hardware for haybox cooking
(http://en.wikipedia.org/wiki/Haybox). With a internet-connected "Haybox"-cooker inspired
by rice cookers that can be both programmed, and remotely monitored and controlled. Food
gets warmed outside peak. Users remotely start cooker hours before they go home; enjoy the
meal rather than turning stove on in peak hour.

http://www.cnet.com/8301-13553_1-57508313-32/crock-pot-stays-hot-in-the-end-zone/

http://mrdskitchen.blogspot.no/

Tags

haybox, insulation cooking, digitally controlled cooker, timer, remote control, long-term-cooking, retained-heat-cooker

Groups

Comments

Comment 1

Background link:
http://en.wikipedia.org/wiki/Haybox

This concept was popular in Germany after the 2nd world war, due to the shortage of firewood and coal. It was
called "Kochkiste" – you'll find many (german-language) references and cookbooks for it.

Just imagine the potentials and busines models for a connected thermal cooking pot integrated in the smart
kitchen / smart power meter environment, with a remote control app on a phone!

....

Programmable outlet strip! [#21]

Description

Give the consumers a programmable electric socket strip, therefore users can programm their electrical appliances to swich on outside the peak hours!

So that the washingmashine is programmed to wash at 2 a.m. as the oven and the dishwasher!

Tags

strip, programmable, elecrical

Groups

Rating

Community: 2

. . . .

Just use different prizes... [#22]

Description

Do you really need to give customers anything besides an economic incentive to reduce power? My suggestion: Make electricity free at non-peak times. That's all. I bet it will work magnificently.

Tags

economy, incentive, free electricity

Groups

Comments

Comment 1

I agree with you in terms of "touch their pocket to create motivation".
I would not make it free, but to increase the price by 10% for the peak hours shall work. Also the prices for non-peak hours could be decreased by 5%.

On human beings this should work better than any engineering trick.

Comment 2

I wonder how well this will work while most of these humans spent their days in the office, and return to cook and wash at the same time…

....

Recruiting/Advertising campaign: Kill this coal power station [#23]

Description

Run a campaign that asks people to sign up for peak hour avoidance schemes (smart meters, programmable washing machines, smart cookers etc.) to shut down a coal power plant. Several weeks of campaigning with the slogan "We want 2 million smart power users to kill this coal power station through smart consumption" should collect enough persons with interest in the topic. Those persons would receive information, a hotline, and discounts and help with the installation of smart household devices.

Tags

campaign, kill bad power, save away coalpower, smart consumption, recruitment, pr campagin

Groups

Rating

Community: 1

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Peak hour buffer devices given to consumers (best interoperable with solar technology) [#24]

Description

Provide motivated consumers with storage technology for peak hour energy. Those devices will suck up energy in times of excess. Examples:

● Hot water reservoirs for washing, cooking, and heat pumps/heating;

● Battery packs to tackle the TV electricity wave per household.

● Washing machines and dishwashers connected to the hot water reservoir – to eliminate heating power needs.

● "Smart" freezers that freeze down to extra cold when power is available, and that reduce their power during peak time.

Tags

buffer, reservoir, heat storage, cold storage, electricity storage, hot water, tank, battery

Groups

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Give me my personal peak time generator [#26]

Description

I wouldn't mind my own little generator in the basement.. for blackouts, and possibly peak times where the power company can remotely turn off power in 15-minute-intervals where my battery pack/generators take over in return for the equipment and a cheaper monthly base fee.

Tags

generator, battery pack, remote power shut-down

Groups

Rating

Community: 1

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promote awareness [#27]

Description

The average consumers are simply not aware about the situation. They need reminders.
Stickers on devices with high consumption like washing machines. PLEASE DON'T USE THIS DEVICE from to….
Short hints and spots in diverse media.. Informative flyers coming with the electricity bill etc..
Lets start a clarification campaign by giving it the name :
"Cut Power at Peak Our" .

Tags

information, reminding, creating constant awareness

Groups

Rating

Community: 3

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Automatisation is key [#28]

Description

People a) are not aware of the problem, b) don't care, because they have no advantage, c) focus on what they want, when they want.

Therefore focus on a solution which solves the problem without too much involvement. Identify the problematic devices and add a battery. Charge the battery off peak-time and need less energy during peak-time.

Tags

battery, focus, identify problematic devices

Groups

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Contest among neighbors [#29]

Description

In a building with multiple flats (say around 30), have everyone pay extra 2 francs per month for electricity, and reward each month with 60 francs the customer who consumes the least amount of electricity during peak hours.

Tags

neighborhood, contest, reward

Groups

Rating

Community: 2

. . . .
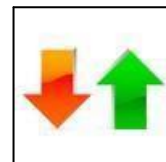
Reduce to increase [#30]

Description

Reduce peak hour consumption to increase the investment of electricity supplier in "green energy!"

Guaranteed, transparent: Every cent saved by avoiding peak hours leads to a 1:1 support for sustainable projects (shown online).

Change the world by changing your own habit!

Tags

change, by, change, yourself

Groups

Rating

Community: 2

. . . .

Children are the consumers of the future! [#31]

Description

Start a campaign to reach children. Tell them, what they can do and how they would help to save and clean our earth. **If it gets normal for children to pay attention when they use electricity, they also will do it, when they reach adulthood.**
Cooperate with TV-stations, schools and technical museums. Let children show, what they do, to save electricity. **Give them a platform for own videos and reward the best ideas!** In best case they will tell their parents to use electricity out of the peak hours.

Tags

children, future, campaign, lerning, school, museum, tv, platform, videos, award, ideas, parents

Groups

Rating

Community: 5

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Discount during less capacity periods [#32]

Description

Give the consumers a discount during less busy periods. When they neet to pay less for the same output, then tey will use electricity for sure during these periods!

Tags

discount, period, less, output

Groups

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Buy peak hour TV spots and social media campaigns: "Turn off your TV now!" #33 [#34]

Description

Buy advertising time on both social media and on air during peak hour. Goal: Get people to turn off their TVs.

Implementation: Funny spots with alternative things to do but sitting in front of a screen:
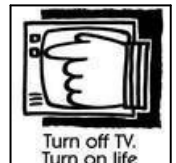
Kiss a pretty person now
walk your dog
save the planet
have a face-2-face-meeting in a pub *...
See how much power you can redirect depending on the add frequency :-)

Tags

tv, social media, humor, campaign, peak hour, turn off, alternatives, massive mass communication, mass communication.

Groups
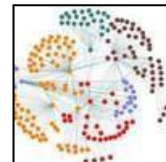
Rating

Community: 2

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Automated Facebook status messages [#35]

Description

Users who sucessfully react to a savings call get automatically rewarded "peak saving scores" with a positive message on their Facebook page or other social media, thereby indirectly inviting their friends to challenge them to get even better "peak savings scores".

Tags

social media, facebook, status, score, update, wall, peak savings score, competition, friends, social network

Groups

Rating

Community: 1

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Flat rate for electricity [#36]

Description

Electricity companies could offer their customers a flat rate for electricity. The clue: The flat rate refers only to times which are no peak times. Using electricity during defined peak times will mean extra-costs.

Tags

flat rate, extra costs, peak time

Groups

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Flow-type heater principle [#37]

Description

Make it mandatory for all the households to have get an instrument that electricity limited during peak hours (like hot water is limited if the water for the showers is heated by a flow-type heater). Prices of electricity should be higher during peak times. The counter will help housholds to keep track of their consumption by limiting the electriciy. In the settings it can be defined what will happen after the limit is reached (e.g. "automatically continue at [much higher price]").

Tags

limitation, boiler, counter, system, tracking

Groups

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Use the force [#38]

Description

What we want in return? Read the existing literature for a start ;-)

An Austrian report examines usage information to consumers,and its effects on energy consumption.It contains an extensive reference list to meta surveys on consumer behavior change based on consumption information.

http://tinyurl.com/qz4gb6j

_Die Beeinflussung des Energiekonsums durch
Energieverbrauchsrückmeldesysteme – Ein Appell zur Stärkung der lebensstilspezifischen
Energieverbrauchsforschung_
Markus Spitzer, 2010, ÖiN

Tags

power consumption information, energy saving, meta study, consumer behavior, behavior change, survey, references, report, science, austria, literaturempfehlung

Groups

Comments

Comment 1

Sound very interesting. But unfortunately the article is in German.
The English translation would be:
The influence of energy consumption by
Energy consumption feedback systems ?
Unfortunately, they do not publish it in English… right?

Comment 2

No, it's been written up in english. However, Google translate gives you a rough impression about the content – in particular the annex with the study overview and their success rates in reducing power consumption should be of large interest to you.

The reference list points to a UK-based project with many english-language publications on consumer behavior modification.

Rating

Community: 1

Exemplify best practices [#39]

Description

Provide concrete examples of peak-avoidance behavior, including well-specified actions, materials, procedures, and benefits, e.g. as descibed in Darnton, A, Verplanken, B, White, P and Whitmarsh, L (2011). Habits, Routines and Sustainable Lifestyles: A summary report to the Department for Environment, Food and Rural Affairs. AD Research & Analysis for Defra, London (see graphical example).

The 3-segmented shape is called Three Elements model (from work by Elizabeth Shove).

Tags

three elements, behavioral change, exepmlification, examples, best practice, action plan, procedures, benefits, materials, darnton, shove

Groups

Rating

Community: 1

. . . .

Evolution in a Tournament way [#40]

Description

there are a lot of ideas and it seems they are all good. Maybe it is better to carry out all these good ideas in different cantons to see which one is performs better under what kind of conditions. It is difficult to find one-fits-all solution, but we can distinguish the better from the less better ones. All the ideas are under evolution and finally only the fittest will survival. Meanwhile, it is something like a competition of all ideas in a tournament.

Tags

evolution, survival, tournament

Groups

. . . .

SMS alarm [#41]

Description

In addition to Lothar's idea
people can subscribe to a SMS alarm that sends a simple message like:

● Peak time: is it possible for you to switch off something now?

Tags

peak, time, message, sms

Groups

....

Electricity coach [#42]

Description

The suppliers invite any client who is interested to receive **free private coaching** for electricity peak management.

Coaching would happen online (Skype or other), on the phone, or directly at home (a real person comes in your house).

The client explains what devices are used and when.
The coach analyses the situation and gives advices to avoid peak consumption for the specific case.

Tags

coach, doctor, coaching, advice

Groups

Rating

Community: 1

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Cartoon-based visual narrative [#43]

Description

Using the display or app user interface, the consumption narrative should be vizualised with a cartoon-based narrative rather than as graphs or numbers. Animated cartoons such as a sweating planet, a variably-sized smoke cloud over power stations, or small fantasy animals in various states of (un-)happiness can tell the consumer about the network and apartment power consumption, and appeal to his emotions to provoke action.

Tags

cartoon, narrative, emotions, user interface, user consumer, animation, game, gamification, tamagotchi

Groups

Rating

Community: 1

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In Cinemas Soon: "Peak Hours - The Film" [#44]

Description

Call Morgan Spurlock or Michael Moore or do it on your own, but **make a documentary film for cinemas!** Show never seen backrounds of the electricity companies and tell the effects of high consumption in peak hours.

Tags

film, documentary, cinemas, backrounds, peak, hours, effects, watching

Groups

Rating

Community: 3

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Knowledge TV Shows / Documentaries [#45]

Description

Some Knowledge TV Shows are very popular. Talk to some TV stations to inform and educate their viewers about electricity consumption during peak hours and its effects.

Tags

tv, show, knowledge, documentaries, popular, stations, inform, educate, viewers, effects

Groups

Rating

Community: 1

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Give them the technology! [#46]

Description

What means higher electricity consumption during peak hours? Does it mean, that people really USE all the devices? Often, if we are at home, lot of devices eat up electricity although we don't use them in this moment. Just because we are too lazy to turn them all of, if we don't use them anymore. **So give the technology to the people, which automaticly turns of TVs, radios, light etc. if we leave the room"**
Compare this

Tags

technology, automaticly, turn, off, leave, room, home

Groups

Rating

Community: 1

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Community Spirit: WE save energy and YOU fund our community project [#47]
Description

Involve energy companies into the funding of projects on the community scale rather than the individual level. Depending on the total amount of energy saved by a community during peak hours, compared to a previous baseline/national average, communities can earn contributions to important projects such as road maintenance, school improvements, etc. Creates a community spirit among citizens who will encourage each other to participate, with a greater impact than just small individual savings.

Tags

community spirit, community project, common good, school improvements, road maintenance

Groups

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Nudging: Be clever, Share the appliances. See Mobility.ch [#48]

Description

Price Incentive is a no brainer. And there is hardly an effect, since the price elasticity of electricity is very low.

New approach:

If people share their appliances, these can only be used one after the other instead of parallel use. So the energy consumption will be better distributed over the timeline.

Mobility.ch will certainly be open for an idea workshop. How does car sharing influence traffic congestion during peak hours? How can electricity suppliers benefit from this model?

Tags

mobility, share, sharing

Groups

Rating

Community: 2

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Information about the Off-Peak-Time [#49]

Description

Do the opposite way: With sms, app, email, internet what ever you like, you can inform the customer, when there is a off-peak-time.

Message: "Dear customer, we have a non-peak-time. Did you already make your laundry?"

Look at this: http://www.thetrainline.com/train-times/off-peak (there they are working with the off-peak informations for trains)
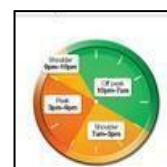
Tags

information, customer, non-peak

Groups

Rating

Community: 3

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Points to purchase new eco appliances [#50]

Description

Customers who help reducing peak hours consumption could receive points (like Migros Cumulus) that allow them to buy new appliances that consume less energy.

Tags

cumulus, points, point, punkt, appliance, eco, consumption, device

Groups

Rating

Community: 1

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Digital map: The greenest county [#51]

Description

Provide an on-line digital map that colors counties according to their peak power consumption sums. Green for "very good" (=low) and red for "very bad". Politicians in "bad" counties will think about ways to get their population to reduce peak time consumption.

Tags

map, digital, on-line, county, internet, competition, visualisation, coloring, consumption, peak

Groups

Rating

Community: 1

. . . .

Insurance is the best assurance [#52]

Description

Many users prefer to run their dishwashers, washing machines and other home appliance when they are at home – in spite of timers and programming. The reason is fear of malfunction that possibly causing fire, flooding or other damage to the apartment. Those incidents hardly ever happen with today's equipment, however users need assurance that nothing ever will happen if they use their timer functions to go off-peak. Team up with household insurance companies to promote off-peak-use of machinery.

Tags

insurance, assurance, damage, risk, failure, fire, flood, washing machine, timer, peak, dishwasher, control, home, fear

Groups

. . . .

controlled consumption [#53]

Description

Each appliance is divided into an energy class. The combination of the type of equipment and the energy class results in a bonus / malus. This criterion is used as a factor in the electricity rates. Starting position for the peak hour is the factor 1.5
We humans operate/function mostly about money. So if I have to pay less, I am also willing for me to find an individual solution reducing electricity consumption in the peak hour.

Tags

bonus, maluspunkte, malus, bonusprogramme, einschränkung

Groups

. . . .

advertising and device detection [#54]

Description

1. Each month supplier send the electricity consumption chart for explaining why we cannot reduce peak hours. Tell them the advantage why consumers can do so.
2. Small device to detect each consumer's consumption during peak hours. Set a criteria to remind consumer to save electricity with bonus.

Tags

devices, chart, bonus

Groups

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What to do on an evening without electricity? Give them the ideas! [#55]

Description

Maybe most people wouldn't know what to do on an evening without electricity. It's normal that everything we do needs electricity. Show possible activities people can do: Reading in candle light, going to bed earlier / sleeping (so they save electricity and their own power), playing games and so on. Produce a little box with the most important information and some things to use without electricity. Give these boxes to the people in the streets!

Tags

what to do, do, know, without, electricity, activities, play games, reading, sleeping, ideas, box

Groups

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Where is our electricity from? Coal kills people and mountains! [#56]

Description

Yesterday I saw a report which showed where the coal is from, that is used in german power plants: http://www.zdf.de/ZDFmediathek#/beitrag/video/2029788/ZDFzoom:-B%C3%B6se-Mine—-gutes-Geld
Coal mines in the USA, Columbia etc destroy whole mountains and are the reason for murders. Everything for OUR electricity. We are maybe not those who can change what the big concerns do, but we can use less electricity and therefore less coal!
Tell that to the people with promotion activities and TV spots!

Tags

coal, kill, mountains, murders, usa, columbia, tv, report, spot, promotion, activities, import, german, concerns, power, plants

Groups

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Twitter the peak hours [#57]

Description

Inform people about starting and ending of the peak hour via twitter. You don't reach everybody, but people which are interested in helping. With a simple tweet they get a signal, when to reduce their electricity consumption and when they can use more.

Tags

twitter, tweet, message, information, inform, start, ending, end, stop, signal, interest, reduce, peal, hour

Groups

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Bonus points for reduced consumption [#58]

Description

It would be really great to get bonus points for every "peak hour" you had a really low electricity consumption (worth must be defined). The bonus points can be set in for a price reduction on the bill.

Tags

bonus points, price reduction, bill

Groups

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