Making Efficiency and Sustainability Fun; or, how I learned to stop worrying and love location-based social media

Jane Hummer
303.728.2506
jane.hummer@navigantconsulting.com
www.navigantconsulting.com/energy
Evolution of Social Media

- Early social networking platforms asked “Who are you? Who are your friends?”
- Facebook asks “What’s on your mind?”
- The new question is “Where are you, and why?”
- Moving social networking from the virtual realm to the physical world
35% of American adults have a cell phone with “apps”.

“Only” 24% of American adults actually use their phone’s apps.

The average app user has 18 apps.

51% of app users use map/navigation apps.

Foursquare (created in 2009) now has 4M users. 1st year growth rate similar to Facebook.

Apps aren’t just for phones:
Apple sold 4.2M iPads in 3Q 2010.

Would somebody please tell me what a Foursquare is?

With Foursquare, you can:
- Read tips from other users
- Add things to your “to-do list”
- Discover new places to go
- Locate your nearby friends
- “Check in” and share your location with friends
- Access special deals
- Collect points, badges, and “mayorships”
- Turn everyday life into a game
- Broadcast achievements on Facebook & Twitter
Would somebody please tell me what a Foursquare is?

With Foursquare, you can:
- Read tips from other users
- Add things to your “to-do list”
- Discover new places to go
- Locate your nearby friends
- “Check in” and share your location with friends
- Access special deals
- Collect points, badges, and “mayorships”
- Turn everyday life into a game
- Broadcast achievements on Facebook & Twitter
Would somebody please tell me what a Foursquare is?

With Foursquare, you can:

- Read tips from other users
- Add things to your “to-do list”
- Discover new places to go
- Locate your nearby friends
- “Check in” and share your location with friends
- Access special deals
- Collect points, badges, and “mayorships”
- Turn everyday life into a game
- Broadcast achievements on Facebook & Twitter
Applications for sustainability

- **“Check-ins”** for actions, not just locations
  - Build a to-do list based on tips from friends/peers, not authority figures
- Enable fun competitions to see who can make the greenest choices in energy, transportation, locavorism, etc.
  - Check-ins at bus stops, farmers markets, recycling centers, organic restaurants, etc.
- Provide social recognition for energy-smart consumers
  - Pull in energy consumption data and earn points and badges by conserving
  - Be mayor of your bus route
  - Check in at gas station, announce your vehicle’s mileage
- Remind consumers of their energy efficiency “to-do list” with prompts
  - E.g., when you’re near Home Depot, a message pops up: “Weren’t you planning to look at high efficiency windows?”
- Give consumers an opportunity to support local businesses that go above and beyond in terms of sustainability
  - Businesses that have undergone efficiency retrofits or are located in green buildings “float” to the top of the Places list
  - Enable whistleblowing on greenwashers through user tips
- Others?
Making Efficiency and Sustainability Fun; or, how I learned to stop worrying and love location-based social media

Jane Hummer
303.728.2506
jane.hummer@navigantconsulting.com
www.navigantconsulting.com/energy