

Game-based civic engagement for climate policy and citizen- policymaker dialogue:

Horizon Europe “Games Realising Effective and Affective
Transformation” - Dr. Jane Yau



Goals and Results of the GREAT project

1. **Find** out how games can be designed to provide a link between citizens and policymakers. **Yes!**
2. **Understand** the impact that games can have on citizens' engagement in social issues, and on policy stakeholders' awareness of citizens' attitudes.
3. **Provide** practical guidance for games developers and policy stakeholders. Produced a Toolkit.
4. **Assess** the benefits and risks to individuals and society of using games to promote engagement with societal challenges.



Scientific Outputs & Policy Briefs available on Zenodo.



Fulfilling the Vision: A holistic approach to address this new form of dialogue and engagement (citizen & policy)

Quantitative: Short Survey

Reach: up to 3 million

Dataset: Primarily quantitative

Play: Duration: 1/2 - 1 minute

Anonymous

Transport
To address the climate crisis, how should your country improve transport?

Choose all that apply.

- Use more clean electric cars and buses, or bicycles
- Transport goods on planes, ships, trains and trucks that run on clean energy
- Improve the design and planning of cities and rural communities
- None of the above

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Qualitative: Long Dilemma Game

Reach: Up to a few hundred

Dataset: Primarily qualitative

Play: Duration: 45 mins to 2 hrs

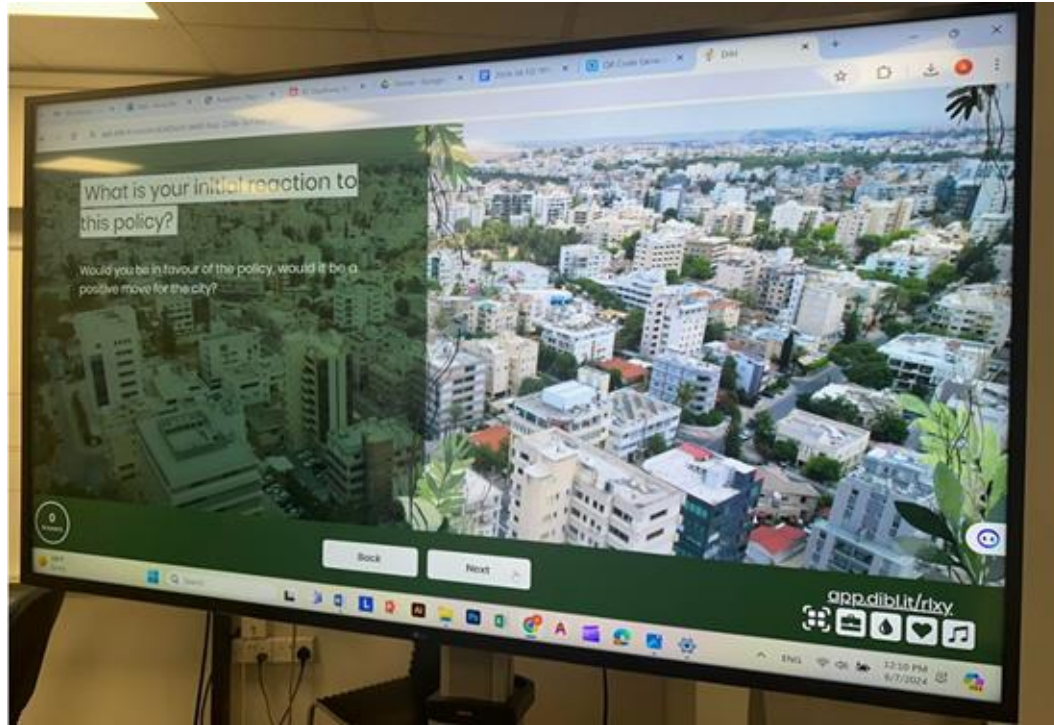
Consent acquired from participants



UK Research and Innovation



Vision: Using games to create a new form of dialogue and engagement between citizens and policy makers



Previous work

- SGI had long time experiences in producing **Dilemma Games**
- These games are played with a group of people between **1-2 hours**.
- **qualitative data** at global, national or district challenges

10 Real-world Case Studies with policy-stakeholders

Green Jobs, Austria: Climate Dilemma Game

Policy interest

- What motivates young people to choose a green job?
- Strategies to motivate young people for green jobs
- Strategies to increase gender diversity to green jobs



Deine Lehre ist der

KLIMA GAME-CHANGER!

- 10 classes / 9 schools
- 191 students, Age 15+
- Mostly female
- 3 rural, 6 in Vienna



Fazit

Die spielerischen Interventionen zeigen, dass finanzielle Sicherheit, persönliche Interessen und Flexibilität zentrale Motivationsfaktoren für Jugendliche sind. Die Anmerkungen und Ergänzungen zu den Diskussionen unterstreichen die Bedeutung von positiven Darstellungen, Freiwilligkeit bei der Wahl von Klimajobs und die Notwendigkeit, Stereotypen zu überwinden.

Die Schüler:innen sind offen für kreative Ansätze und schätzen die Möglichkeit, in Diskussionen unterschiedliche Perspektiven einzunehmen. Diese Einsichten könnten dazu beitragen, spezifische Programme und Kommunikationsstrategien zu entwickeln, um Jugendliche für Klimajobs zu begeistern und Geschlechtervielfalt zu fördern.





Green Jobs for Youth: Policy Recommendations

SGI

- Motivational factors for young people in their career choice: money, work-life-balance and personal interests
- Measures to motivate young people choosing green jobs:
 - o Having more insights into the realities of the jobs via internships, workshops, presentations, study visits
 - o Rewards and bonus systems for those choosing green jobs
 - o Recognition for green jobs via PR and social media
- Measures to achieve a greater gender balance in green jobs
 - o Targeted communication towards specific groups
 - o Gender-neutral education in school
 - o Secure gender equality at the workplace
 - o Recognition, giving visibility to diversity and role models
- **Addition interest from teachers regarding the topic of green jobs**
- **Policy makers are taking up the outcomes and prepare an interactive information toolkit on green jobs for schools**



- Detailed analysis pre-post questionnaire
- Academic publication
- Conference Presentations
 - Society of Environmental, Population, and Conservation Psychology,
 - Citizen Science
 - Open Innovation
- Follow-up with policy stakeholders



Green Roofs, Cyprus: Environment Dilemma Game



Game Sessions:

4 Face to Face Facilitated

Part 1: Discussion and Feedback

Part 2: Roleplay and Consensus Building

Participants:

- Citizens (Building owners or apartment occupants)
- Architects & Designers

Participant Feedback:

Providing knowledge in climate change initiatives allowed **participants to be more accepting**

The **roleplay** format was a **valuable method** of eliciting **greater stakeholder perspectives**

Providing a **roleplay** aspect **removed the personal interests** of the participants

The **facilitator was key** to understanding the policy dilemma and the game play

Policy Insights

Create Effective Communication Channels (Between Residents and Building Managers)

Guidelines & regulations to prevent misuse of funds

Manage Long-Term Sustainability (Govt Support)

Supply Financial Compensation

Promote Market Differentiation (Green Building Certificates)

Develop Training and Skill Development (For Building Managers and Investors)

Provide quantitative data on cost savings and materials for architects to present to clients

Longer warranty periods for green roof installations





Play2Act Case Studies: PlanetPlay Surveys



Investigates global citizens' views on climate change priorities with participants from key regions including Global South

Exploratory UNDP study:
~400,000 reached
~2060 completed, ~ 1 week



Play2Act:
- 900,000 reached
- ca. 180,000 completed
- 180 countries
- 50% male, 40% female





Play2Act1 Survey (>900,000 players, 188 countries)



survey.planetplay.com

What should the world do about climate change?

Do everything necessary, urgently

Act slowly while we learn more about what to do

Do nothing, the world is already doing enough

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Policy Briefs / Whitepapers



GAMING FOR GOOD

Harnessing the power of gaming to advance the sustainability agenda.

WHITEPAPER: Gaming For Good – Harnessing the power of games to advance the sustainability agenda





Thank you for your attention!

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Games Realising Effective Affective Transformation (GREAT) in societal and cultural domains

Business
Models report
on how to
replicate the
games
methodologies:



[/zenodo.org/communities/101094766](https://zenodo.org/communities/101094766)

