

The background of the slide is a scenic photograph of a mountain lake. The water is a deep blue, reflecting the sky and the surrounding mountains. The mountains are rugged and grey, with some green patches of vegetation. The sky is blue with scattered white clouds. A large, semi-transparent blue rounded rectangle is overlaid on the center of the image, containing the main title and subtitle.

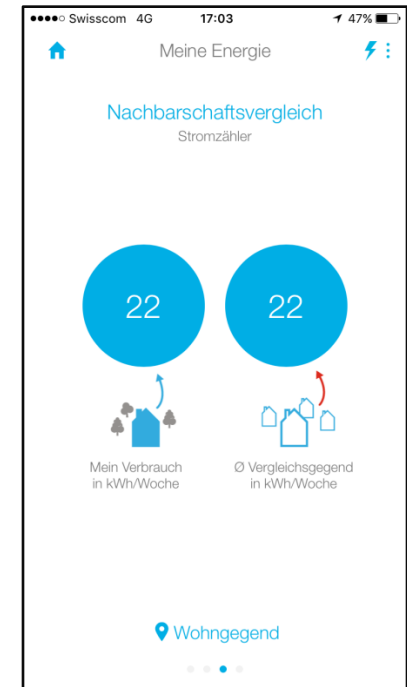
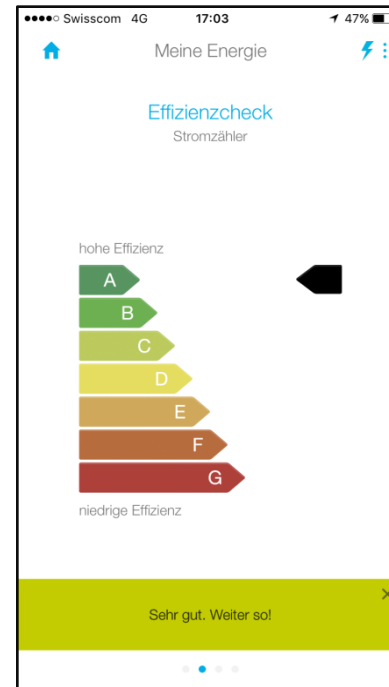
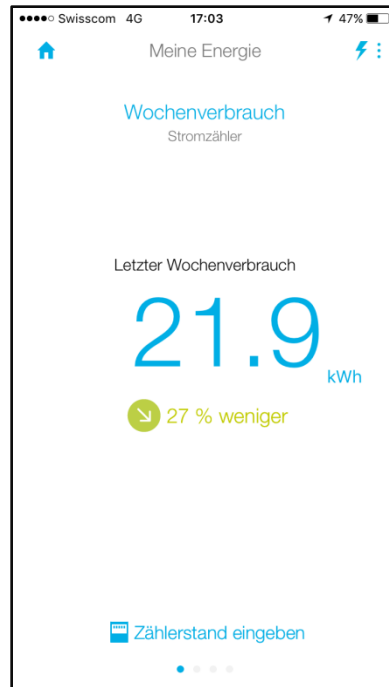
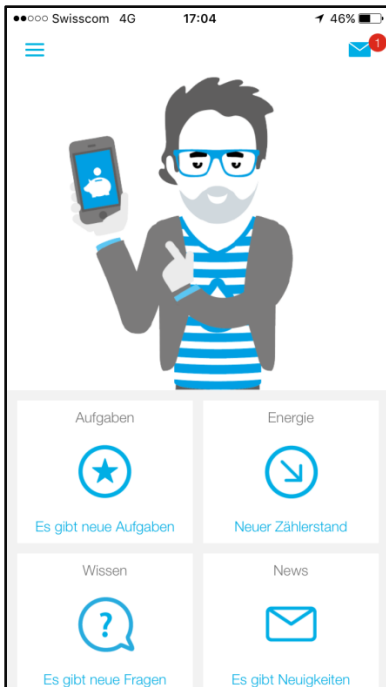
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REM Forum 2017

Smart Basil – Das Basler Strom- Derby

Joël Baumgartner | Smart Basil – Basler Strom-Derby | 12.05.2017

How can we boost engagement and behavior change on our energy efficiency platform «Basil»?



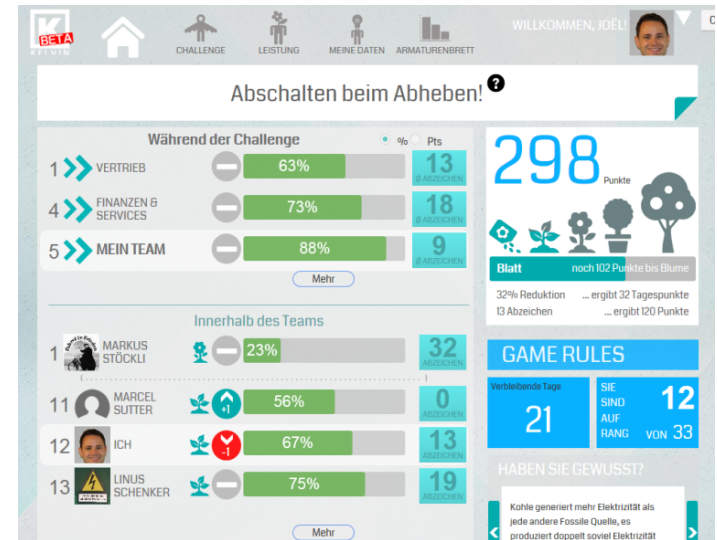
A fun challenge within a community can boost engagement and thus behavioral change significantly



Source: Fitbit App



Source: Fitbit App



Source: Visionarity IWB-Pilot 2015

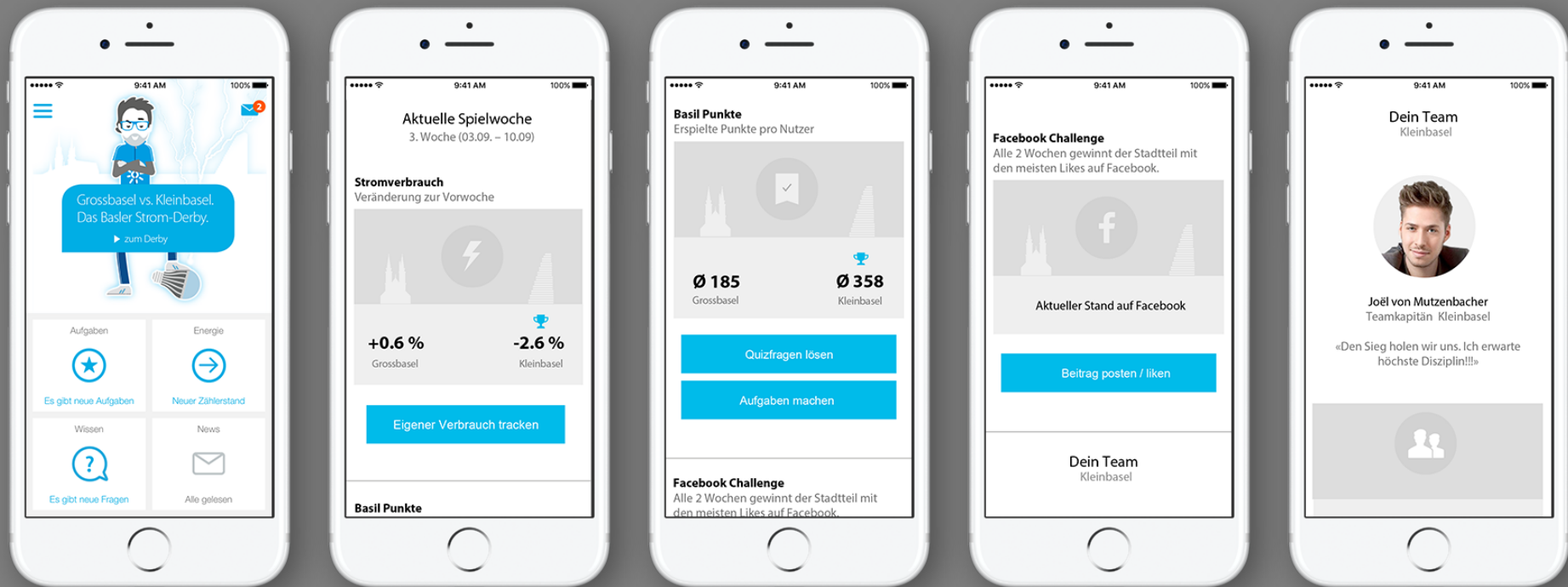
Solution



«Basler Strom-Derby»: Six-week energy efficiency challenge between Klein- and Grossbasel



Users can engage in three categories and thereby contribute to their team based on their postal code



The Campaign

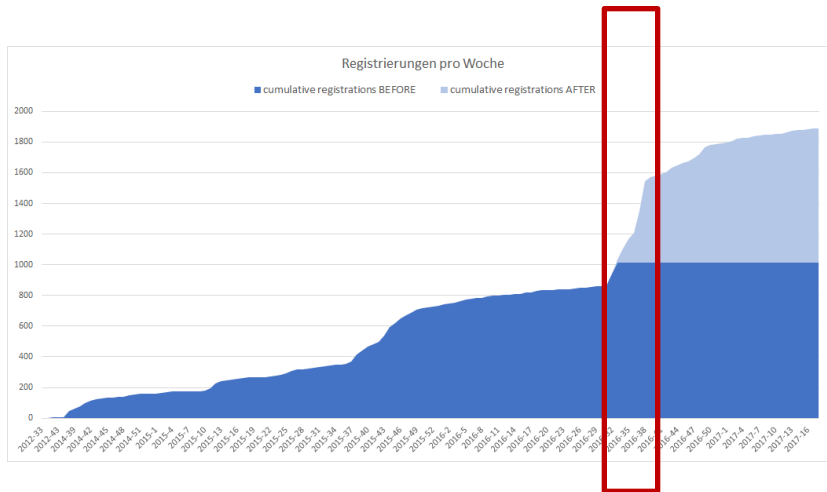
The challenge was supported through online and offline advertisement, team leaders and moderation

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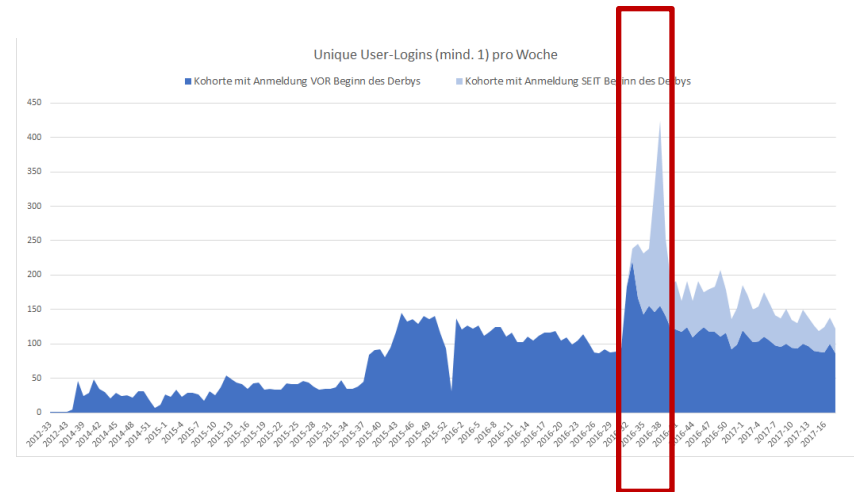


The «Basler Strom-Derby» boosted registration and engagement significantly

User Registration



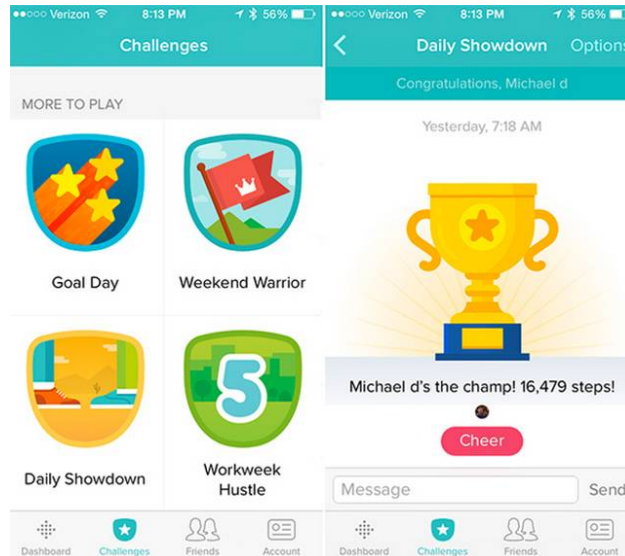
Unique User Logins



More emphasis on simplicity, actionable advice as well as personal quests and rewards



Source: Bidgely App



Source: Fitbit App



Source: 20 Min – Basler Strom-Derby

What is Next?

How about a Swiss Championship?

