Report of the workshop structure

Eco-Education and Gamification Workshop (Vienna)

of the project:

Shift2Green – Promoting Eco-friendly Habits at Work with Gamification

Elaborated by:
Ekopotencjał-Przestrzeń Możliwości
On May 12, 2023

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1. Introduction

This report presents the workshop structure of the "Eco-Education and Gamification Workshop" of the Erasmus+ project "Shift2Green – Promoting Eco-friendly Habits at Work with Gamification" project. The meeting was staged between 3-6 April, in Vienna, Austria, at the invitation of partner RepaNet (Re-use Austria). The meeting was organized in the presence of 12 participants in total.

The Eco-Education and Gamification Workshop was meant to deliver assigned parts of the workshop to share its expertise, knowledge and best practices with other partners educators regarding methods for pro-ecological habits development, the use of digital technologies and gamification methods in education and the corresponding educational curricula around them.

Ekopotencjal & RepaNet have run workshops on green habits in the workplace; KCCIC & Cleantech have led the workshop on sustainability practices in SMEs, PAIZ & FHM have delivered workshops on gamification as a digital educational method that supports habit change.

Partners have run a learning process to share their knowledge and experience in pro-ecological business development and in digital educational VET solutions with a focus on gamification development. Partners have learned from one another and later on share gained knowledge within their organisations. In accordance with Partners' expertise they have run workshops on 3 topics:

- sustainability practices in SMEs,
- ecological habits in the workplace,
- gamification as a digital educational method that supports habit change.

During a 4-day event, 12 staff members and educators from Partners' organisations have been trained. A blended teaching methodology was implemented in this activity. Apart from traditional classroom teaching and learning experience, learners have taken part in online learning (ELSS) which helped them to prepare for the learning event and after it strengthened gained knowledge. With Extended Learning Support System (ELSS) the learners have received several pre and post-workshop learning activities. PAIZ with FHM were responsible for designing pre and post-workshop online learning activities using Extended Learning Support System.

2. Workshop structure and methodology

The workshops were conducted in the following order:

TOPIC	TITLE	ACTIVITY, METHODOLOGY	ORGANISATION
Sustainability practices in SMEs	Circular economy brief	"Crash course Circular Economy Transition"	Matthias Neitsch, RepaNet
Sustainability practices in SMEs	Sustainable business	Climate issues, energy saving strategies, circular economy, sustainable packaging in SMEs Workshop and discussion – Discussion based on pre-work tasks o ELSS	Ekopotencjal
Gamification as a digital educational method that supports habit change	Additional Activity: Digital solution example	Presentation of a digital solution for changing everyday behaviours for ecological ones	FHM
Gamification as a digital educational method that supports habit change	Gamification – the theory behind it	Gamification – game mechanics used for enhancing learning and habits change	FHM
Gamification as a digital educational method that supports habit change	EMPATHISE workshop: Definition of the gamification focus	Presentation of desk and field research results Creating empathy map: phone interviews with stakeholders to define ideas and set hypotheses; specification of persona	PAIZ/KCCI
Gamification as a digital educational method that supports habit change	VERIFICATION OF THE PROBLEM workshop	Verification of the problem from project proposal – Q: How could we help the learners (Persona) to develop green habits? Brainstorming of the new ideas for gamification missions (eg. Travel, saving energy etc…)	FHM/PAIZ

Gamification as a digital educational method that supports habit change	IDEATE workshop	Focus on the user: ● Adopt user's point of view, changing the perspective ● Write objectives for each mission ● Develop preliminary challenges across described missions ● Develop examples of tasks	PAIZ
Gamification as a digital educational method that supports habit change	PROTOTYPING	Preparation of first drafts of gamification structure (based on the previous workshops results)	PAIZ
Ecological habits in the workplace	Human Resource Management and their role in change process	Human source management towards changing sustainable behaviors in SME	KCCIC
Ecological habits in the workplace	Methodologies and tools for circular readiness assessment	Presentation + workshop on Ready2Loop tool – participants will get useful tailor-made steps process of transition to circular economy, integrating green and sustainable practices in their organisations	Cleantech
Gamification as a digital educational method that supports habit change	Digital tools to support the change	● Brainstorm session – digital tools that could be used to start/support behavioural changes ● Examples of digital tools used to support behavioural change (Mobilex, ELSS, ● (optional) Game-based activity/digital tools based activity	PAIZ
Sustainability practices in SMEs	Site Visit, a member facility of RepaNet	Hands-on workshop Site Visit – one of the biggest re-use facilities of Austria –, a member facility of RepaNet	RepaNet

Session: Crash course Circular Economy Transition

Objectives/Expected results:
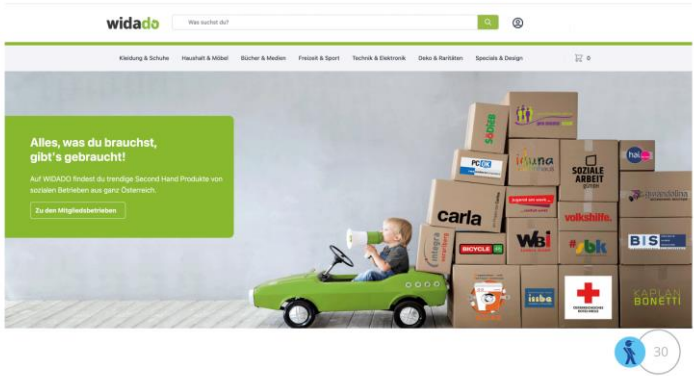At the end of this workshop partners will:
● Understand the close connection between circular economy and climate protection and the pressing necessity for every state, public body, organisation and individual to change their habits concerning resource consumption rapidly and fundamentally
● decide about which measures contribute more and which contribute less to reach more circularity in business models
● design a rough approach towards a circular business model of a company or department, reducing mass flows and at the same time provide the same results / benefits for customers
● prepare a rough direction for a transition pathway / strategy for the company or department

Duration	Session	Topics	Props
45 min	Circular economy brief	"Crash course Circular Economy Transition": ● Circular Economy in a nutshell ● short introduction of Re-Use Austria (former RepaNet) organisation and activities ● global challenges concerning climate & resource mass flows ● close interrelatedness of climate crisis and mass	PowerPoint Presentation "Crash course Circular Economy Transition" page 1-36

		growing global mass flows ● the destructive role of growth dynamics ● basic strategies for change ● Priority areas for circular economy ● Value Hill Model as a tool to design circular business models ● Gamification approach for a circular economy: pinball ● National Circular Economy Strategy of Austria ● Role of social economy in the circular & just transition ● good practice example "WIDADO": online ● e-commerce market place for reused goods, potentially a target project for gamification elements in the future	
15 min	Q&A	Views were new to many participants, a broad general discussion about transition challenges, barriers, consequences and the role of individuals in that process	

Session: Sustainable business

Objectives/Expected results:
At the end of this workshop partners will:
- learn about the classification of business environmental maturity,
- learn the most important competences of business leaders that facilitate the green transformation of the company,
- learn about current eco-trends in business,
- How to involve employees in the green transformation
- learn about the factors ensuring the success of the green transformation process
- learn about good practices of green transformation in SMEs
- learn the basic barriers in the implementation of the green transformation

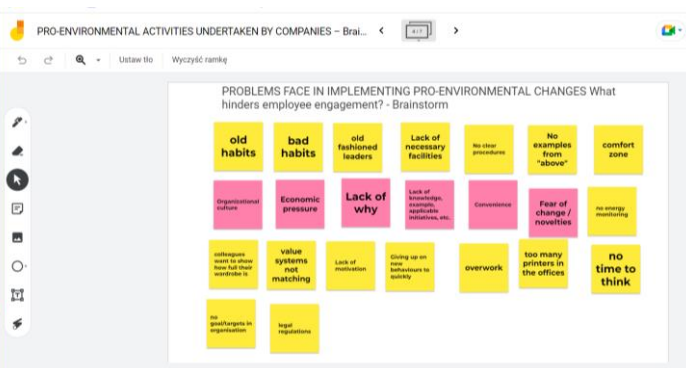| Duration	Session	Topics	Props
30 min	Sustainable business	The classification of business environmental maturity	Power Point presentation page 2
		Current eco-trends in business	Power Point Presentation page 3-4
		How to involve employees in the green transformation	Power Point Presentation page 4-5
		The factors ensuring the success of the green transformation process	Power Point Presentation page 6-7
		The most important competences of business leaders that facilitate the green transformation of the company	Power Point Presentation page 8-9

| 30 min | Brainstorm – Good practices of green transformation in SMEs learn the basic barriers in the implementation of the green transformation, | Brainstorming and work on JamBoard
Discussion based on prework tasks on ELSS
Climate issues, energy saving strategies, circular economy, sustainable packaging in SME

 | Group work, interactive tool Jamboard |

WORKSHOP STRUCTURE

Fachhochschule des Mittelstands (FHM)

Session: Gamification – game mechanics used for enhancing learning and habits change

Objectives/Expected results:
At the end of this workshop partners will:
- have experienced an example of sustainability gamification
- understand the difference between game and gamification
- know different types of users and characteristics
- understand the different gamification principles and rules
- know the Octalysis framework and can use it
- knows the particularities to consider when gamifying for a workplace
- have a shared understanding of the Core Drives of Shift2Green Gamification.

Duration	Session	Topics	Props
1h	Gamification – the theory behind it	- Introduction to the topic of sustainability - Presentation of a handbook with various examples of digital learning solutions - Presentation of a sustainability game in which sustainability is to be brought into everyone's private everyday life - Possibilities of practical use of the game 	PP Presentation Mentimeter Playing the game page 1-49

10 min	Introduction	Definition of Gamification	PP Presentation and short Videoclip page 1-4
10 min	What makes a game?	Group work in which we work out what fascinates us about games. Gaining initial ideas about how different user types are	Group work page 5
5 min	Usertypes	The theory behind Usertypes Getting to know and understand the different types of users in games and developing an understanding of what drives them	PP Presentation page 5-6
10 min	Gamification principles and rules	First practical insight into the different principles of games and rules that must be followed for the successful development of a game/gamification	PP Presentation page 7-8
15 min	The Octalysis Gamification Framework	Presentation of the theory of the Octalysis Framework Presentation of practical examples of the different Core Drives	PP Presentation Group

			Discussion page 9-20
5 min	Gamification in workplace	Presentation on how to best incorporate gamification into the workplace	Presentation & Discussion 3 slides
15 min	Practical use of the Octalysis Framework	Presentation of two examples for Gamification using the Octalysis Framework Tool (Linkedin & Farmville) Joint discussion of which core drives we would like to focus on with our Shift2Green gamification	Presentation Group work 2 slides

Result of the Group work:

Shift2Green Octalysis Profil – Group Work

CD1: Epic meaning & Calling — 8
CD2: Development & Accomplishment — 10
CD3: Empowerment of Creativity & Feedback — 5
CD4: Ownership & Possession — 4
CD5: Social Influence & Relatedness — 8
CD6: Scarcity & Impatience — 2
CD7: Curiosity & Unpredictability — 4
CD8: Loss & Avoidance — 1

Score: 290
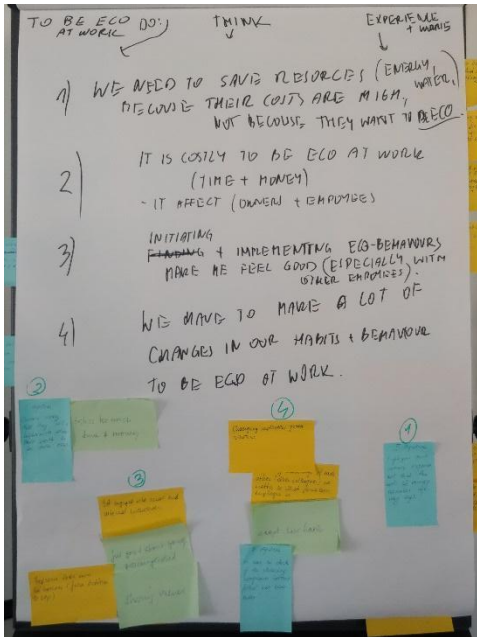
White Hat and Good Motivation

Your experience is heavily focused on White Hat Core Drives, which means users feel great and empowered. The drawback is that users do not have a sense of urgency to commit the desired actions. Think about implementing light Black Hat Techniques to add a bit more thrill to the experience. / Also, you seem to have a great balance between Left Brain and Right Brain Core Drives, which means you likely have a good balance between Intrinsic and Extrinsic Motivation. Just be very careful because Extrinsic Motivation designed badly may kill Intrinsic Motivation.
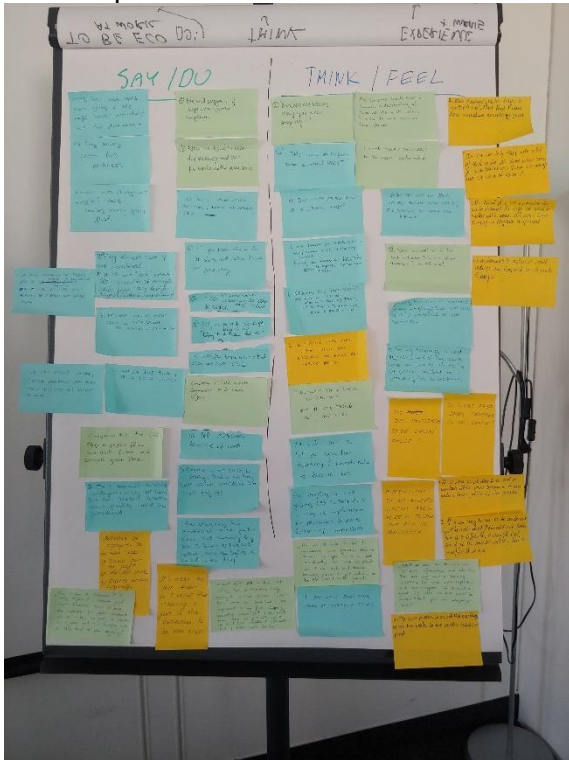
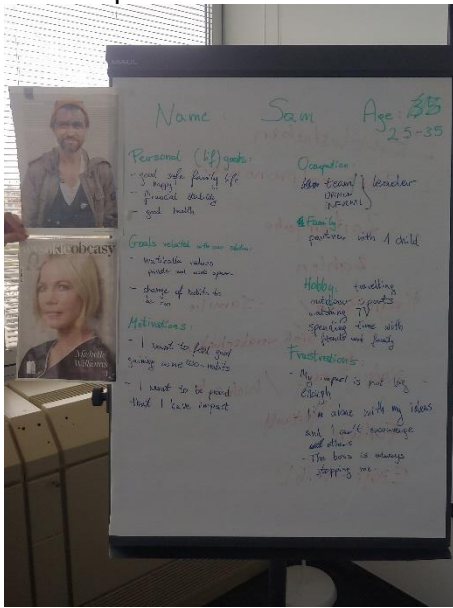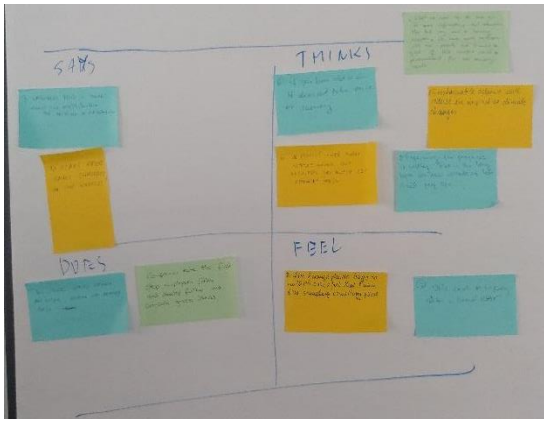**WORKSHOP STRUCTURE**

Session: Design thinking

Objectives/Expected results:
At the end of this workshop partners will:
- Understand the design thinking process
- Decide on the theses to verify the grounds for the digital tool they are going to develop
- Design the personas that will be the target for that digital tool
- Define the digital tool (Shift2Green gamification) structure and main scope based of persona's needs

Duration	Session	Topics	Props
45 min	What is design thinking?	Explain the Design Thinking process: ● Building empathy map ● Ethnographic research – let's prepare questions we will ask during telephone interviews with selected SMEs ● Conducting interview – gathering answers ● Verifying the theses ● Building personas Discussion on the best approach followed	PAIZ PP presentation Pages 1-5 IDEO video
90 min	Using Design Thinking methodology to create digital solution structure – Step 1 EMPATHISE	Empathy map – Step 1– brainstorm –3 groups – throw your ideas for theses ● Select 2-3 theses for ethnographic research Examples of hypothesis created during Shift2Green workshop: ● Ethnographic research – let's prepare questions we	PAIZ PP presentation Pages 6-10 Post its/small cards board

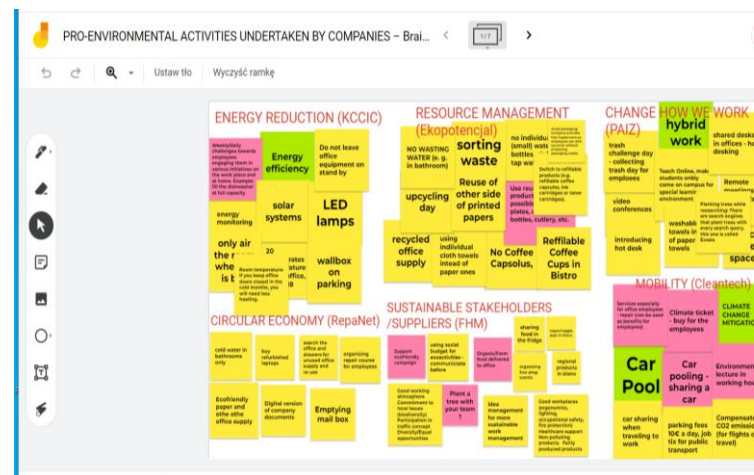|		will ask during telephone interviews with selected SMEs ● Conducting interview – gathering answers *(allow extra time)* ● Write all answers/sentences received during interviews on separate Post-it cards	
50 min	Step 2 – EMPHA TY MAP	Introduction: What is an empathy map and how do you develop one? ● Draw on a flipchart an Empathy map structure ● Ask participants to place their examples in the appropriate quadrants of the Empathy map ● Ask participants to remove repetitions and group similar statements together. Rewrite some cards if needed Example of Empathy map created during Shift2Green workshop: 	PAIZ PP presentation Pages 11 Empathy map structure Use flipchart and post-it cards
70 min	Step 3 – DEFININ G PERSON AS	Introduction: <u>What are personas and why do we create them?</u> Who are our personas (1 or 2)– potential users of our digital tool (Shift2Green gamification) Defining a persona following the process: biodata, motivations, worries etc: – producer, buyer, trainers – different opinions	PAIZ PP presentation Pages 12 Use flipcharts Provide old magazines

		● In 2 groups brainstorm who would be our personas ● Present the structure to define persona <u>Ask participants:</u> ● discuss in your group who would be our persona. ● draw the structure of the persona on a flipchart ● use a sample picture using old newspapers. ● Use sentences from the Empathy map to fill in the structure of your persona Example of personas created during Shift2Green workshop: 	with pictures of people
90 min	Step 4 – VERIFICATION OF THE PROBLEM &	Use the hypothesis you selected while creating an idea of digital tool development ● Ask yourself a general question: How could we help the learners (Persona) to develop green habits? ● Form 2-3 groups ● In groups: Brainstorming the new ideas for digital tool	PAIZ PP presentation Pages 13-15 or write them on a flipchart Write the

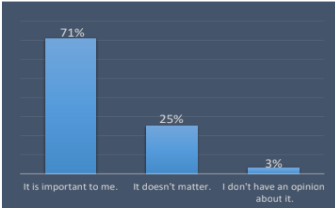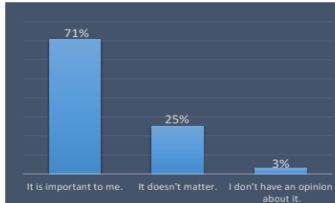| IDEATE workshop	content: in our case – gamification missions (eg. Travel, saving energy etc…)	general question on flipchart
	● Write all ideas on a selected digital board	
	● Remove repetitions	
	● Group similar ideas together, rewrite some notes if needed	
	● Think about a name for each group of ideas	Use Jamboard, Mural or Miro to collect and group all ideas
	● Write that name (mission or module) on selected digital board	
	● Focus on the user:	
	- Adopt user's point of view, changing the perspective	
	- Write objectives for each mission/module	
	- Develop preliminary challenges across described missions	
	- Develop examples of tasks, modules, content etc.	
	Example of preliminary ideas for missions and their content created during Shift2Green workshop:	

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WORKSHOP STRUCTURE

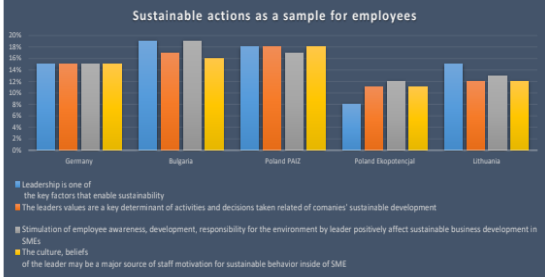Klaipeda Chamber of Commerce, Industry and Crafts (KCCIC)

Session: Human Resource Management and their role in change process

Objectives/Expected results:
At the end of this workshop partners will:
- Understand the role and the impact of human resource management in designing and changing sustainable behaviour of employees inside of SME.
- Decide how to involve employees in a behaviour-changing process to a sustainable one with gaining the appropriate results.
- Prepare the content of the final field and desk research results which will be used for the next steps in identifying the needs, and practices of necessary sustainable habits of employees in SMEs.
- Design a field of perception about the relations with the employees and their attitudes to change their habits to sustainable.

Duration	Session	Topics	Props
40 min	Human Resource Management and their role in change process	Presentation of the field research results (questionnaire) regarding the role of human resource management in changing sustainable behaviour in SMEs based on: ● "Green planning of human resources" – companies involve environmental protection in job descriptions, pro-ecological attitudes and behaviours in the code of ethical conduct. ● "Green recruitment of employees" – companies prioritise recruiting employees with sustainable values. ● "Green development of employees" – companies increase ecological efficiency through training to raise awareness and develop employees' ecological skills. 	PP Present ation and discuss ion pages 1-8

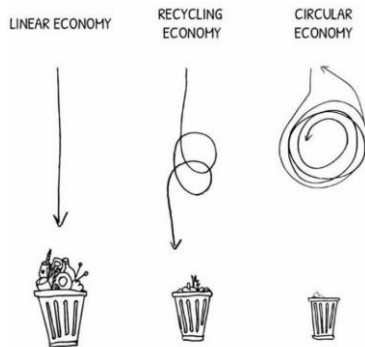|			
		● "Motivating employees to act "green" – what opportunities the companies create for employees to use their knowledge and skills to improve the company's environmental performance.	
		● "Green management of employees' performance" – including sustainability goals in the employee appraisal, by the leaders' role model.	
		Including sustainability goals in the employee appraisal, thus showing that the company is committed to issues related to sustainable.	
		● "Promotion of staff development and corporate culture" – companies increase personal responsibility and decision-making authority by evaluating sustainable initiatives from employees. ● "Employee involvement in change" – identification of employees' attitude toward the importance of implementing concrete sustainable action in SME.	
30 min	Empathise workshop: definition of the gamification focus	Presenting a combination of desk and field (interview) research results distinguishing the most important topics in changing behaviour to sustainable in SME: ● The strategy and action plan – the level of satisfaction with the annually updated companies' sustainability strategy from the employee's perspective. To reach sustainability goals, should the company first gain the knowledge of sustainability and move it to an action plan, or first the action plan necessary to implement sustainability? ● Sustainable companies' behaviour gains the benefit which can be divided into internal and	PP Presentation and discussion pages 9-20

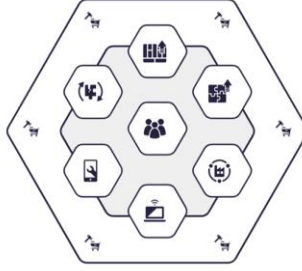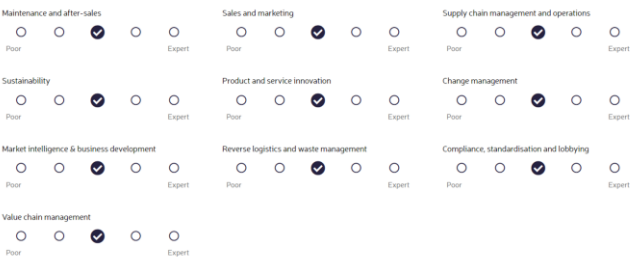| | | external. Internal benefits involve organisational benefits (equipping employees with knowledge and skills about sustainability), financial benefits (materials efficiency), and people benefit (sustainably "right" actions of employees). External benefits are related to companies as a sustainable marketing advantage and positive public image.
● Company behind their approach to going green – the perspective of the Manager as a key person to whom sustainable action follows the rest of the employees, and the values of the company, which not always are easy to change to sustainable ones because of the way of activity.
Employees' involvement in sustainable actions – employees' involvement in changes by determining their satisfaction level, and shape-changing with employees. | |

Session: Methodologies and tools for circular readiness assessment

Objectives/Expected results:
At the end of this workshop partners will:
- Understand the difference between linear, recycling and circular economy.
- Understand how to use resources sustainably.
- Have the ability to apply ready2LOOP to assess the company's readiness for implementing circularity and integrating green and sustainable practices in its business
- Prepare an analysis of weaknesses and strengths regarding the circular readiness level of the company.
- Decide how to find a transition path and design it with appropriate tools.
- Prepare an action plan and road map for implementing circular economy processes, practices, initiatives, etc.
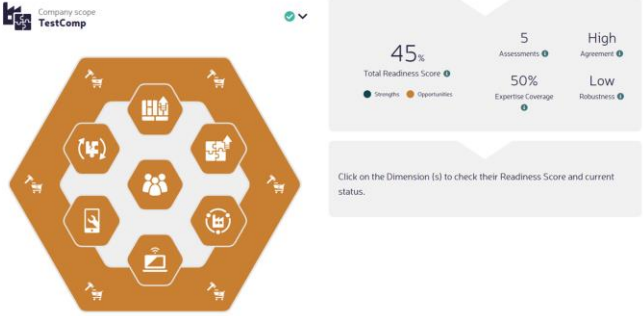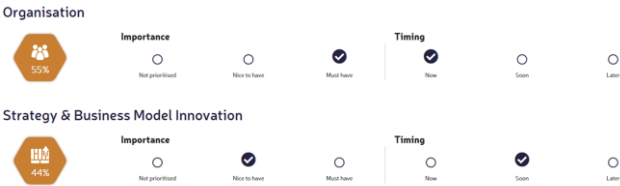
Duration	Session	Topics	Props
10 min	Introduction	● General objectives and flow of the session ● Cleantech Bulgaria's expertise on circular economy	Presentation "CTBG_Meth odologies and tools for circular readiness assessment" Page 1
5 min	Linear vs. recycling vs. circular economy	● Definition of linear, recycling and circular economy ● Discussion about examples, benefits and disadvantages of each one 	Presentation "CTBG_meth odologies and tools for circular readiness assessment" and discussion Pages 2
30 min	ready2LOOP – steps on how to use and apply the circular readiness	● ready2LOOP – general information about the tool (aim, process, result, goal, target group, etc.) ● Step 1: "Select your company's Value Chain Layer" –organizations select their field of operation of predefined seven	Presentation "CTBG_meth odologies and tools for circular readiness

	assessment	options (Product Manufacturers, Logistics Providers, Product Retailers, Maintenance & Repair Services, Value Recovery Companies, Materials Providers, Component Manufacturers)	assessment" Pages 3–10

- Product Manufacturers
- Logistics Providers
- Product Retailers
- Maintenance & Repair Services
- Value Recovery Companies
- Materials Providers
- Component Manufacturers

- Step 2: "Complete your Readiness Assessment" – companies asses their operations in eight dimensions selecting their current Readiness level for each of the thirty questions.

Select a dimension:

- Policy & Market
- Strategy & Business Model Innovation
- Product & Service Innovation
- Manufacturing & Value Chain
- Technology & Data
- Use, Support & Maintenance
- Takeback & End-of-Life Strategies
- Organisation

- Step 3: "Your Expertise Areas" – companies define their proficiency in a set of areas by a linear scale from 1 being "poor" to 5 being "expert".

- Step 4: "Analyse Readiness Assessment results" – how to read the Total Readiness Score generated by ready2LOOP.

- Step 5: "Prioritise Dimensions" – identification of priority dimensions by an assessment based on the criteria importance and timing for implementation.

- Step 6: "Define a Transition Path" – choose the company transition path based on a set of personalised recommendations thus resulting in an action plan and road map on implementing circular economy processes, practices, initiatives, etc.

| 35 min | ready2LOOP – practical experience | Participants get hands-on experience applying the ready2LOOP tool to assess company's readiness for implementing circularity and integrating green and sustainable practices in its business: https://ready2loop.org/ | Interactive online tool Pages 11 |
| 10 min | Wrap-up | Discussion about achieved progress, results, findings, applicability of the tool. Wrap-up and closing of the session | Presentation "CTBG_Methodologies and tools for circular readiness assessment" and discussion Pages 11 – 12 |

On April 6th, 2023, members of the Shift2Green project embarked on a unique field activity by visiting Carla Secondhand, located at Steinheilgasse 3 in Vienna. Carla Secondhand is a distinctive establishment with a strong emphasis on social and environmental responsibility. This report outlines the key highlights and insights from the visit, shedding light on Carla's mission, operations, and impact.

The name "Carla" is a portmanteau of "Caritas" (a charitable organization in Austria) and "Läden" (the German word for 'shops'). Carla's mission revolves around three central goals:

1. **Collecting usable and undamaged items from individuals who no longer need them.**
2. **Providing clothing, tableware, and bed linen to families in need.**
3. **Selling a diverse range of products to finance essential aid projects.**

The visit to Carla revealed a notable aspect of its workforce management. Around 170 employees contribute to the shop's operations, with approximately 70% of them being long-term unemployed due to emergencies, mental health issues, or physical disabilities. Employees work for 30 hours a week over a six-month period, and there is an apprenticeship opportunity for young individuals who have struggled to find work due to their backgrounds. These terms aim to reintegrate marginalized individuals into the workforce and offer them regular employment.

Carla Secondhand boasts an extensive product range. Carla Nord, one of its premises, houses around 100,000 items. Notably, there is a dedicated area for furniture, where prices are up to 70-80% cheaper than those in conventional stores.

The operation of Carla relies heavily on donations from various sources, including companies. Every item received is carefully labelled and allocated to a designated place within the depot. Companies and individuals contribute a diverse array of items, which are sorted and made available for sale.

Some donations are not permitted for sale within Austria but can be sold abroad. Despite this limitation, donations like these contribute to the environment by promoting the reuse of items that would otherwise go to waste. For instance, Maxguard shoes that are not sold in Austria can still make a meaningful contribution abroad.

Carla's commitment to environmental sustainability extends to mobile phone recycling. Through various initiatives, Carla receives around 500 mobile phones daily. Most of these phones

can be repaired and sold again, contributing to waste reduction. Phones beyond repair are recycled, leading to the recovery of valuable materials like gold.
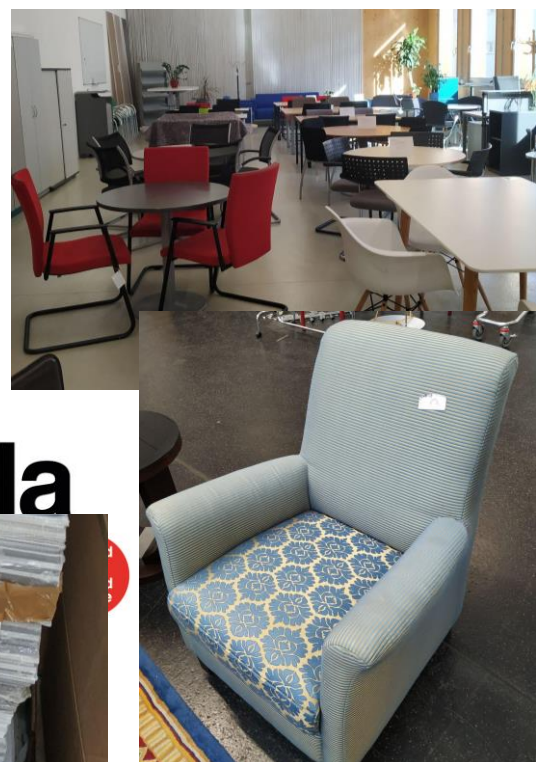
Caritas, the organization behind Carla, extends its reach beyond retail. Le⁺O Lebensmittel und Orientierung provides vital assistance to individuals in dire circumstances. The project includes 100 regular workers, 1,000 volunteers in Vienna, and approximately 40,000 volunteers across Austria. These efforts manifest in 40 "social supermarkets," ensuring that 5 tonnes of groceries are distributed daily from the Carla depot.

The visit also included a glimpse into the Viennese branch of Widado, an organization dedicated to promoting circular economy principles. Widado encourages resource-saving consumption by advocating for the reuse of existing items. Visitors can find a diverse range of products, from clothes to board games and even unique items like a large piggy bank.

The visit to Carla Secondhand on April 6th, 2023, provided the Shift2Green project members with valuable insights into a remarkable establishment that blends social responsibility and environmental sustainability. Through its unique workforce management, extensive product range, recycling efforts, and partnerships with organizations like Widado, Carla stands as a model for how businesses can contribute to positive societal and environmental change. The experience was both educational and inspiring, emphasizing the importance of rethinking consumption and supporting initiatives that prioritize sustainability.

4. Annex

For a comprehensive dive into the insights, strategies, and discussions from the Eco-Education and Gamification Workshop, please refer to this annex. Here, you can find the complete collection of presentations that were featured in the Shift2Green Project's report on Promoting Eco-friendly Habits at Work.

Explore the valuable content shared during the workshop, encompassing a wide range of topics related to sustainable practices, gamification, and vocational education and training. Each presentation offers a unique perspective and adds depth to the overarching goal of fostering eco-friendly habits through innovative approaches.

A file containing all presentations used during the workshops can be found on the project website http://shift2green.eu/.