

## **Donation of Greenpoints – Activities in December 2017**

In December 2017, the project team gave the me<sup>2</sup> participants of the Dutch pilot the opportunity to donate their Greenpoints. Greenpoints are a currency used in the me<sup>2</sup> platform that displays the energy efficiency of users. Users can receive Greenpoints whenever they reduce their energy consumption, but they also receive Greenpoints for participating in the project.

Users were given the option to donate their Greenpoints to a charity donation. This worked as following: users could choose between three different charity organizations. These three charity organizations are all non-profit organizations and were chosen as eligible charity organizations for this experiment because they engage in energy and sustainability projects. The three charity donations were (i) the Waka Waka Foundation, (ii) Milieudefensie and (iii) Solar Cooking KoZon.

Users could choose the amount of Greenpoints they wanted to donate. Every 10 Greenpoints users were willing to donate would be worth €1,-. Users were able to donate a maximum of 100 Greenpoints, which means that a charity organization could therefore receive a maximum of €10,- per user. Donations could be made between the 7<sup>th</sup> and the 17<sup>th</sup> of December simply by emailing the preferred charity organization and the amount of Greenpoints they would like to donate.

On December 18th, there were a total of eleven users who donated their Greenpoints. Almost all donations were done by users with more than 100 Greenpoints on their account and were thus donations of €10,-, with the exception of one user that donated 80 Greenpoints instead (€8,-) as this user had little more than 80 Greenpoints on his account at the time of donation. Five donations were made to the Waka Waka Foundation (€48,-), four donations were made to Milieudefensie (€40,-) and two donations were made to Solar Cooking Kozon (€20,-). All users received an overview of the funds donated and the distribution of the donations per charity organization.