

# Using Gamification to Educate & Change Behaviours

(EAUC NW Group)

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Dr Emma Fieldhouse  
Future We Want



# Who?



Dr Emma Fieldhouse

## Future We Want

Sustainability consultancy  
providing bespoke training/  
learning support for  
organisations & UK vendor  
of the Great Carbon  
Footprint Game

[www.futurewewant.co.uk](http://www.futurewewant.co.uk)



# What?



The Great Carbon Footprint Game  
(based on the book 'How Bad are Bananas')

Developed by Anja Fischenich  
(LSBU Erasmus student)



# When is a game not a game?



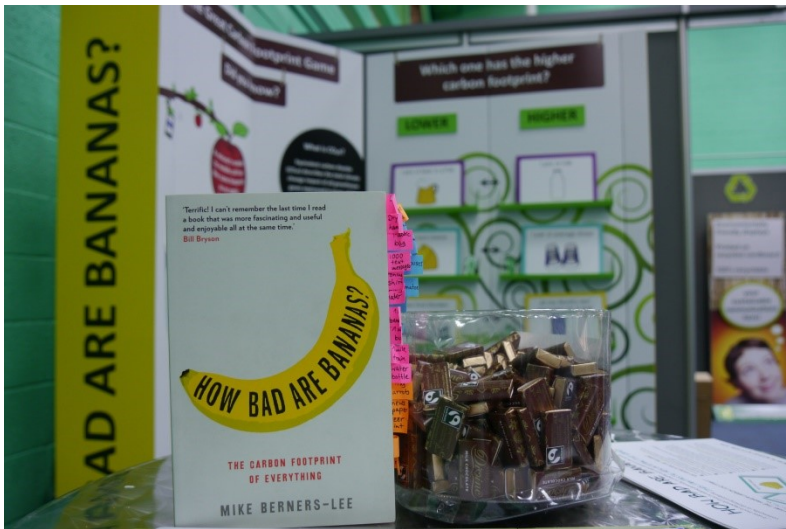
# OBLIQUITY

...is a theory that proposes **the best way to achieve a goal** when you are working with a complex system **is to take an indirect approach instead of a direct one**



# How does it work?

Starting conversations about the impacts of different items in a non-threatening way

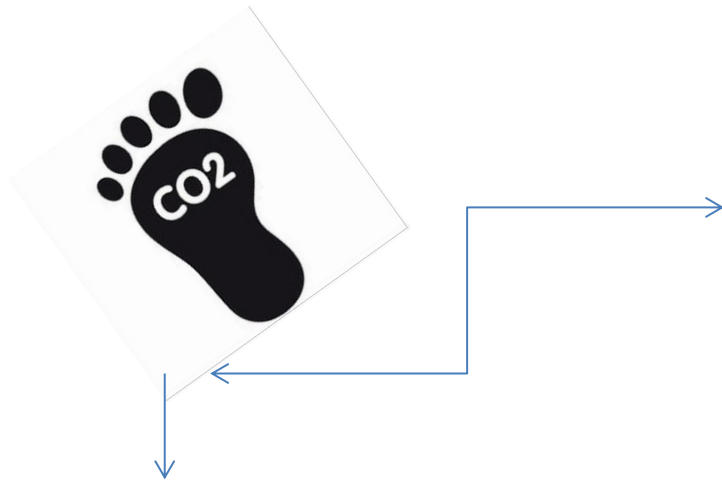


Training others to have low carbon conversations



# Links to behaviour change

The game can be linked to most sustainability issues



Its not just about carbon!



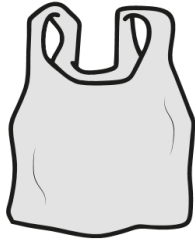
By demonstrating high carbon footprints you can suggest solutions for lowering them





# Links to other sustainability issues

1 standard plastic bag

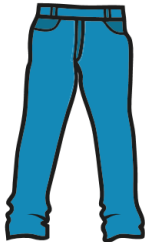


Environmental impacts of plastics (plastics in the oceans)

Reuse, recycling

Plastics made from oil

1 pair of cotton jeans



Fairtrade garment production

Use of pesticides in growing cotton



# Latest Developments

Tested the game with primary & secondary schools in Leicestershire



MMU are incorporating the game into their carbon literacy programme

GGW appearances at Lincoln, Birmingham, L'boro





Shall we play?



# Three main points to take away

1) Conversations are at the heart of the game



2) Obliquity – selling sustainability through the back door

3) Its about having fun & helping others to learn



GAME OVER

Thanks for listening

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