



USING GAMES TO ENGAGE PEOPLE ON CLIMATE CHANGE

FEBRUARY 24, 2017

*In order to be engaged, it is not enough for people to know about climate change; they also need **to care** about it, **be motivated**, and able to **take action**.*

but...

“For many people, global warming simply fails to evoke visceral, emotional reactions. Without powerful emotions, there cannot be powerful responses.” – Seed Magazine

RESILIENCY CARDS

- Trump card style game
- Goal: learn about potential climate change impacts (*Events*) and what you can do to be prepared (*Actions*)
- Points are scored based on how appropriate (helpful, preparatory, etc.) an action is related to an event

RESILIENCY CARDS – EXAMPLE

Example:



9

EVENT

Severe thunder and lightning storm with strong winds

DID YOU KNOW?
Power surges from lightning can cause serious damage and plumbing and bathroom fixtures can conduct electricity. Avoid contact with electrical equipment or cords and plumbing.

30

ACTION

Installed storm shutters

3 points:
helpful, preparatory, long-term solution, ideal

22

ACTION

Have a rotary or non-electronic landline telephone

2 points:
could be helpful, preparatory

40

ACTION

Replaced asphalt driveway with interlocking brick

1 point:
applies (assuming rain), but better suited for flooding event

13

ACTION

Ensured attic is well ventilated to avoid ice dams on roof

DID YOU KNOW?
Ice dams (thick accumulations of ice that form over eaves and rooftops) in homes are most likely to occur when water seeps under roof eave shingles during periods of freezing and thawing. By keeping the attic cold, snow is prevented from melting and refreezing as ice dams.

0 points:
unrelated

68

ACTION

Visit community cooling centre

DID YOU KNOW?
During extreme heat waves, some municipalities will operate cooling centres in air-conditioned public buildings for community members, providing relief from the heat.

-1 point:
dangerous

RESILIENCY CARDS

Objective: To be the player with the most points at the end of the game.

The overarching goal is for players to learn about potential climate change impacts, represented on Event cards (blue front and raindrop pattern on back) and ways in which people can become more resilient to these impacts, represented on Action cards (green front and stripe pattern on back).

SET UP

- *Get into groups of 2-4*
- *Shuffle Event cards and place deck face-down*
- *Shuffle Action cards and deal 5 to each player; place remaining deck of cards face-down in the middle*
- *Have scoring booklet within reach of players*
- *Review Instructions and Tips document*
- *15 minutes to play*

A CONTINUUM OF COMMUNICATIONS AND ENGAGEMENT

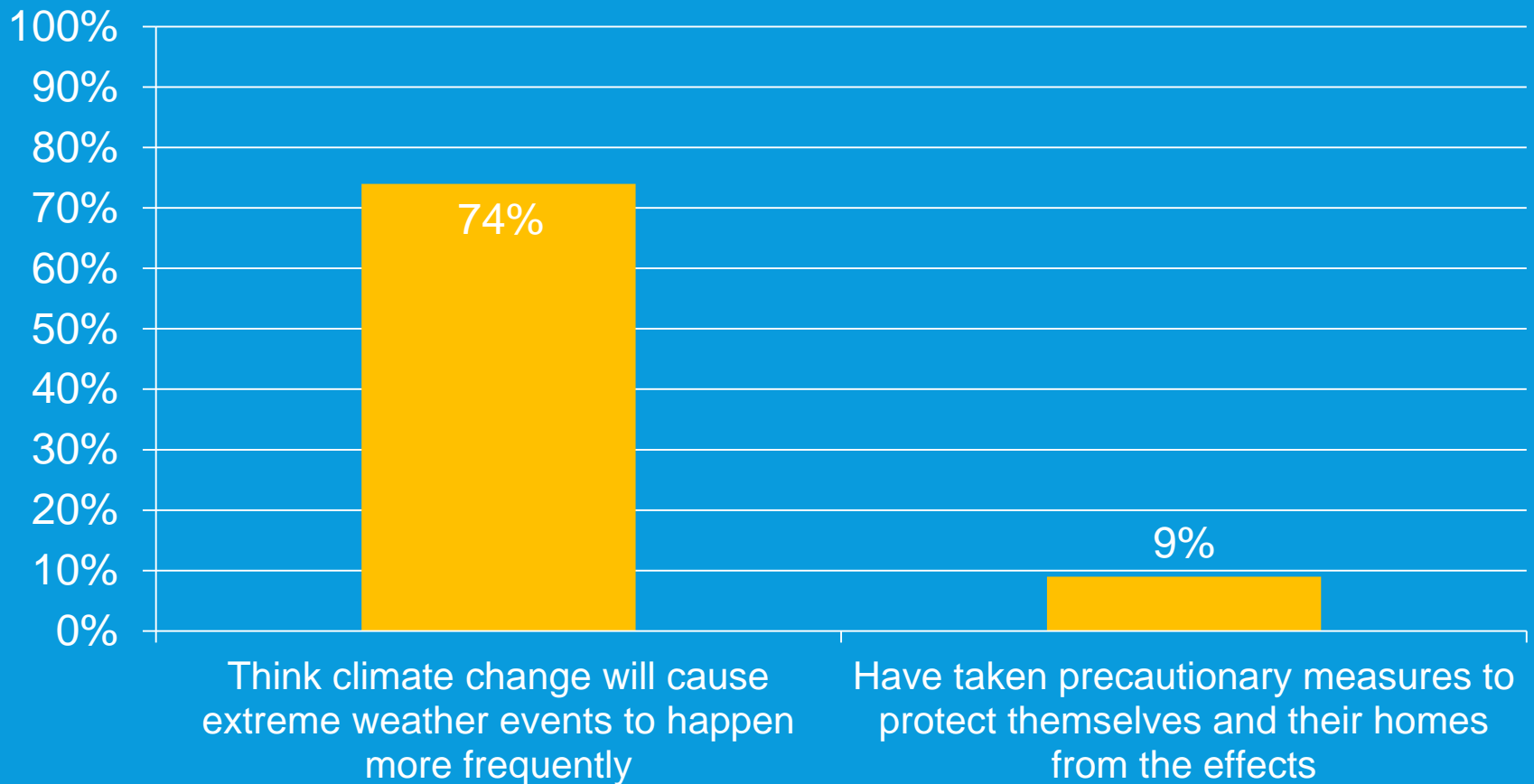
Inform and Educate

Achieve a level of engagement and action

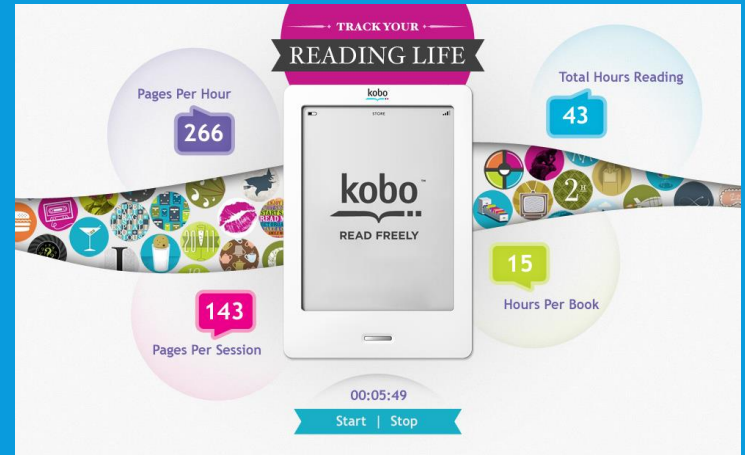
Bring about change to social norms or values



POLICIES ABOUND AND AWARENESS IS HIGH, BUT CITIZEN ACTION IS LOW



RECOGNIZE ANY OF THESE?



GAMIFICATION 101

- The use of game elements in traditionally non-game environments to promote desired behaviours
- To achieve one or more of these 3 main objectives:
 - Increase engagement (e.g. employee-of-the-month)
 - Change behaviour (e.g. customer loyalty)
 - Stimulate innovation (e.g. crowdsourcing)
- Key elements to maintain engagement:
 - Accelerated feedback cycles (e.g. instant gratification)
 - Clear goals and rules of play - empowers users
 - Challenging but achievable tasks
 - Compelling narrative or heightened reality (e.g. HabbitRPG)

HABITRPG

A free habit building app that treats your life like a game.

Play



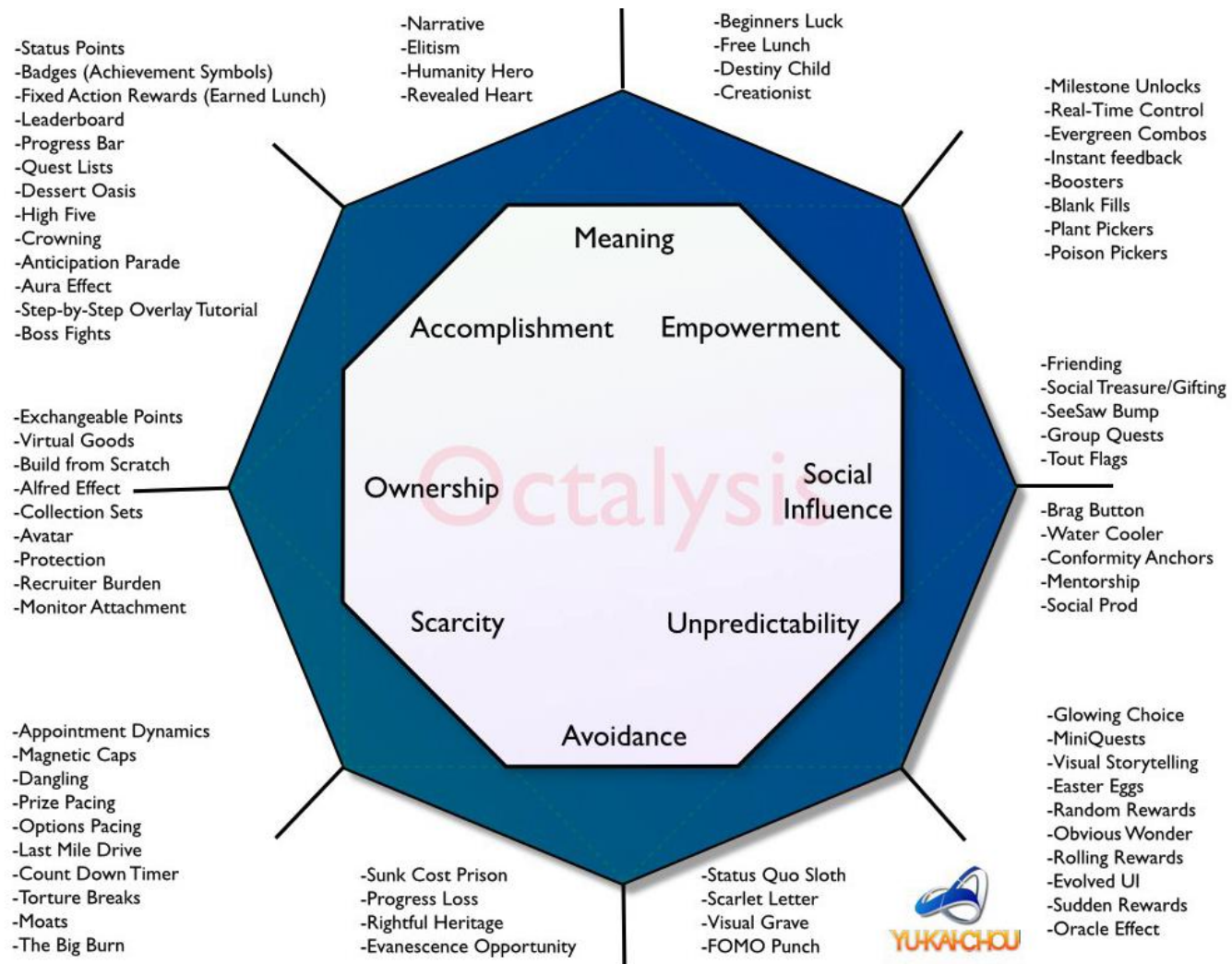
GAMIFICATION 101 – CONT'D

- Gamification comes in all shapes and sizes
 - Loyalty programs
 - Employee-of-the-month schemes
 - Rebate programs (e.g. cereal boxes)
 - Mobile apps
- Social media integration + a population glued to their smartphones = unlimited audience
- A wide range of motivations to get involved:
 - Prizes
 - Entertainment
 - Social interaction
 - Competition for leaderboard status

WHY GAMIFICATION + CLIMATE CHANGE?

- Issues related to engaging communities on resilience:
 - Limited understanding
 - Low-uptake of actions
 - Limited sense of need
 - Low sense of urgency
- Gamification can be used to leverage involvement in areas that are conventionally difficult to get people involved
- Lots of opportunities - from having more engaged community members, to crowdsourcing innovation, or improving individual action

8 CORE DRIVES OF GAMIFICATION




EXAMPLE: NEST


- Thermostat that adjusts automatically based on an owners movement within the home (when it doesn't sense movement, it lowers the temperature)
- Encourages people to use less energy by providing customers with a comparison of how their consumption compares to similar Nest users and personalised tips on ways to save
- Change the temperature to save energy and you'll be rewarded with a Leaf (Accomplishment)
- Social app to compare consumption with other "Nesters"; users compete in challenges, win Leafs, etc. (Social Influence)
- Nest shows how much energy homeowner uses every day in Energy History and every month in an emailed Home Energy Report (Ownership and Empowerment)


Safety summary as of 04/30

For current status, [visit the Nest app](#)



 Battery

 Connectivity

 Smoke sensor

 CO sensor



30+

It's been more than 30 days
without an alert

[Learn more >](#)



30+

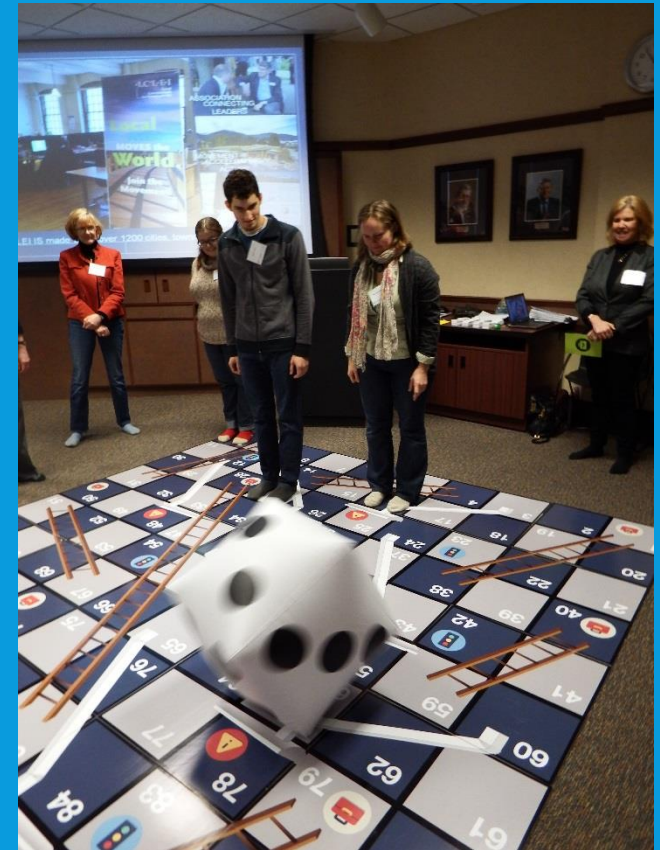
It's been more than 30 days
since your last manual test

[Learn more >](#)



ICLEI CANADA & THE CO-OPERATORS GAMIFICATION PROJECT

- The perfect match...
 - ICLEI Canada: Climate change adaptation expertise and large municipal audience
 - The Co-operators: Insurance expertise and community audience
- Game development:
 - Downspouts & Ladders – icebreaker
 - Resiliency cards – trump card style
 - Get Ready, Get Prepared! (in development)
 - www.icleicanada.org/games
 - www.icleicanada.org/jeux





2017 LIVABLE CITIES FORUM

ADVANCING LOW CARBON RESILIENCE

SAVE THE DATE!



www.livablecitiesforum.com | Sept. 18-20, 2017 | Victoria Convention Centre, Victoria, BC



PLATINUM
SPONSOR



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