



**MAKING ENERGY SAVING  
EASY FOR ALL**

[www.ee4all-by-on5.co.uk](http://www.ee4all-by-on5.co.uk)

## CASE STUDY **ON5 ENERGY SAVING COMMUNITIES** **RENNESGRID - MICROGRID**

### **CORPORATION CHALLENGES**

- The City of Rennes in Brittany need to promote a more consistent and widespread use of renewable energy across its the communities of residents.
- The programme is a territorial energy transition project focusing on collaborative energy self-consumption through a local energy source (solar power), storage systems and gathering energy data (through Linky smart meters).
- Rennes had a strong desire to turn Smart Grid users into active eco-ambassadors.

### **ON5 SOLUTIONS**

#### **What?**

ON5 created a solution to effectively promote the development of eco-ambassadors across the community in Rennes.

#### **How?** Through the release of a campaign:

- ON5 created an eco-behaviour diagnostic of the target population before the project was launched.
- ON5 developed a mobile App for Smart Grid users, with real-time energy consumption data, gamification and energy efficiency educational tools.
- ON5 developed an e-learning platform for school students, to increase engagement.
- ON5 developed a communication and events strategy, to promote and sustain the programme over the lifetime of the project.

## CAMPAIGN TARGET

The programme is in the process of development and will be launched at the end of 2018. The objective is to engage a total of 2000 users over three years, from the beginning of the programme.

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ACCESS  
PLATFORM



**ON5**  
COMPANY

### ANNE-FRANCE KENNEDY

ON5 UK Director  
+ 44 (0) 7810893029  
[afkennedy@ON5company.co.uk](mailto:afkennedy@ON5company.co.uk)

### SHEVALI PATEL

Project Manager  
+ 44 (0) 7950598191  
[spatel@ON5company.co.uk](mailto:spatel@ON5company.co.uk)

### ON5 COMPANY LTD

Impact Hub King's Cross  
34B York Way  
London N1 9AB