

MAY 2012

Fun, Games & Sustainable Choices





Serious Games: a game designed for a primary purpose other than entertainment

Gamification: applying game-design thinking to non-game applications to make them more fun and engaging



SERIOUS GAME

The screenshot shows the homepage of 'THE GREAT PIGGY BANK ADVENTURE' by T.RowePrice. The interface is colorful and child-friendly, featuring a navigation bar with links like HOME, ABOUT THE GAME, STRATEGY GUIDE, LEADERBOARD, FOR PARENTS, YOUR TROPHY ROOM, MINI-GAMES, and PLAY NOW!. The main content area has a large banner that says 'Become a finance smarty pants' and 'Test your knowledge'. Below this is a quiz question: 'If Trixie wants a new computer, she needs to ____ first.' with three options: 'throw a tantrum', 'beg her parents', and 'set a financial goal'. A large yellow coin with 'PLAY' on it is prominently displayed. To the right, there's a 'Leaderboard' section showing 'All - Time Top 2' scores for 'Guest430818543' (188,881,509) and 'jferce' (168,302,804). Below the leaderboard is an 'Activity Book' section presented by T. ROWE PRICE, and a 'Help & Support' section with a 'HELP' button. At the bottom, there's a 'Watch Preview' button and a section for 'At Walt Disney World® Resort!'. The bottom navigation bar includes icons for a character, coins, a die, a piggy bank, 'Mini-games', 'Goal Setting', a piggy bank, and 'Watch Preview'.

THE GREAT PIGGY BANK ADVENTURE
T.RowePrice

HOME ABOUT THE GAME STRATEGY GUIDE LEADERBOARD FOR PARENTS YOUR TROPHY ROOM MINI-GAMES **PLAY NOW!**

Become a finance smarty pants

Test your knowledge

If Trixie wants a new computer, she needs to ____ first.

- ☐ throw a tantrum
- ☐ beg her parents
- ☐ set a financial goal

PLAY

Leaderboard
All - Time Top 2

Guest430818543	188,881,509
jferce	168,302,804

[View more scores >>](#)

Activity Book
Presented by
T. ROWE PRICE
[Begin your journey now >>](#)

Help & Support
Have questions about the game or the financial concepts?
[Go to Strategy Guide >>](#)

At Walt Disney World® Resort!
Learn more about the experience at

Mini-games Goal Setting Watch Preview



GAMIFICATION



Solutions

Customers

Company

Technology Advantage

Bobber's technology platform augments online banking with game and social mechanics that deliver engagement and action

FRONT-END CUSTOMIZATION



Game Dynamics



Social Networks



Financial Account Integration



Behavioral Intelligence

ENGAGEMENT PLATFORM

Financial Management

Gen Y

Platform

Playbook



SERIOUS GAME

Plan It Green





GAMIFICATION





How can fun and games
be used to
influence
sustainable choices?



HERE'S THE PROBLEM...

Do you have a sustainability education program?

56%

Yes

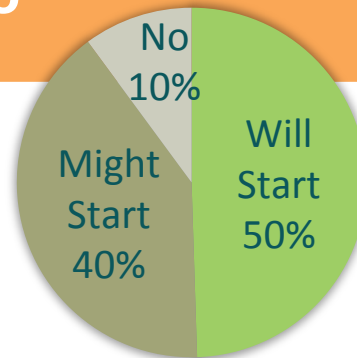
Are you
happy with it?



44%

No

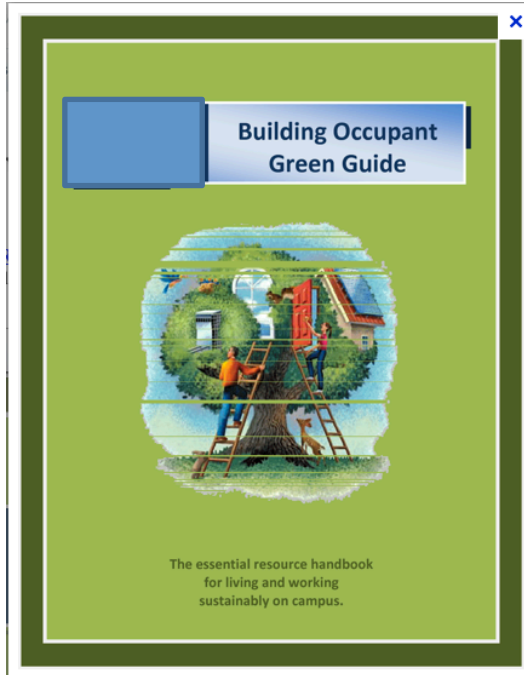
Will You?



National Environmental Education Foundation Survey, 2009



IS THIS FUN?





EFFECTIVE?





Practically Green helps the
world's leading organization
inspire healthier and more
sustainable choices



KILLER COMBO: CONTENT, SOCIAL & GAMIFICATION

Your Upcoming Goals

THIS WEEK

Install rain barrels and use for lawn and garden

Join your office Green Team

LATER

Install solar hot water (thermal)

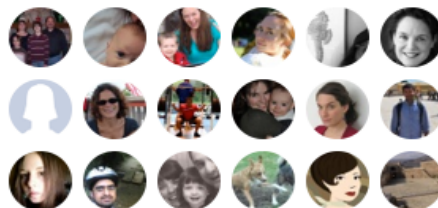
Recycle your old computer

Eliminate styrofoam, especially from food and drink purchases

[See All Goals](#)



2,733 people have done this



Gold Water



OVER 400 WORK, HOME & COMMUNITY ACTIONS



Recycle cork

Learn Why

Learn How

Products

Why This is Green

Cork is a highly sustainable material. It's natural, renewable, and biodegradable. It's also recyclable.

When you recycle cork, you extend its useful life. The material is diverted from a landfill (where, because of overstuffed conditions, even biodegradable items rarely biodegrade) and is (re)used in a wide range of products including floor tiles, place mats, dart and memo boards, and coasters. Reusing cork for these items means not having to harvest and import new material from overseas, which saves energy and reduces carbon emissions.

Cork forests are said to absorb millions of tons of CO₂ yearly and provide vast quantities of oxygen. Though they're considered among the most sustainably harvested forests in the world, minimizing the extraction of new cork by reusing what is already available protects them.

Learn More

[Bookmark This Site: ReCORK America](#)

[Bookmark This Site: Cork ReHarvest](#)

10 POINTS

You've Done This!

+0

0

0

10

Challenge a Friend

Get your friends in on this! Challenge them to complete this action.

Challenge Friend



TRACK PROGRESS & CELEBRATE ACCOMPLISHMENTS



Susan Level 8: Impressively Green

Member of [practicallygreen](#)

Progress to Next Level

210 points to go!



2,055
HEALTH



705
WATER




1,945
ENERGY



1,585
STUFF

≡ **6,290** POINTS ≡

 10,019 Connections

Your Recent Activity



Susan committed to completing a **goal** by April 15, 2014. 3 days ago

→ Install solar hot water (thermal)



Susan committed to completing a **goal** by September 19, 2012. about 1 month ago



Badges





COMPARE & SHARE ACROSS THE WHOLE COMPANY



seventhgeneration

Group Impact

This Month

Last Month

All Time

At Home

At Work



90,787
ENERGY
kWh



33,726
WASTE
lbs



64
TREES



3,213
FUEL
gallons



316,680
WATER
gallons



218,819
EMISSIONS
lbs of CO2

What's Happening



Jennifer committed to completing a **goal** by April 13, 2012. 19 days ago

→ Line-dry laundry all year



Bob completed a **goal** and earned 20 points. 27 days ago

→ Donate clothes to a charity

Popular Goals

Goal	
Use a home energy monitor...	75
Install smart power strips to ...	65
Sign up for green power fro...	62
Install or upgrade to a dual-f...	59
Install rain barrels and use f...	55
Line-dry laundry all year	54
Install solar electric (PV)	53
Install a tankless, on-deman...	48
Install solar hot water (ther...	48
Upgrade your vehicle's fuel ...	48

Leaderboard

Top 5

You

1		Chris	5,820 pts
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OR COMPETE AGAINST OTHER GROUPS

Top Groups This Week

Group	Avg. Points
TCSOB	913
Studio Lot	350
SPP	197
Corp Pointe	13





ACCESSIBLE FROM ANYWHERE





CASE STUDY: SEVENTH GENERATION LAUNCH

95% signed up

50%+ Monthly Active Users

Over 8,200 actions taken

316,000 gallons of water saved

CREATING BUZZ AT LAUNCH!



Appreciate Water



“We’re using Practically Green to motivate, inspire, and track our employees on goals and objectives around the LEAD program, and love that it integrates with the incentives we already have...”



CASE STUDY: ENERNOC

80% signed up

45%+ Monthly Active Users

Over 26,000 goals set

299,999 kwh saved at home and work

COMPARING GROUPS



EnerNOC employee email exchange

*“Dear Finance,
You are so going down. How about we sweeten the pot a little and say the winners get served a pancake breakfast by the losers after all the dust settles? Ops is killing both of you!”*



OTHER EXAMPLES: BUILDING DASHBOARD NETWORK





OTHER EXAMPLES: GREENBEAN RECYCLE

58,406 containers recycled - 10,048.03 kilowatt hours saved

[Sign in](#) [Register](#)

greenbean

What's **your** impact?

Location	Month	Containers Recycled	kWh Saved
Tufts University	May 2012	640	82
Brandeis	May 2012	1950	242
MIT	May 2012	3155	521

- 1 Register**
Become a greenbean member.
- 2 Recycle**
Use our machines. Get paid.
- 3 Results**
Instant impact. Instant savings.

GET STARTED >



OTHER EXAMPLES: ZIMRIDE

PwC My Ride powered by **zimride**

PwC My Ride helps you share rides with PwC colleagues



PwC GUID login

Log in

 PwC GUID

Logging in indicates you agree to [Terms of Use](#) and [Privacy Policy](#).

What is PwC My Ride?

PwC My Ride is a fun and easy way to share the seats in your car or catch a ride. With PwC My Ride, you can find PwC friends and colleagues going the same way you are.

Have a car? Need a ride?

PwC My Ride helps you offer or request rides for commutes, road trips, and popular events. If you have a car, split costs by offering rides. If you don't have a car, find rides where you need to go.



DISCUSSION TOPICS

1. Can these tools be used for occupant engagement?
2. Cautionary tales? Success Stories?