



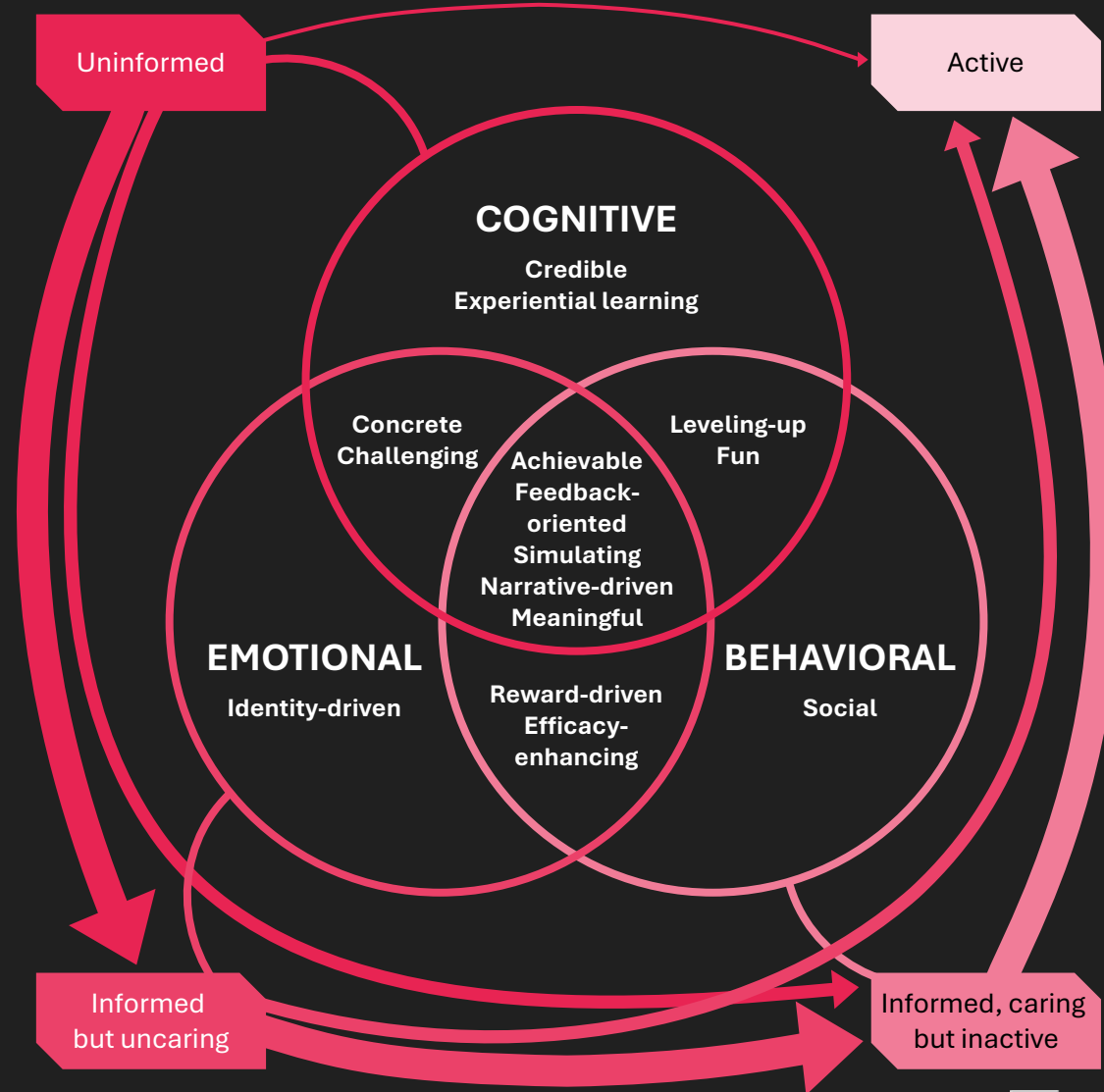
# *Virtual Climate Activation: A Framework Approach to Sustainable Food Consumption in Games*

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- | We are in the middle of the climate crisis
- | It is actually a polycrisis
- | We need top-down and bottom-up action
- | Games can help



Steinhauser & Vollgruber (2024) based on Ouariachi et al. (2019)



Beecarbonize  
Charles Games  
2023



Gibbon: Beyond the Trees  
Broken Rules  
2022



Bear & Breakfast  
Gummy Cat  
2022

## Achievable



Games do not need a dedicated sustainability connection  
Normalizing behavior is as important as direct links to the crisis  
Message could be even stronger  
Behavioral messages should be concrete



## Credibility

Expert involvement strengthens message and studio credibility  
Naming experts and projects enables inherent player activation  
Directly links to call-to-actions, such as donation calls

## Concrete



Encyclopedias can provide additional information  
But: Should not hide essential gameplay info  
Multistep approach: Short teaser, long teaser, longer encyclopedia entry  
Important to often highlight the feature and keep barrier low  
Low barrier strengthens reward mechanism, which strengthens replayability



## Experiential learning

A powerful tool to support other components  
Should be actively searched for, as it creates truly unique experiences



## Efficacy-enhancing



Mechanisms of game and positive messages should align  
Otherwise: ludo-narrative dissonance

- | Expand analysis to wider catalogue of games
- | Focused evaluation of sub-groups of mechanisms or specific examples
- | Impact analysis beyond short-term cognitive changes

| Thank you

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