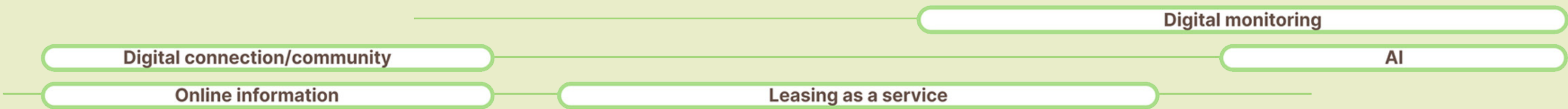


Service and product opportunities for a sustainable energy company to motivate younger household starters contribute to make their household sustainable

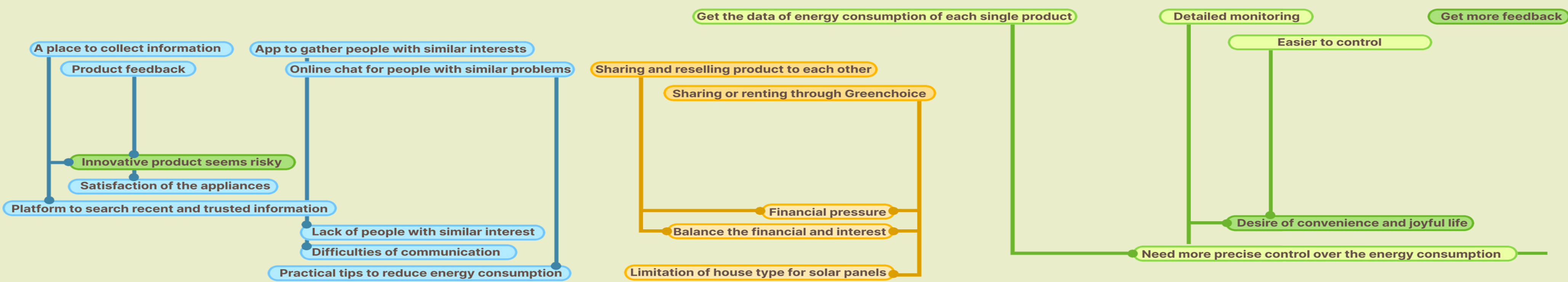
Introduction

Household energy as one of the main energy consumption is considered as an important field for reducing the climate impact. While sustainable energy started to be widely used, more people were involved in making greener choices. Greenchoice as a green energy provider, is willing to help more people get involved in making their homes sustainable therefore, a new target group, younger household starters will be covered. This project aims to understand the attractive factors for the target group and help Grennchoice to come up with design opportunities to reach them.

Trends



Values



Roadmap

