

# Programme Ecogames symposium 2017

30 January | 09:15 - 17:15 | Drift 21, Sweelinckzaal | Utrecht

Registration: [gameresearch@uu.nl](mailto:gameresearch@uu.nl) | [www.gameresearch.nl](http://www.gameresearch.nl)

## Game Research Meets Sustainability

**08:45 - 09:15: Welcome and coffee**

**09:15 - 09:40: Welcome and introduction**

- *Societal impact of research.* **Wiljan van den Akker**, Vice-rector for Research and Director of the Centre for the Humanities, Utrecht University.
- *Collapsus, or how to make players become ecological citizens.* **Joost Raessens**, Professor of Media Theory, Utrecht University

**09:40 - 11:00: Game Research meets Sustainability 1**

- *Games for healthy urban living.* **Monique Simons**, Human Geography and Spatial Planning, Utrecht University.
- *Games don't design themselves - How to design for effective behaviour change?* **Reint Jan Renes**, Professor of Cross-media Communication in the Public Domain, University of Applied Sciences Utrecht.
- *Networked content analysis - The case of climate change.* **Sabine Niederer**, Director of CREATE-IT, Amsterdam University of Applied Sciences.
- *Employment of gamification techniques for enhancing consumer's empowerment and engagement in demand response mechanisms.* **Ioannis Lampropoulos**, Copernicus Institute of Sustainable Development, Utrecht University.

**11:00 - 11:15: Coffee break**

**11:15 - 12:30: Ecogames 1 + 2**

- *The power of storytelling.* **Tim Murck**, Strategic Lead at Spektor, Creative Storytelling Agency, Amsterdam.
- *Motivating more sustainable behaviour through gamification.* **Fons Verhoef**, Gamification and Interaction Analyst at Organiq, a 'game thinking' production studio, Rotterdam

**12:30 - 13:15: Lunch**

- *Everything you always wanted to know about the Sustainable Futures Hub, but were afraid to ask.* **Anjelle Rademakers**, Manager Green Office, Utrecht University.

**13:15 - 14:00: Ecogames 3**

- *Using games to inform the environment and aid in city-making.* **Ekim Tan**, Founder of Play the City, an Amsterdam and Istanbul based city consultancy firm & **Michiel de Lange**, New Media Studies, Utrecht University and co-founder of The Mobile City.

**14:00 - 15:15: Game Research meets Sustainability 2**

- *Urban futures - The dynamics of imagination.* **Maarten Hajer**, Distinguished Professor of Urban Futures, Utrecht University.
- *Game co-design for sustainable futures.* **Joost Vervoort**, Copernicus Institute of Sustainable Development, Utrecht University and Environmental Change Institute, University of Oxford.
- *Powersaver Game - Gamification in a household energy game.* **Jan Dirk Fijnheer**, Senior Lecturer Utrecht University and Inholland University of Applied Sciences, Amsterdam.

**15:15 - 15:30: Coffee break**

**15:30 - 16:15: Ecogames 4**

- *Designing games for peak shaving water usage with smart meters.* **Tim Laning**, Founder and Commercial Director of Grendel Games, Leeuwarden.

**16:15 - 17:15: Game Research meets Sustainability 3**

- *The importance of characters for narrative impact.* **Hans Hoeken**, Professor of Communication and Information Studies, Utrecht University.
- *Imagination and the ethics of climate change.* **Marcus Düwell**, Professor of Philosophical Ethics, Utrecht University.

**17:15 - 18:00: Drinks & bites**



Game  
Research

Interdisciplinary research on serious  
gaming and playful interaction

# Ecogames: Game Research meets Sustainability

Ecogames - or games with a focus on ecosystems and sustainability - are imaginative spaces for playing and learning, expressing often contested moral and political values. They are used to raise awareness for a variety of sustainability issues, such as renewable energy transition, circular economy, sustainable mobility, and green water use and energy consumption.

These persuasive and participatory games represent an experiential turn in climate communication and storytelling, trying to reinforce ecological attitudes and behaviour and stimulate collaborative environmental decision making.

This symposium, organised by the Utrecht University Research Focus Area Game Research, brings together experts in the fields of game design and research, communication, media and urban studies, ethics, geosciences, data and computer science. It explores the psychological, social, cultural and institutional conditions of a transition to a sustainable society, and the role ecogames could play in such a transition.

Four Dutch game studios and creative storytelling agencies (Grendel Games, Spektor, Organiq and Play the City) will present their media productions and will discuss how these productions can be understood as rhetorical devices.



Powersaver Game  
- Jan Dirk Fijnheer



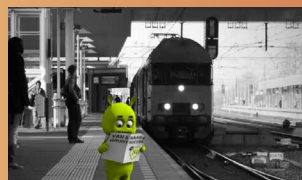
Collapsus  
- Submarine



Operation Tidal Wave!  
- Organiq



Wijk & Water Battle  
- Grendel Games



From 5 to 4  
- Organiq



Games for Cities  
- Play the City



Heaven's Water  
- Spektor



Game  
Research

Interdisciplinary research on serious gaming and playful interaction