















Role models? Target groups? Status? Interventions?
Smart? Early adopters? Gaming? Marketing? Grassroots
movement? Experience energy? Communication
channels? Popular culture? Accessibility? Education?
Rewards? Free energy? Feel good factor? Advertising?
Events? Ambassadors? Iconic? Social pressure?
Interaction? Certificate? High score? Common interest?
Tax reduction? Eco stories? Personal interest? Stimuli?
Metering? Feedback? Mobility? Embedded?
Transitions? DIY? Targets? Engaging? Eco chic?
Labelling? Competition? Discount? Stimulate?
Promotion? Punishment? Design?







































