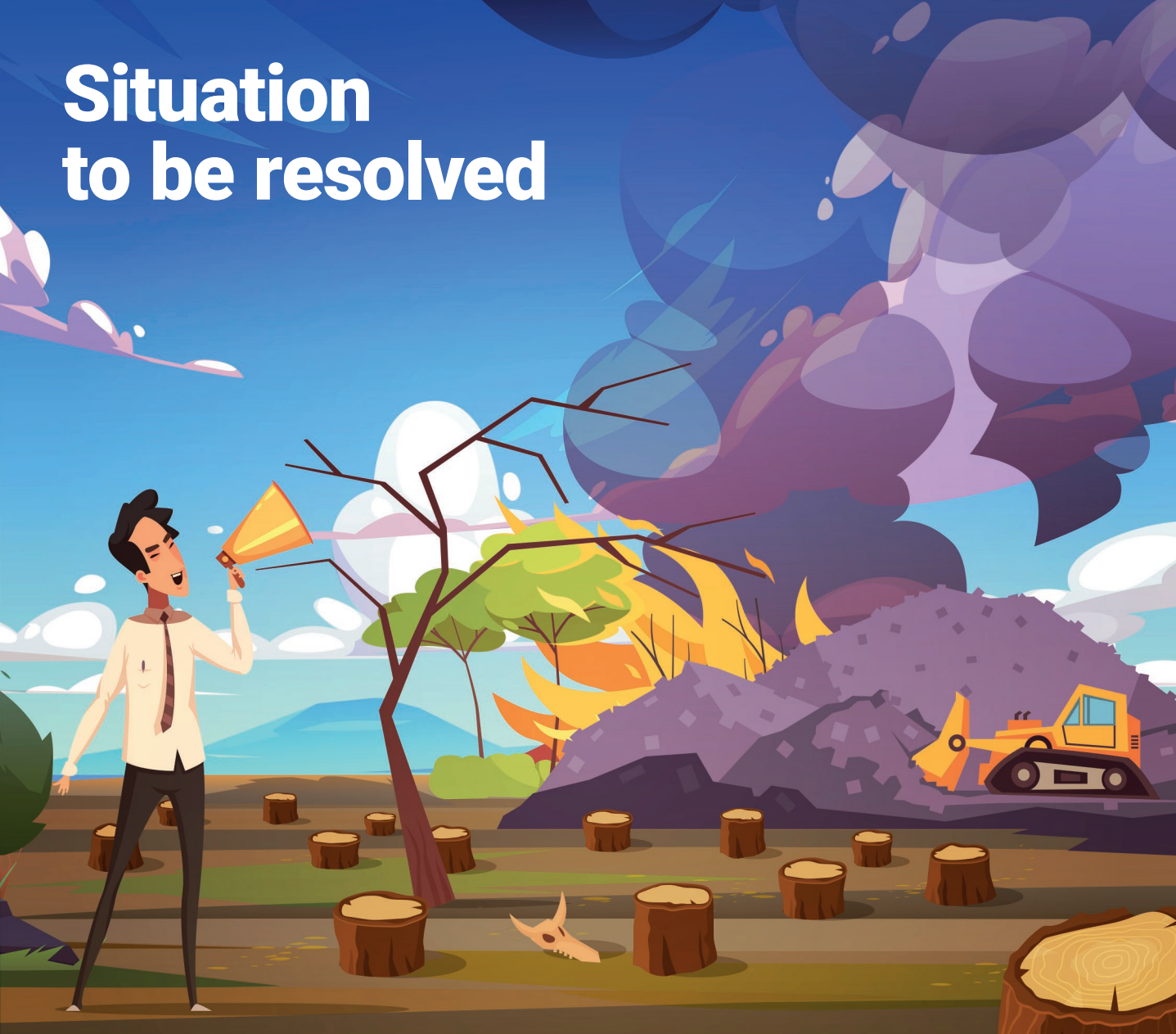# Green thinking, sustainable lifestyle

Let's work together for a more sustainable world!

games for business
the learning experience

Situation to be resolved

Before the start of the global pandemic, the vast majority of companies has already treated the establishment of a sustainable corporate operation a priority. Recent events, however, have overwritten all previous plans. Still, the situation is increasingly worrying.

Ignorance and human irresponsibility still cause serious damage today, as evidenced by the fact that the world's forest areas are declining every year with the size of Iceland.

It is now clear to everyone that we cannot expect a central, cross-cutting solution. However, companies have a number of tools at their disposal to make efforts for a more sustainable future.

About the training

In our training, users can learn about sustainable and green thinking from several perspectives.

The system confronts users in a playful way with various problems of our world and everyday life. It conveys facts, valuable information and outlines solutions for them that broaden their vision.

Motivational and experiential learning

- The training content is displayed in a preset and gamified process.

- In the system, the basis of motivation, in addition to the learning goal and knowledge expansion, some kind of "higher goal", e.g. achieving a CSR goal. One such higher goal is for the user to grow virtual trees through successful learning.

- Similarly, in customized forms, such a goal could be water purification, child feeding, collection and disposal of electrical waste, the fight against plastic waste, etc.

- Users can process the content along their own path or in a guided process.

- Games for Business will plant real trees based on the number of learners who complete the training.

- Our goal is to plant at least 100,000 trees over the next 3 years with the help of our customers.

The learning process

- In the system, users access various training opportunities (quizzes, knowledge battles, situational exercises, real-life tasks). By completing these tasks, they gain differentiated experience points. With the experience points they earn, they can grow different trees and even purchase prizes in the optional shop.

- As users learn, they develop (level jumps), which allows them to access various extras that provide them extra benefits.

- Content and the connected activities can be linked modularly along 3 main themes.

Content structure

Social sustainability 25%

Environmental sustainability 25%

Economic sustainability 25%

Client-specific, customized content 25%

Environmental sustainability

- Environmental basics

- Forms of environmental pollution
  (air quality, noise levels, industrial
  environmental impacts, greenhouse gases)

- Environmental damages

- Impact of environmental pollution on living
  organisms and human health

- Climate change

- Use of environmentally friendly
  technologies

- Protection and increase of green spaces

- Biodiversity, ecosystem, natural habitats,
  protection of wild species

- Endangered species

- Nature conservation movements

Social sustainability

- Demographic balance (population - overpopulation - depopulation, population density, population pyramid, migration)

- Importance of lifelong learning (access to information, key competences, lifelong learning, knowledge-based society - social well-being)

- Community development, development and activity levels of civil society (equal opportunities, women-men, equality: sexual, religious, ethnic affiliation, non-governmental organizations, advocacy groups, social participation, active citizenship, participation in decision-making)

- Improving the social and health situation of society (eradication of poverty, segregation, bullying, access to water, public health care, eradication of famine, child labor)

- Education system development

- Development of the health care system (reduction of infections and chronic diseases, protection of vulnerable social groups, treatment and prevention of health problems caused by environmental pollution)

Economic sustainability

- Sustainable settlements (working and living conditions, role of city centers, job creation and development, quality of public services)

- Regional differences: urban and rural

- Transport (road and rail, urban road networks, public transport, cycle paths, ride sharing, P+R, freight transport)

- Support for local economies (buy local, producer markets, basket communities, seasonal shopping, fair trade, sustainable consumption - need vs. demand)

- Water management and wastewater treatment

- Energy production and use (renewable and non-renewable energy sources)

Client-specific, customized content

- The system also allows the transfer of information and content about your company with a maximum of 200 quiz elements (statement + question + possible answers).

- Of course, it is also possible to switch this module off if required.

- The compilation of these contents is entirely the responsibility of the customer and is used and displayed exclusively in the customer's own system.

Implementation

The service includes:

- web-based system
- development of client-specific content
- support and consultancy
- user import/export
- technical support
- cloud-based operation
- analytics
- internal communication plan

Implementation time:

3 weeks

Required client resources:

kickoff meeting, handover of client-specific content source materials, approval of final content

Optional client costs:

internal communication campaign

About us

Since 2016, Games for Business has evolved into a key learning solution provider for multinational enterprises.

We are extremely proud that since we have started implementing our platform, we have not lost any client from our portfolio, which includes globally recognized brands such as Coca-Cola, Deutsche Bahn, Generali, HOYA, Intesa Sanpaolo, KPMG, NN, OTP Bank, Telekom or PwC.

Our clients come from several international regions.

We have also established international partnerships in several countries like Austria, Argentina, Italy, Malaysia, Romania, Turkey or the UK.

Awards

HCM Excellence Awards
Excellence in
Talent Management (silver) &
Excellence in Learning (bronze)

The Learning Awards
Learning technologies award
(bronze medal) & Onboarding
programme of the year (finalist)

Learning Technologies Awards
Best learning technologies
project, international commercial
sector (silver award)

Comenius-Edu-Media-Award

Engage Awards
The Best use of Training
(golden award)

Clients