



Press Release

## **Energy Institute at the JKU Linz is leading EU project to develop energy saving app**

**Linz, 29 April 2016** – The Energy Institute at the Johannes Kepler University Linz is leading a €2 million European project to develop an ICT ecosystem, which will enable households to save money by consuming renewable energy when it is available at cheaper rates i.e. when the wind is blowing or the sun is shining

PEAKapp is a three year, EU funded project that draws together experts from research organisations, SMEs and energy suppliers such as Upper Austrian company ENAMO. The 10 partners will develop an ICT ecosystem based on a dynamic accountancy system for the energy retailers and an app including a serious game, which motivates the energy customers - the households – to change their behaviour in terms of energy consumption.

### **Most important breakthrough for the household electricity market since its liberalisation**

The electricity market operates on the principle of supply. Electricity prices are lower in times of high production levels for instance of wind and solar power. In the past, households have been unable to benefit from this low priced electricity. The new PEAKapp ICT ecosystem enables energy retailers to forward low-price, green, low-carbon energy from the spot market to households. By using the PEAKapp, customers learn how to adapt their energy consumption behaviour and how to actively participate in the electricity market to benefit from monetary savings. "With this first close-to-market-ready attempt to provide households with a dynamic electricity tariff reflecting the current production from renewables, the door is opened for the most significant impact on the household electricity market since its liberalisation", stated Johannes Reichl & Andrea Kollmann from coordinating Energy Institute at the JKU Linz at the kick-off meeting in Linz last month.

### **An entertaining, yet serious game motivates customers to use the app**

The PEAKapp displays consumption information, enables benchmarking through comparison with other consumers and shows dynamic electricity prices and spontaneous savings opportunities in an edutaining gaming environment. A serious game shall motivate the households to use the app, make the right choice at the right time and save energy. The option to share and discuss savings achievements via social networks and the ability to receive push messages containing tailored energy efficiency tips and offers are additional functions to change the customers' behaviour.

### **Field tests in Upper Austria**

The ICT ecosystem will be validated under real life conditions at several energy providers. The field tests will be carried out in publicly owned social housings in Austria, Estonia, Sweden and Finland. Upper Austrian company ENAMO, owned by Energie AG and Linz AG, will be the first Austrian energy provider being able to



forward such monetary saving opportunities to their customers.

„For ENAMO it is one of the main targets to offer intelligent products for smart meters. PEAKapp helps our customers to save both, energy and money“, Michael Baminger, managing director of ENAMO, sums up why he is participating in the project as partner.

PEAKapp, standing for „Personal Energy Administration Kiosk application: an ICT-ecosystem for Energy Savings through Behavioural Change, Flexible Tariffs and Fun“, represents leading research institutes, large energy suppliers & retailers as well as small and medium sized IT companies from 7 countries including Turkey.

Find more information on: [www.peakapp.eu](http://www.peakapp.eu)

**For additional information contact (Rückfragenhinweis):**

Johannes Reichl

Energieinstitut an der Johannes Kepler Universität Linz

[reichl@energieinstitut-linz.az](mailto:reichl@energieinstitut-linz.az)

Phone: *+43 732 2468-5652*