Climate Change Social Mobilization on Climate Change using Digital Tools

What is the problem we have to solve? First and foremost it is public disengagement from the critical issue of climate change and the need for collective action towards solutions. Our research demonstrates that local, tangible, immersive place-based visualizations of climate change is key in instilling motivation and a sense of immediacy. Public participation in fun and creative way to allow dialogue by 'playing' with solution options is one of the most empowering ways to get people to move from awareness, to concern, behaviour change, and ultimately action and leadership.

We propose the development of a game or interactive experience which builds on the visualization and engagement tools (and assets) proven to be effective in climate change education from our previous development and testing of Future Delta 2.0 game (beta). We are looking to scale-up the reach and efficacy of such tools to communities beyond Delta B.C., in a way that might be replicable in school districts across BC or Canada.

We are especially interested in gameplay that utilizes spatial tools (e.g. Google Earth, GPS in handheld devices, etc) to allow players to investigate meaningful local landscapes (their 'backyard'), and ways to promote interest and a "ripple effect" with parents, family, and friends.

Examples may include, but are not limited to:

a) working with teachers and youth in schools (leveraging the new B.C. curriculum standards) to effect behaviour change of students and parents,
b) player-to-player quests and social media engagement towards context specific local solutions,
c) gamifying a time-critical collective action (e.g. a campaign of action), using content from an existing CALP tool such as "carbon vision" which is informed with real world data.

In initial meetings with the CDM student team, we as the client will provide a mini-climate change visualization, communications and social mobilization workshop (Climate Change 101). We will share what we know with respect to what works and what doesn't, and suggest best practices for engagement based on research from psychology, community planning, digital arts and other disciplines. We will also give an overview of what has been developed in the world of climate change games and tools to date. Assets from the existing FD2 game in Unity can be made available.

After that we welcome a breadth of creative proposals from the team within the framework of local, place-based climate change engagement, for a ripple effect into a wider community and/or evidence of behaviour change. The client will co-develop with the CDM team methods for evaluating the project for potential real world impacts, and has at its disposal collaborating educators to offer advice on game/platform delivery options, curriculum connections, etc.