

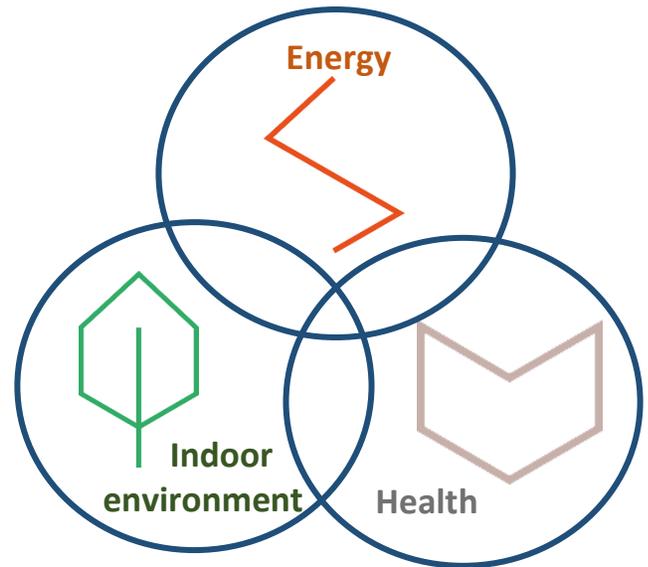
MOBISTYLE

Newsletter

March 2017



This project has received funding from the European Union's Horizon 2020 framework programme for research and innovation under grant agreement no 723032.



Motivating end-users behavioral change by combined ICT based modular information services on energy use, indoor environment, health and lifestyle

The MOBISTYLE vision

The overall aim of MOBISTYLE is to raise consumer awareness and motivate behavioral change by providing attractive personalized combined knowledge services on energy use, indoor environment, health and lifestyle, by ICT-based solutions. Providing more understandable information on **energy**, **health** and **indoor environment** will motivate end-users to change their behavior towards optimized energy use and provide confidence in choosing the right thing. It will offer consumers more and lasting incentives than only information on energy use.

Internal meetings

✓ 1st consortium meeting

On the 1 October 2016, the MOBISTYLE project officially started. All the consortium partners met in the Netherlands 20 – 21 October 2016 and gave the MOBISTYLE project a successful kick-off.

The intense discussions were driven by MOBISTYLE main objectives to:

- Present attractive information on building's energy performance, health and indoor environment.
- To motivate behavioral change of energy end-users by combined and personalized modular information.
- To develop easy to use, desirable ICT based tools.

- To foster new business models and applications for future development.
- ✓ **Successful 1st MOBISTYLE Workshop**

The 1st MOBISTYLE Workshop took place in Amsterdam, the Netherlands on 14 – 15 February 2017. The representatives of the demonstration cases and the consortium members attended the workshop.



Figure 1: MOBISTYLE workshop in Amsterdam, the Netherlands.

The goal of the workshop was to discuss and harmonize the ideas and vision of the representatives of the demonstration cases with the ideas of the MOBISTYLE team.

It was agreed that engagement with the end-users will be crucial in order to develop attractive tools that will motivate building users to behave in a more energy efficient way.

✓ 2nd consortium meeting coming up

The 2nd consortium meeting will be held in Ljubljana, Slovenia 19 – 20 April 2017. The main objective of the meeting is to lay down the fundamentals for the development of MOBISTYLE solutions based on the identified end-users needs.

News

- ✓ **MOBISTYLE project at the conference Why the World Needs Anthropologists, Tartu, 4 November 2016**

The MOBISTYLE project was presented at the conference 'Why the World Needs Anthropologists' in Tartu, Estonia, on 4 and 5 November 2016 by MOBISTYLE partner Institute for Innovation and Development of University of Ljubljana. At the event with a thematic title 'Humanise IT!', attended by over 350 people from 20 countries, it was explained why it is important to integrate the anthropological people-centred approaches in development of IT solutions and how technology-based thinking can be humanised.



Figure 2: Why the World Needs Anthropologists conference in Tartu, Estonia.

Photo credit: Aivo Põlluäär

- ✓ **Workshop organized at the University College of London, 8 February 2017**

A 2-hour MOBISTYLE workshop was organized at the University College of London (UCL) on the 8 February 2017 by MOBISTYLE partner Highskillz.

During the workshop, students from UCL were introduced to the MOBISTYLE project. The main goal of the workshop was to challenge the students to identify habits/ behaviors/ perceptions on their energy consumption and personal health.



Figure 3: Workshop at the UCL, London.

- ✓ **MOBISTYLE project at the Energy Impact Conference, Bergen, 28 February 2017**

From 28 February to 2 March 2017 the University of Bergen in Norway has organized a world-wide conference titled 'Energy impacts People, Responsibilities and the Contested Futures of Energy Developments'.



Figure 4: Energy Impacts conference in Bergen, Norway.

MOBISTYLE partner Institute for Innovation and Development of University of Ljubljana had the opportunity to present the project's concept, case studies and some preliminary results to the community of different scientists, all involved in energy related research. In addition, the MOBISTYLE project has joined the Energy Anthropology Network that brings together anthropologists concerned with energy research.

Be in style, learn about MOBISTYLE. Contact the MOBISTYLE team today!

Publications

MOBISTYLE partner Maastricht University published a study where they explain why decreasing indoor temperature set-points in winter not only saves energy but can also improve your health.

They suggest that regular exposure to mild cold may provide a healthy and sustainable alternative strategy for increasing energy expenditure. Therefore, in parallel to physical exercise, one should promote temperature training as part of a healthy lifestyle. As stated:

"A little cold a day keeps the doctor away."

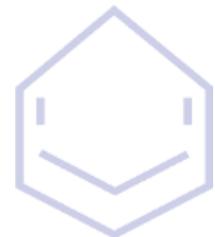
- ✓ Van Marken Lichtenbelt, W.D., Kingma, B., Lans, A., Schellen, A. (2014). Cold exposure – an approach to increasing energy expenditure in humans.

Full text is available here: [LINK](#)

Check the website for more detailed information on project results and publications.

The upcoming events are posted on the website and also LinkedIn Group (MOBISTYLE).

Further newsletter will provide more detailed updates on the work progress and descriptions of the MOBISTYLE solutions.



 info@mobistyle-project.eu

 www.mobistyle-project.eu

 [@MOBISTYLE_EU](https://twitter.com/MOBISTYLE_EU)



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