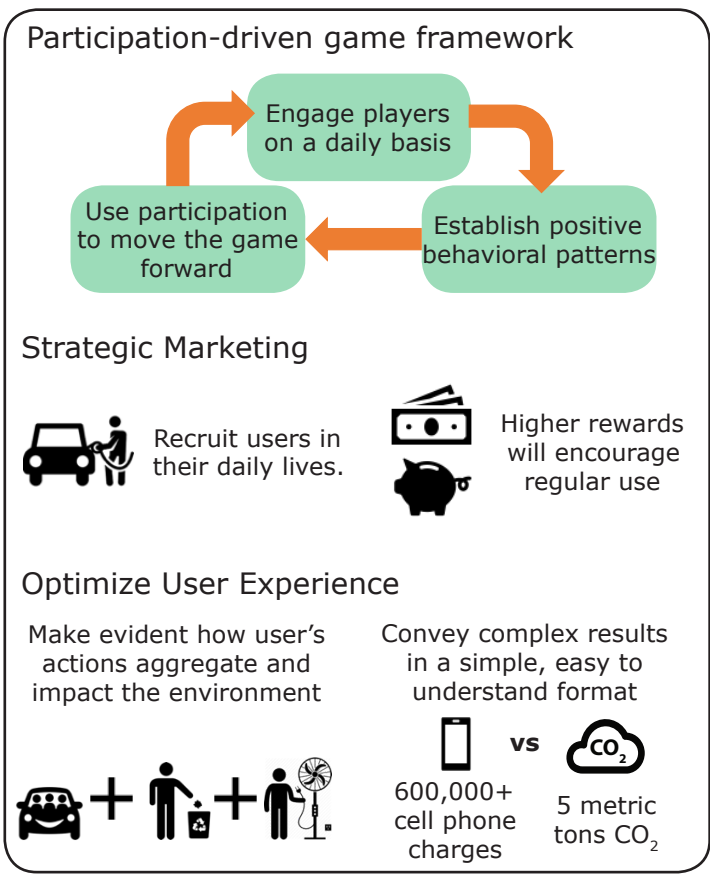**UCLA IoES**
Corporate Partners Program

Gaming for Green
Gamification Strategies for Sustainability

Sustainable action is difficult to incentivize on an individual level, but corporations can play their part in motivating energy and CO_2 reduction.
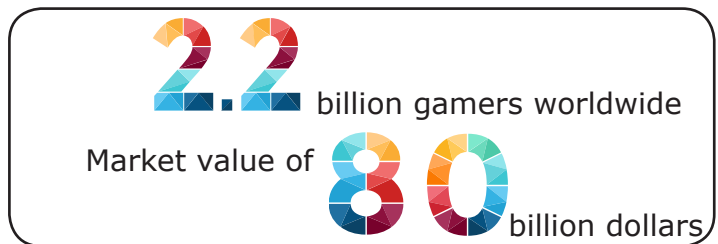
Gamification is using a game-like interface complete with rewards and leaderboards to promote sustainably-minded choices. This strategy offers a platform for individuals to contextualize their impact within the scope of a larger community and further drive sustainable action.

The report examines existing apps that are being used to reduce transportation emissions, waste, water, and energy use. It identifies key attributes which make the games more successful as well as elements to avoid. Using this benchmarking analysis, along with a literature review, the report outlines what is needed for gamification to be applied successfully to sustainability.

STEPS FOR GAMIFICATION TO REVOLUTIONIZE SUSTAINABILITY

Participation-driven game framework

Engage players on a daily basis

Establish positive behavioral patterns

Use participation to move the game forward

Strategic Marketing

Recruit users in their daily lives.

Higher rewards will encourage regular use

Optimize User Experience

Make evident how user's actions aggregate and impact the environment

Convey complex results in a simple, easy to understand format

600,000+ cell phone charges vs 5 metric tons CO_2

THE POWER OF GAMES

2.2 billion gamers worldwide

Market value of 80 billion dollars

APPLICATIONS IN ACTION

Hytch & Nashville, TN
133,900 shared trips since launch

Hytch REWARDS

RideAmigos & Century City, CA
Diverted 218,000 pounds of CO_2 by incentivizing commuters towards less carbon intensive choices

rideamigos

Others included in this report:

luum   oroeco   JouleBug
ecoCRED   scoop   RideShark.com ...Ride Matching System
TODAY

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