Developing effective outreach tools:

A computer game to communicate fishing impacts in Greenland



Outreach beyond scientific communication is becoming more and more important



Games have emerged to promote environmental education and conservation



BBC EARTH: LIFE IN VR -CALIFORNIA COAST

A new way to experience stories from the natural world.



BIOHARMONIOUS

Resolve the desolation of the balance between nature and machinery.



BLOCK'HOOD

Arrange and combine blocks to create unique neighborhoods.





CATCHMENT DETOX

Manage a river catchment and create a sustainable and thriving economy.



CICLANIA

Face climate change and restore order to the world of Ciclania



CITIZEN SCIENCE

A time traveling adventure game about fresh water science.

www.gamesforchange.org

So why not make a game?

- Easy to engage an audience into your topic without the need of interest to learn
- Enables people anywhere to engage (as long as they have internet)
- Approaching a sensitive topic in a fun & engaging way
- Can play a key role in the acceptance and engagement in conservation actions in the future

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- Funding agency asked for innovative outreach

How we got from here....





...to here?



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- 1. Contracted experienced developers
- 2. Set up a timeline and budget
- 3. Identify the goal (aim and well defined learning goals or key messages) and a strategy to deliver these
- 4. Identify target audience (level and language)
- 5. Identify platforms
- 6. Agree on design
- 7. Strategy for promotion
- 8. Frequent consultation and tests under development

Design was kept simple, but with personalized and authentic Greenlandic elements



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Content was a **compromise** between playability and getting across key messages



Direct and indirect elements were used to deliver educational messages

You've reached the end of this area. Did you know:

Feather stars and sea lilies (Crinoidea) are delicate creatures that attach themselves to stones and use their 10 arms to filter small food particles from the water column.





OK



Conservation concepts such as MPA and no-take zones are introduced



Based on decisions the player makes, he/she can influence impact on ocean environment



The underestimated step: Distribution and promotion

- More impact when part of portfolio or a network
- Website
- Social media
- Mobile apps
- Schools
- Events, conventions, conservation summits

The underestimated step: Distribution and promotion



Measuring impact

- How effective are games really?
- Measurable outcomes
 - Game stats (e.g. klicks, impressions, time spent)
 - Test specific learning outcomes
- Actions in real life?

Thank you for your attention!

http://greenland.octophindigital.com/english.html



Photography (pics, videos, VR) is essential in communicating science – and should be part of any planned (field) work

