A persuasive case for ex ante evaluation of energy savings campaigns?

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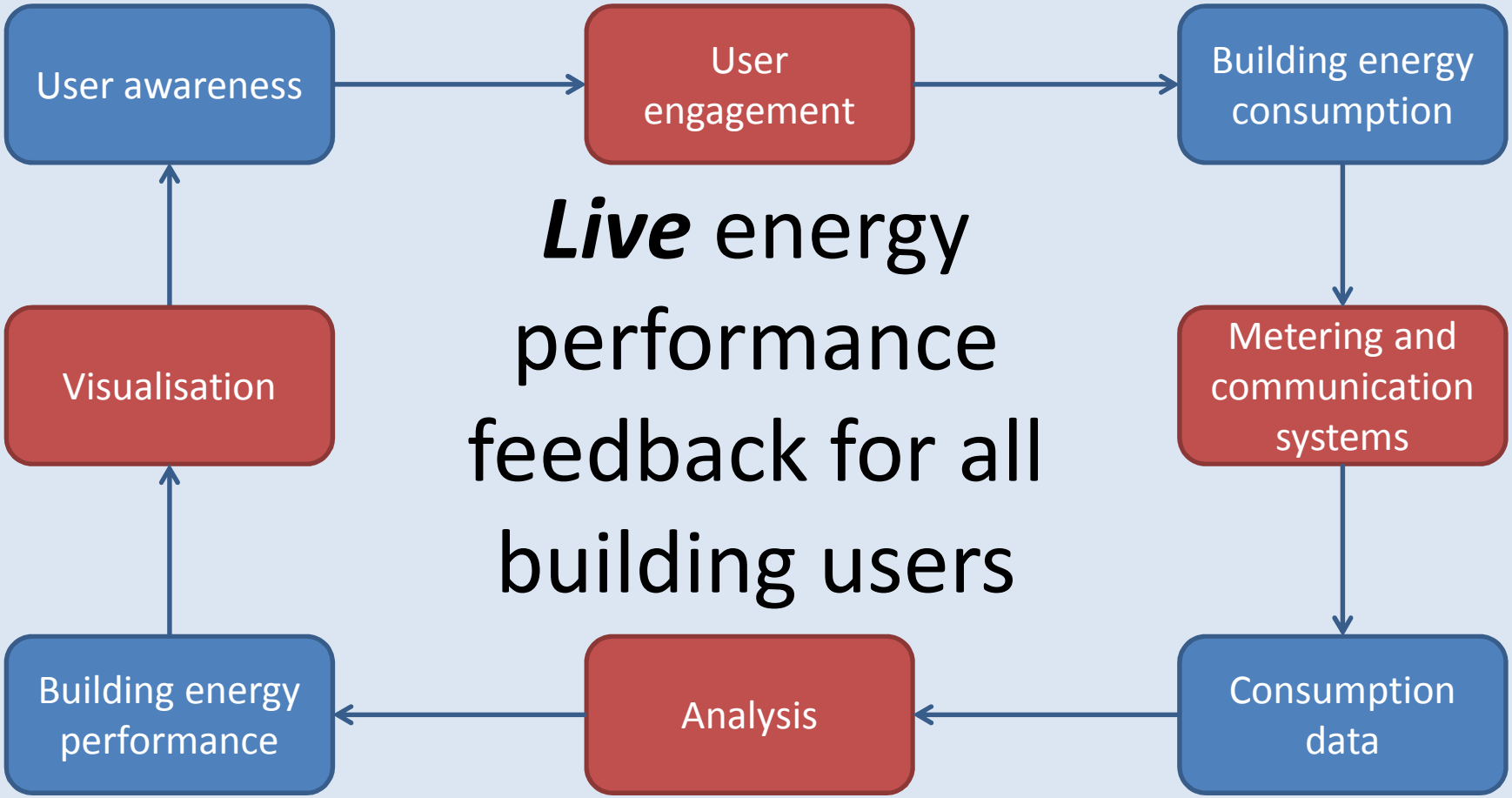
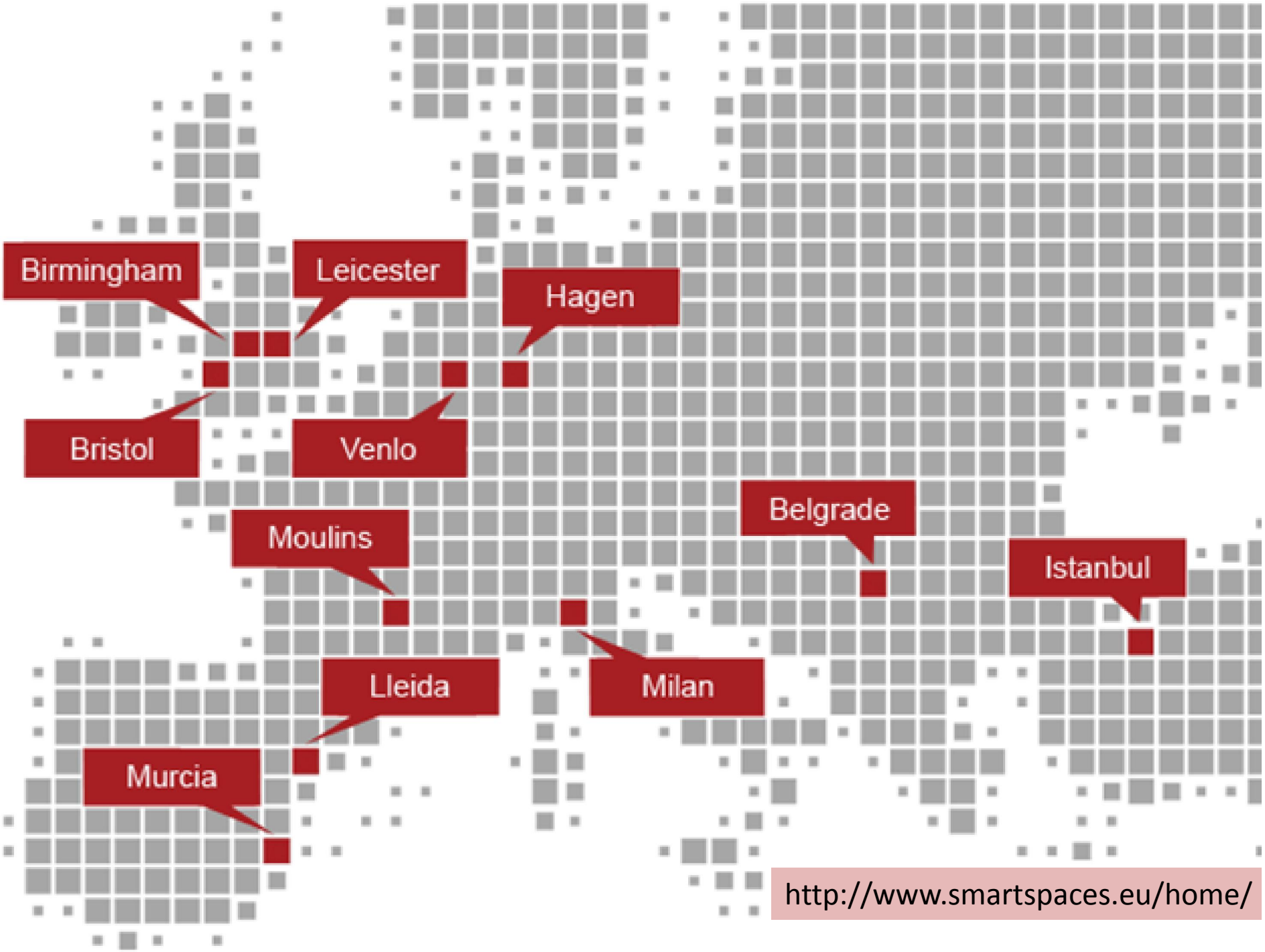
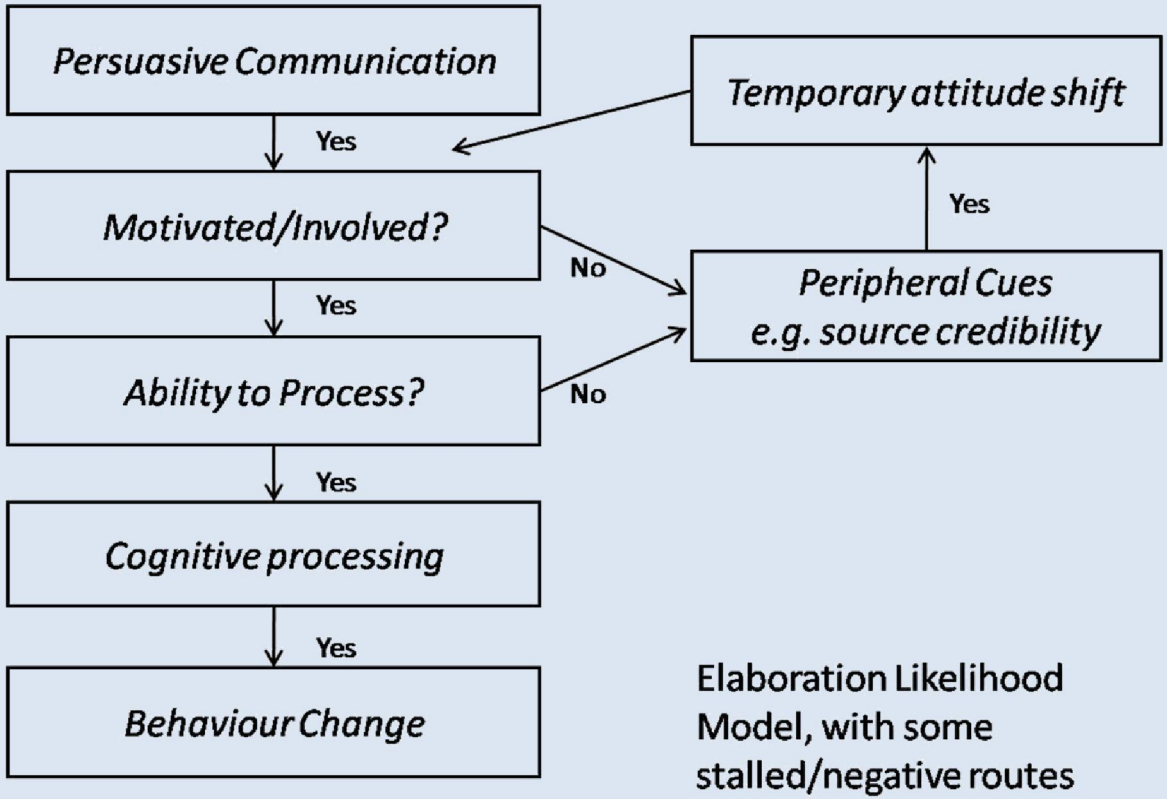
The vision



Live energy performance feedback for all building users


Birmingham
Leicester
Hagen
Bristol
Venlo
Belgrade
Moulins
Istanbul
Lleida
Milan
Murcia
http://www.smartspaces.eu/home/

Theoretical context



Elaboration Likelihood Model, with some stalled/negative routes removed for clarity, based on Petty, Brinol and Priester (2009).

Participants & materials

	Age			Gender		Total
	15-29	30-44	45-59	Male	Female	
Students	20	0	0	11	9	20
Staff	1	3	5	7	2	9
Total	20	3	5	18	11	29

Questionnaire snippet

Variable Name	Question type	Stem for question	Evaluation/action	No.
Ability to process	Likert, anchored strongly disagree (5)/ strongly agree (1)	Overall, the project looks as if it will be	inefficient; helpful; useful; enjoyable; engaging; interesting; challenging; involving.	8
Argument quality	Likert, anchored strongly disagree/ strongly agree	Do you find the information	believable; clear; credible; convincing; memorable	5

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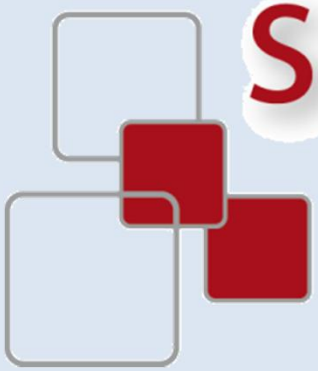
Green Impact

Greenview



smartspaces

Quantitative results

Variable	Intention to report	N	Mean	U	Sig.
Ability to Process	yes	13	10.19	114.500	**.046**
	no	12	16.04		
Involvement	yes	13	10.73	94.500	.186
	no	11	14.59		
Argument quality	yes	13	10.08	116.000	**.040**
	no	12	16.17		
Source credibility	yes	13	12.12	76.500	.776
	no	11	12.95		

Performance this week - **Click on a building to see more detail**

Building	Electricity	Gas
Hugh Aston		
Campus Centre		
Queens Building		
John Whitehead Building		
Kimberlin Library		

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Queens Building

Basic | Detailed

current previous

Electricity (Whole Building)

Gas (Whole Building)

This page provides a more detailed breakdown of the energy performance. An icon is provided for each of the last seven days (ending yesterday). If you understand **why** performance was good or bad on a particular day, it can be easier to replicate or avoid it in the future. **Click here** for a more detailed look at the data.

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Hugh Aston Building: latest 24 hours
updated 4 hours ago)
Electricity
Updated 4 hours ago
Gas
Water
Updated 4 hours ago
Hugh Aston Building: latest seven complete days
Tue
Wed
Thu
Fri
Sat
Sun
Mon
21st
22nd
23rd
24th
25th
26th
27th

Questions?

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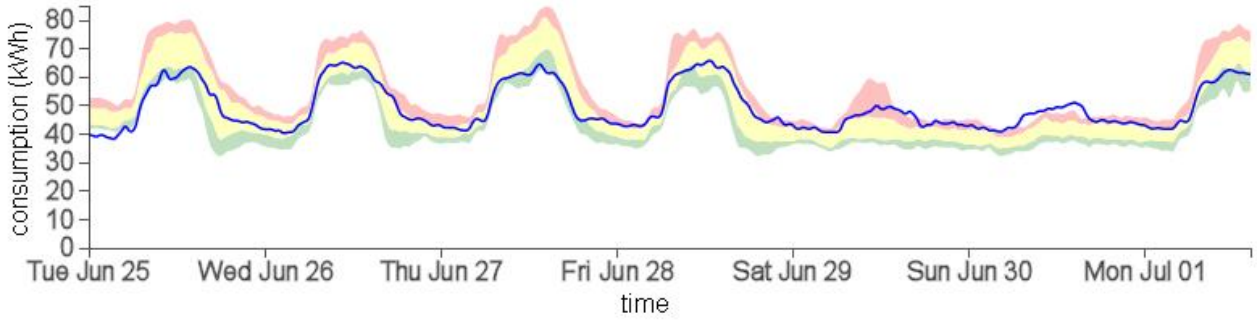
MY ENERGY WATCH LEICESTER

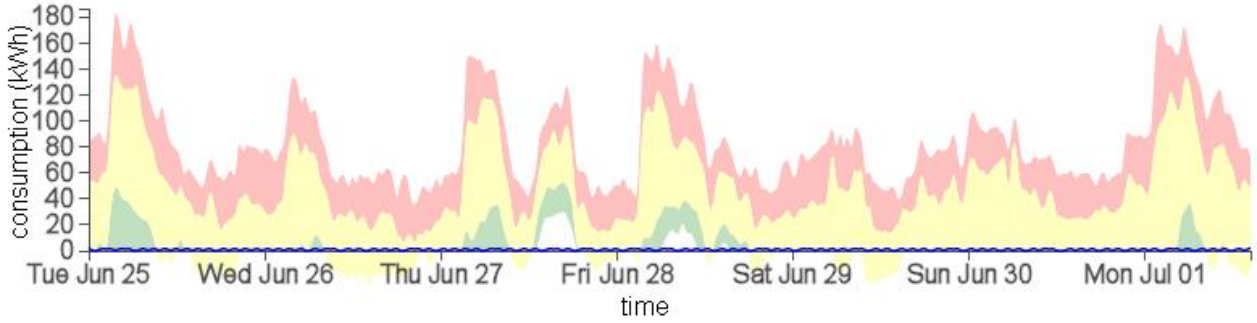
Detail of Queens Building

Basic | Detailed

Electricity (Whole Building)



Gas (Whole Building)



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