Gamification

Concept

Gamification is serious business. It involves using techniques which people typically respond well in a gaming context in a different environment. Gaming elements or techniques are used to encourage sustainable choices both instore and online (or a combination of both). Depending on the target groups involved, the techniques can be adapted in various ways, e.g. for children waiting with parents at the till, teenagers shopping after school, parents with young children etc. The average age of a gamer is 34.

Examples:
- Good food scores: when scores are assigned to sustainable products, customers have a greater incentive to buy more sustainably. They can compare their scores with those of other people as a form of community-building. This creates a dynamic whereby customers or regions can compete with one another. Challenges help to create peaks and retaining people's interest. The system doesn't have to be based on scoring points: status can also play a significant role. Civil society organisations could be involved in this.
- Digital shopping list/app that makes suggestions when you type in what you would like to cook. It tells you about sustainable alternatives for certain products, ways to reduce food waste, seasonal produce etc.
- Simple methods for highlighting these products instore (e.g. colour coding, numbers, letters etc.) potentially linked to an app/benchmark that compares your average sustainability score with peers/friends and displays the development of your purchasing behaviour.
- Instant feedback after purchase, both on smartphone and instore on your till receipt. This information can be used on social media to create a sense of community, inspire one another or start competitions.

This can be combined in a variety of ways, such as with the EasyClick and Green Card schemes.

Results
- Sustainability scores for a broad range of products are determined by an independent platform with the involvement of various actors in the supply chain and civil society organisations.
- A gaming element is integrated into one or more apps/online portals to encourage sustainable purchasing.
- Gaming elements are used in various shops to encourage customers to make sustainable purchases.
- There are peaks in the sales of sustainable products thanks to making customer scores visible.
- A community of customers who wish to purchase sustainably is established.