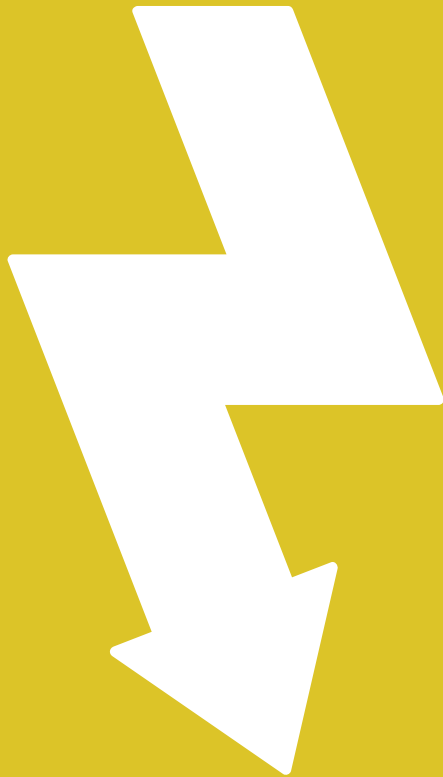


**WHAT IF ...**

**...WE USE THE  
CONCEPT OF A  
PIGGY BANK...**



**...BUT INSTEAD  
OF SAVING MONEY  
WE SAVE ENERGY?**



**THAT MIGHT HELP  
OUR KIDS TO UNDERSTAND  
THAT THEIR BEHAVIOUR  
HAS IMMEDIATE EFFECTS  
ON THEIR ENVIRONMENT.**

**THE GOAL OF  
„ENERGY PIGGY“:  
A PLAYFUL  
APPROACH TOWARDS  
ENERGY SAVING.**





**„TURN OFF THE  
LIGHTS WHEN YOU  
LEAVE YOUR ROOM!“**

# HACKING IKEA LAMPS



**//A LITTLE BIT LIKE A TAMAGOTCHI  
THAT YOU FEED WITH ENERGY.**

**//GET BATCHES, SHARE SCORE, GET  
MONEY „BACK“ FROM YOUR PARENTS.**

**//GET A SENSE FOR ENERGY USAGE.**

**//WATCH LESS TV :)**