



Project's name

CONSUMABILE- Board and Square Game

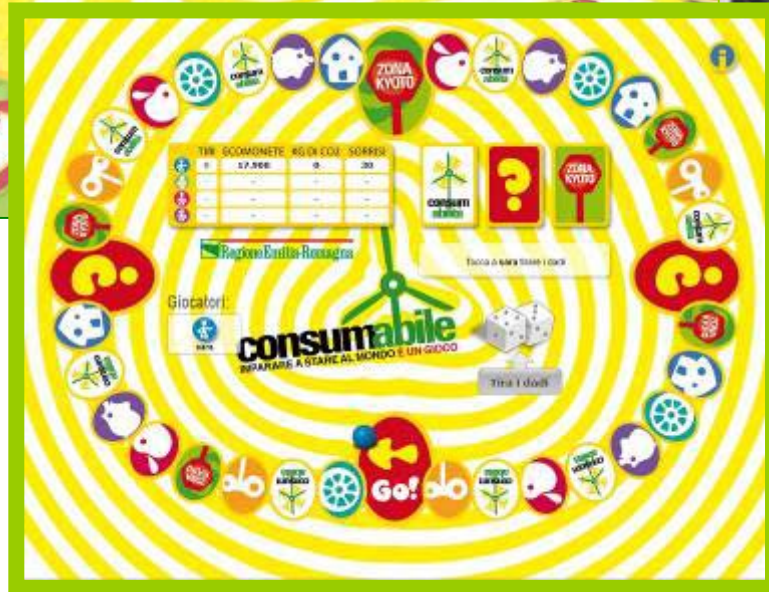
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Brief description

Consumabile - learning how to leave is a game, is a board game (similar to “snake and ladders” or Monopoly) that deals with people’s energy consumptions behaviors. The tool is a part of the Emilia-Romagna Region communication campaign *Consumabile*.

The game takes inspiration by the fact that everyday choices have an economic, social and environmental cost. Sustainability is the capacity to find a balance.



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Regulation

Each participant (or group of participants) starts with his own legacy of money, “smiles” and CO2 Kg: as he proceeds in his path on the board (which he controls with a dice throwing), some questions have to be answered. With every answer, the participant earns or loses smiles, money and CO2 Kg. Some questions deal with people’s everyday behavior as far as energy consumptions in concerned, others strictly deal with information on the Kyoto protocol.





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- The game's aim is to make players **think about their attitude towards energy and goods consumption**: questions are difficult, unusual and “right” answers totally not predictable, in order to make people deeply think about the many implications of their everyday choices. After every questions, the reasons of their loosing or winning legacy and their carbon emissions are clearly explained in order to make the message clear and understandable.
- Three version of the game are available: the board game (that goes with a little book written explanations for the answers), an online game (http://www.enercitabile.it/moduli/gioco_inizio.aspx) and a square game, that is being brought in **different cities, fairs and malls**. In this last case a couple of promoter help involving people (or students) and easy the game's development.

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Target

Citizens, Students (the game can be played in schools or in class groups), Decision makers and opinion leaders

Cost/effectiveness analysis

Projecting and carrying out the game has quite a cost in terms of work and money, but just at the beginning. Promoting it in different occasions, events and situations is then cheap, including only transport and promoters.

