

# Climathon - Idea/solution description

City	Milano
Challenge	Climate Kic
Name of team	SaveMi
Team members	<p>Francesca Borghesi</p> <p>Francesca Galimberti</p> <p>Nurgul Nsanbayeva</p> <p>Federica Rotondo</p> <p>Lodewijk Voorhoeve</p>

## Description

### 1. General Summary – Please describe your solution to the challenge (max 200 words)

Energy use has to be reduced to mitigate direct emissions and to allow for a transition from fossil fuel-based energy to renewable energy. Citizens have to reduce their consumption and energy companies want to bind their customers.

Plan: stimulate people to use less energy and raise awareness through a new communication strategy. Customers receive their energy bill with additional information on reducing their consumption and how this is rewarded. The rewarded points can be spent on products such as discounts on events in Milan, free metro tickets, reductions on BikeMi and so on.

How: every household in Milan will receive a card that is connected to their SmartMeter. By reducing their consumption they receive points on this card and notifications on their use. Use reduction is traced by analysing the consumption pattern: electricity and gas use are compared to neighbours or previous use records.

Apart from these relatively small incentives like points and a reduction in expenses, people will be stimulated to take action on a bigger scale: a retrofit will save even more energy and result in an increased house sales price and reduced energy expenses.

Here comes an extra role for energy companies: they pay for the retrofit because customers will commit to a long term contract, and earn the investment back through savings in gas by charging the price prior to the retrofit.

**2. Climate Impact** – Please describe the possible climate impact of your solution (max 100 words).

The immediate impact on climate will be direct reduction of GHG emissions. This is because people will be stimulated to use less, and most of the energy comes from fossil fuel sources.

The impact will be consistent since around 40% of energy consumption in Milan is linked to the civil sector. The aim of the project is to target all the possible room for improvement in private building efficiency and create a long term impact by raising awareness and changing the behaviour of citizens.

This will make it easier to transition from fossil fuels to renewables because the total required energy is reduced.

**3. Team** – Please introduce your team members – their role within the team and their background (max 100 words)

Francesca Borghesi – MSc Urban Planning (Politecnico di Milano) - coined the bonus card idea

Francesca Galimberti – Bsc Architecture, MSc Urban Planning (Politecnico di Milano) - shaper of content

Nurgul Nsanbayeva – MSc Creative Sustainability Programme (Aalto University) – system sketcher

Federica Rotondo – MSc Science and Techniques of Urban Environment (École Centrale Nantes) – communication strategist

Lodewijk Voorhoeve – MSc Biosystems Engineering (Wageningen University) – Devil's advocate

**4. Future plans (if any)** – Please let us know whether what are your plans with the solution that you worked on during the CLimathon (max 100 words).

The foundations of this plan lie in convincing energy companies to participate in the implementation of the program. Contact with the city of Milan and various organisations such as ATM has to result in cooperation in the initiative. A special magazine will be released with the promotions of the products and discounts you can win by saving energy.

A requirement is the installation and connection of new smart meters, which is planned in the coming years. The information which the meters supply will be collected and analysed to propose energy saving strategies to the customers.