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**Presentation Title:** Gamifying A Conference For Improved Sustainability Outcomes

**Abstract:** Human behavior must change in order to mitigate and adapt to the problem of a warming climate. Unfortunately, the fact of climate change is not an effective motivator of change because, apart from extreme weather events, its effects are diffuse, delayed, and uncertain. If the future fails to induce us to act, what if uncertainty itself could induce us to act on behalf of the future? What if the delight people take in games of chance could help to promote pro-environmental behavior in congregate settings? One setting where these ideas are being tested is conferences. Conferences have a substantial carbon footprint as a result of such factors as travel to and from the conference, food waste, energy used by the convention center, and single use plastic. Planners have begun to take measures to reduce the negative impact of their events, but these typically involve substituting materials (e.g., compostable or reusable utensils) or providing affordances like recycle bins and signage; the former entail no behavior change at all and the latter may passively nudge each attendee to do their part. Early in 2020, two groups of behavior analysts in Ohio and Connecticut took a leap into gamifying their annual conferences. In a game we call ConClue, attendees earned points when they were "caught being green," such as by bringing reusable beverage cups, selecting sustainable food options, and even demonstrating behavior beyond the event by, for instance, showing proof of carpooling or use of public transit. Prizes included registration for the following year's event, hotel vouchers, and free membership in the organization; winners were selected by drawings and spinners. This talk, with reference to relevant principles of gamification and behavior, will share the positive experiences of the Ohio Association for Behavior Analysis, in terms of lessons learned and future directions.