



Games as Methods to enhance
Innovation and Entrepreneurship

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Corporate Sustainability Innovation Game



Work in Progress by Henning Breuer & Kiril Ivanov
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(Deutsche Telekom) at ISPIM Conference 2020



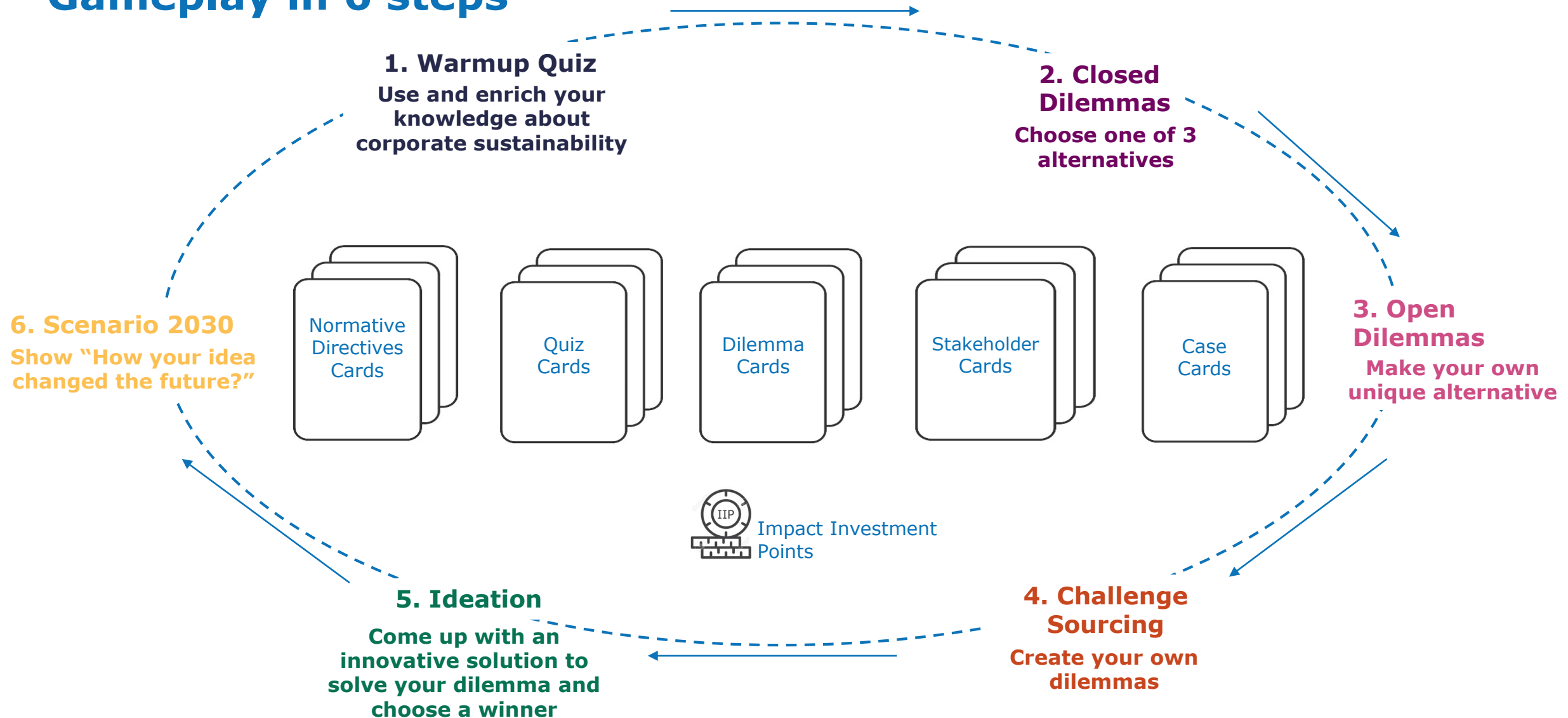
kamstrup



Gamification canvas to turn sustainability challenges at your workplace into seeds for innovation

Challenge / HMW...	Stakeholders / Participants	Purpose
<p>"How might we establish, think ahead and translate into everyday corporate practices the topic of sustainability in its various facets (i.e. economic, social and environmental) ?"</p>	<ul style="list-style-type: none"> ▪ Company internals (e.g. 9 participants + moderator) ▪ Moderators as multipliers ▪ External participants (e.g. in trade shows) 	<ul style="list-style-type: none"> ▪ Imparting knowledge and raising awareness in Circular Economy, Human Rights & Digital Inclusion and Climate action ▪ Allowing interpretation and reflection ▪ Generating ideas for improvement and developing approaches for implementation of the ideas in everyday work (processes)
Methodolgy		
<ul style="list-style-type: none"> ▪ Learning: Imparting Knowledge & Raising Awareness ▪ Interpretation & Reflection: Relate to and self-assess own situation - identify sustainability-related conflicts or trade-offs in your own work ▪ Ideation / Brainstorming: Finding approaches for action ▪ Transfer: Developing approaches for implementation: What could be changed and how (with whose help) could it be implemented - individually, as a team, with superiors, company-wide, for customers, for non-customers, in relation to someone unknown. 		
Game type and vision	Game elements	
<ul style="list-style-type: none"> ▪ Short teaser + longer follow-up session OR half-day workshop ▪ Role-playing and dilemmas game to provoke perspective change, disruption and surprise ▪ Online / remote playability to facilitate promotion and scalability ▪ Card sorting to facilitate learning and foster idea generation (case cards) ▪ Requiring moderation (though self-explanatory) 	<p>Epic meaning scenario; entry level quiz; Dilemmas: with integrated levels (e.g. closed dilemmas on 1st level unfold into open dilemmas on level 2); Feedback; surprise elements (e.g. conflicting roles); "Pop-up" play cards: for changing perspectives; role-play; focus specific challenges; learning from others: convey knowledge in context of action and foster idea generation; collective decisions; storytelling</p>	

Gameplay in 6 steps



A hand holding a smartphone displaying a map application, overlaid with a blue gradient and text.

Webinar:

***[www.youtube.com/watch
?v=dExp8D08K2o&feature=youtu.be](https://www.youtube.com/watch?v=dExp8D08K2o&feature=youtu.be)***