

## Reduction of CO2 emissions associated with daily activities

#Environmental value transaction #Visualization of emissions #Offset  
#Behavior change #Behavior insight #Gamification



Panasonic  
Accelerator

by Electric Works Company

## Division/Department

Energy Systems Division / Energy Solution Business Promotion Center



## Business Overview

Smartphone application to help reduce CO2 emissions from lifestyle activities

## Target Markets

Living  
(In-home, mobility,  
And Consumption of  
Products and  
Services Living)

## Issue

In order to initiate and continue to practice behavior change that leads to decarbonization Motivation, knowledge, and resources (time and assets) are required to change behavior and continue to implement actions that lead to decarbonization. Motivation" is a challenge for this project. Entertainment elements that make people want to enjoy practicing decarbonizing behaviors every day Support to make decarbonization a habit

## Assets

Software Development Resources / Means of acquiring electricity sales and purchase data from smart meters

## Partner Requirements

To create mechanisms that inspire enjoyment and motivation to continue to practice normative behavior, not just decarbonization behavior, even without being aware of it.

Strengths in creating mechanisms Example: Enjoying playing a game that uses location information increases the number of steps you take and makes you exercise more without you even knowing it. We are looking forward to seeing your ideas for various in-game events and communication with other players that will make people want to play the game every day!

## Regional energy solutions

#Re-energy #Creation energy management #V2X #EV solution #CO2 reduction #CO2 reduction amount calculation system #EMS #Local government consulting #Regional resilience



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