

VEAB

Energy Management

The city of Växjö in Sweden has a vision of becoming a completely fossil fuel free city. With clean energy and a better quality of life for the 80,000 people who live in the local area. And local energy company Växjö Energi AB (VEAB) has a big part to play in that plan.

Since 1993, they have managed to cut their carbon emissions from fossil fuels by 34% per person. But they're determined to hit 55% by 2015. So they turned to us for help.

WHAT VEAB NEEDED

VEAB needed to get their customers to use 5% less electricity. But to hit that target, they needed a way to make their customers more aware of how much energy they use, day-to-day. In the past, the only way for someone to know how much they were using was to look at their meter or monthly bill. But in real life, people don't check those things. So VEAB needed to find a simple, visual way to let people keep track of exactly how much energy they're using in real time.

THE CHALLENGE

The tricky part wasn't developing the technology, but figuring out how to get people to use it. We had to find a way to make sustainability fun. We needed to reach people who wouldn't normally think twice about how much energy they're using, or what effect that might have on the environment.

OUR ANSWER

We worked hand-in-hand with VEAB to launch an online energy saving service called EnergiKollen. EnergiKollen uses simple graphics to show people how much energy it takes to do different things. Many people don't realise how much energy a hairdryer or electric kettle eats up, for example. EnergiKollen makes that instantly clear.

But the real genius of EnergiKollen is that it allows people to compete with their neighbours to see who can save the most. And that gives them the motivation they need to actually use it and stick with it. People can see for themselves exactly how much energy they're using and what their carbon footprint is. And for businesses, it's a great way to show their customers that sustainability isn't just a buzzword to them.

CASE STUDY

UTILITIES



"VEAB is part of many initiatives contributing to a better environment and we are in the forefront when it comes to sustainable energy development. With EnergiKollen we can build on our achievements and offer our customers what we always strive for – namely the opportunity to impact and reduce energy consumption."

Ann-Mari Ståhlberg, CEO,
Växjö Energi AB

A SUCCESS STORY

EnergiKollen was an instant hit with VEAB's customers. More than 30,000 households and 1,000 companies had the opportunity to take part. The data showed that those who used the online tool saved around four times more than those who didn't. And the competition winners were typically achieving energy savings of 30%. In one contest between companies and politicians in Växjö, the winning team cut their electricity consumption by 47.4%.

Based on VEAB's success, five other utilities in Sweden have followed suit. Today, over 600,000 people across Sweden are using the same online tool to slash their energy bills and help protect the environment.

WHY WORK WITH US

We don't just understand technology. We understand how technology can change the way people behave, work and live in real life. We've got an exceptional track record of managing complex, critical projects – particularly in Utilities. And we're able to apply that experience to different sectors and industries.

We see sustainability as an opportunity. An opportunity to create new kinds of business, protect the environment and help everyone enjoy a better quality of life. More importantly, we understand how to turn big, strategic ideas into real results. We start by understanding what you want to achieve, and then come up with practical ways to make it happen.

"The project referenced in this case study was delivered by Logica, which CGI acquired in August 2012"

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ABOUT CGI

With over 69,000 professionals in 40 countries, CGI fosters local accountability for client success while bringing global delivery capabilities to clients' front doors. Founded in 1976, CGI applies a disciplined delivery approach that has achieved an industry-leading track record of on-time, on-budget projects. Our high-quality business consulting, systems integration and outsourcing services help clients leverage current investments while adopting new technology and business strategies that achieve top and bottom line results. As a demonstration of our commitment, our average client satisfaction score for the past 10 years has measured consistently higher than 9 out of 10.

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KEY BENEFITS

We've helped VEAB:

- cut energy consumption across the city
- do something groundbreaking
- get people and business to change the way they use energy
- lead the way on sustainability