

A: MOBISTYLE Project: Open discussion about the innovative behavioural change concept and first business case ideas

- ▶ The MOBISTYLE consortium is cordially inviting all members of the MOBISTYLE Consumers Advisory Board (MCAB) and interested parties to discuss about the innovative MOBISTYLE behavioural change concept implemented in ICT solutions and the first business case ideas for the MOBISTYLE approach.
- ▶ MOBISTYLE (MOtivating end-users Behavioural change by combined ICT based modular Information on energy use, indoor environment, health and lifeSTYLE) received funding from the European Commission under contract number 723032. The aim of the project is to motivate behavioural change by raising consumer awareness through the provision of attractive personalized information on user's energy use, indoor environment and health, all enabled by an integrated information and communication technology (ICT) service. In this context, the anthropological people-centred approach is integrated into the MOBISTYLE approach putting users at the centre of the ICT tools development process. Behaviour change is achieved through awareness campaigns, which encourage users to be pro-active about their energy consumption and to simultaneously improve health and well-being. This awareness supports and motivates end-users to well informed pro-active behaviour towards more conscious energy use and health, thus empowering consumers and providing confidence of making the right choices. It is believed that this combination of information on energy, health and lifestyle provided via the MOBISTYLE ICT solutions will offer consumers more and lasting incentives than only information on energy use.

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