

Abstract #: 193

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Author Company: Cool Choices

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Abstract Title: From Games to Collaborative Transformation: The Fun, Social and Easy Way to Build a Movement

Abstract Text:

Since 2010 Cool Choices has implemented employee engagement games that inspire individuals to adopt sustainable practices that reduce GHG emissions while facilitating a culture where sustainable practices are the norm rather than the exception. In 2015 Cool Choices launched a new initiative where past players can collaborate on bigger challenges, building community-scale support and infrastructure for climate change action. While Cool Choices' initial game focused on individual actions the emphasis here is broader and the tenor is more collaborative than competitive. Participants in the initial engagement game become empowered—they leave the game with a sense of personal and group efficacy around climate change issues. Cool Choices puts that sense of efficacy to work in the next phase by offering alumni players a project-based platform where they can act collectively on climate-related issues. These alumni are people who feel empowered to make a difference and want to be part of a community that will act on climate change—the perfect foundation for a movement. Reviewing results from the first year of operation, Raj Shukla will provide attendees with a case study of how short-term engagement can be leveraged into long-term movement building. With a strong community engagement orientation and a passion for making sustainability accessible and appealing to everyone, Raj is a dynamic and motivational speaker.