



# 1kWHAT?



## THE NEED.

Are you a decision maker looking for new ways to train people in your organization on how to better understand and use energy? We are proposing a ground-breaking device to help everyone experience energy in an enjoyable and didactical way.

## THE SOLUTION.

Nowadays more and more people, companies and cities are becoming concerned about the energy transition. By using LED light bulbs, reducing our CO2 emissions or supporting renewable energies we are all trying to achieve a brighter energy future. But there is still a major problem: we don't really understand what energy is, even if we receive monthly electricity bills which tell us how many kilowatt hours we have used and paid for. Yet there is a simple question at the back of our minds: What exactly is a kilowatt?

## KEY FEATURES.

InnoEnergy's societal approach BE, Better Energy by Europeans, wants to help raise awareness and understanding of energy. To do so, we created a unique device as well as videos of how to use the device with your teams.

The 1kWhat? device helps users visualize and make tangible how much energy they consume. By plugging one or many electrical appliances in the 1kWhat? device, you simply have to start using them to automatically trigger a countdown of energy and a timer. It is a simple and a disruptive device to challenge teams of users and feedback on what they are experiencing.

The 1kWhat? videos showcase 3 different groups of people: kids, teenagers and adults, challenging them on what to do with 1 kWh in their daily activities.

## VALUE PROPOSITION.

- Make energy use tangible and visible, enjoyable and didactical.
- Raise citizen awareness and understanding of energy use.
- Make energy use simple by relating it to everyday life.
- Challenge teams to accelerate collective understanding.

