

How might we ...

Use notions associated with
social inclusiveness to induce
people to change their habits
around electricity?

Conscious level

Subconscious level

COMMUNITY

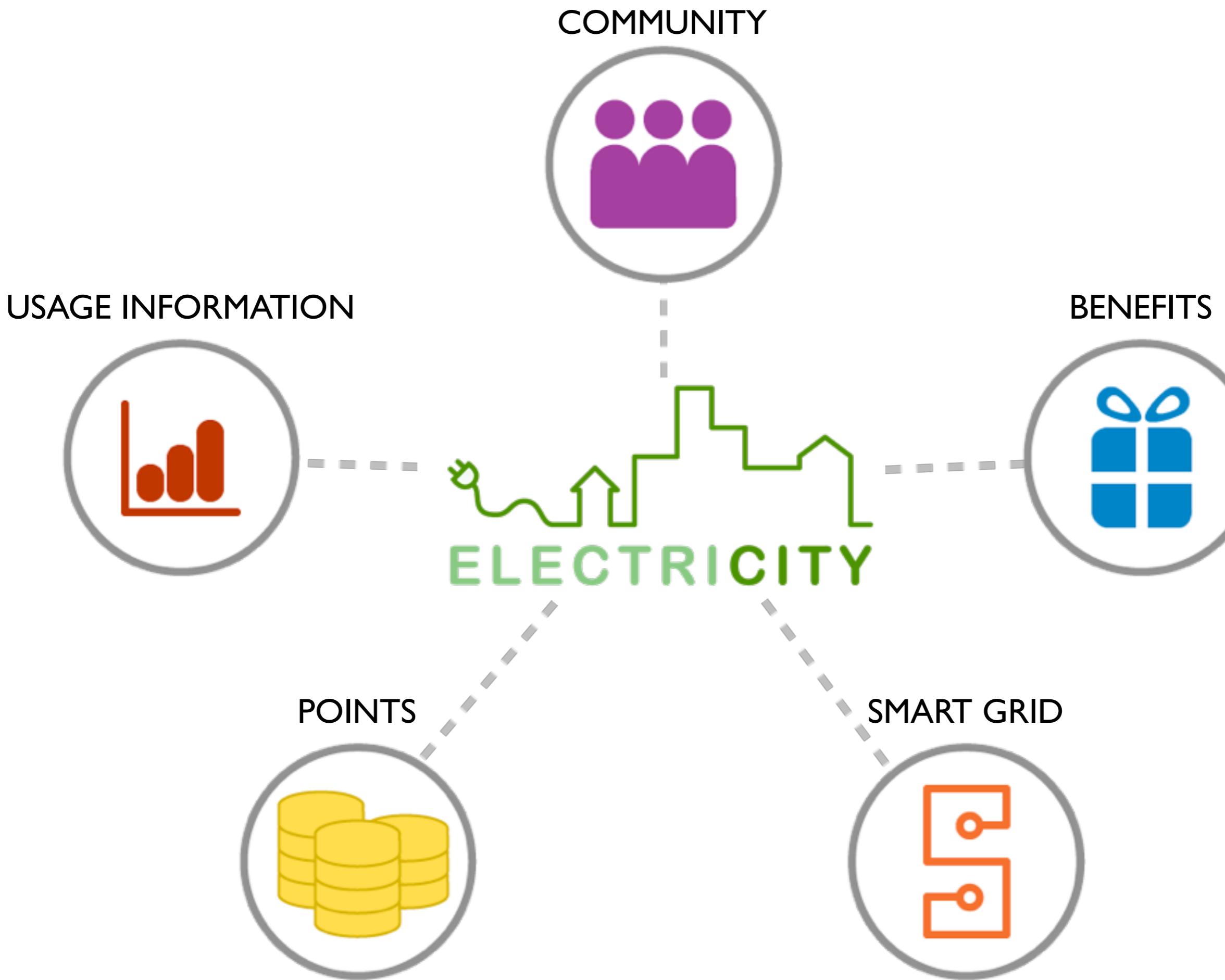
USAGE INFORMATION

BENEFITS



POINTS

SMART GRID



- Subconscious awareness
- Presence of electricity
- Positive feedback



Thank you.

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