



Wicked Problems. Radical Solutions.

MAKING CLIMATE CHANGE PERSONAL





To effect change, we must change human behaviors. To change human behaviors, we must design innovative, human-centered solutions with lasting impact.



a people problem

Dr. Perri Druen, a professor of Psychology at York College, developed an Excel based simulation to help students alter their perspective on their role and responsibility for the global climate change crisis.

In the simulation, students represent companies competing against each other for the highest revenue in a global economy. Revenue is based on a variety of factors:

1. Company production

2. Competitors production

3. The climate account

As the climate warms due to emissions, less natural resources are available and the 'climate account' is reduced

a social dilemma

To maximize profits, students (companies) need to produce as much as possible. But if every company produces the maximum amount, the climate account will be destroyed, and all means of production will be lost - no one wins. The resulting balancing act forces participants to produce a high enough amount to earn the most revenue while considering the effects of their decisions on the climate, as well as the decisions of their competition.

When a short-term outcome conflicts with a long-term outcome, and when a personal choice conflicts with what would be best for the community or world, we face social dilemmas. This tragedy of the commons is highlighted as individuals neglect the well-being of society in the pursuit of personal gain.

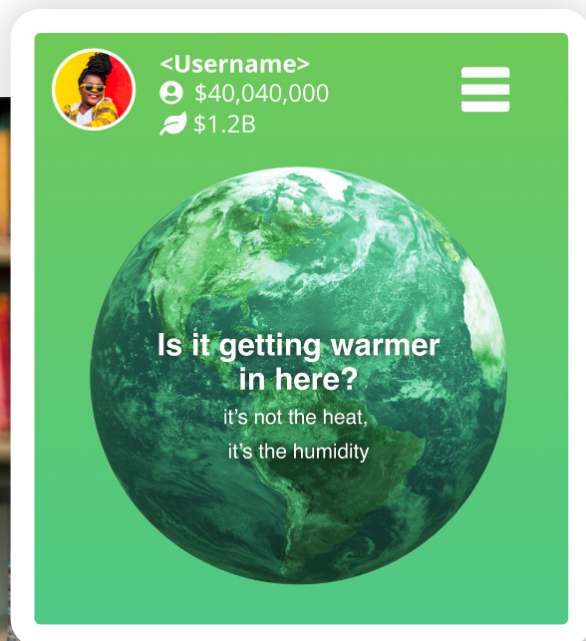
a people solution

Working with Dr. Druen, andculture's Innovation Lab developed an experience to bring these concepts to life through competitive gaming. Climate Trap highlights why corporations and governments are not readily making decisions to stem climate change. There would be sacrifices that people do not want to make, especially when other people are not doing the same.

gaming for change


Research showed a proven shift in attitudes towards climate change as participants reported greater pro-environmental engagement after game play. Climate Trap helped instill more civic responsibility and spark a behavioral change in participants.

Personal experiences strengthen attitudes and are more likely to produce the associated behavioral change. These results suggest that a climate-specific social dilemma game can create uniquely motivating experiences and have real-life impact as students continue to think about how holistic actions affect the current climate crisis as a whole.




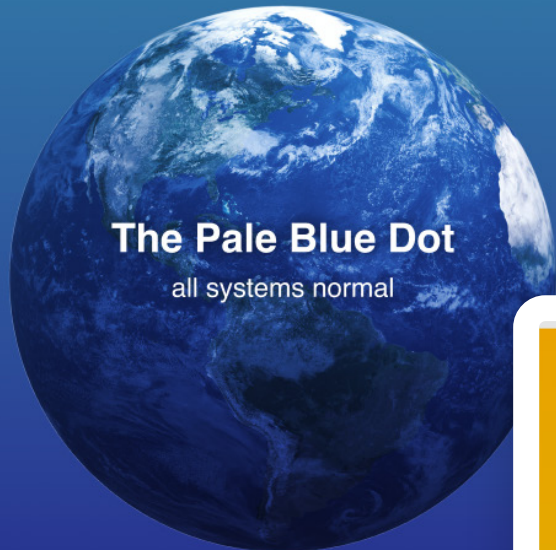
better choices lead to better outcomes

In the game simulation, students are asked to make choices about revenue and resources, and can see those results as they play out with real world consequences for planet earth.





<Username>
\$40,040,000
\$1.2B





The Pale Blue Dot
all systems normal





How much will you change production this turn?

-30%

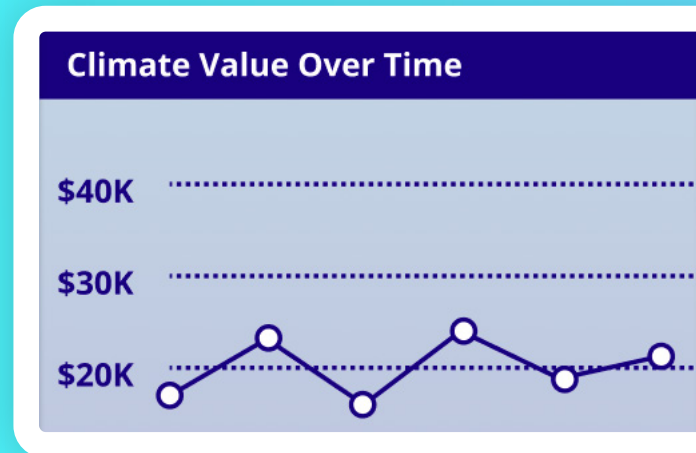
No Change


+

0:20


Turn 1/10


Next Turn







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\$40,040,000
\$1.2B






Don't forget the Sunscreen
it's a scorcher today





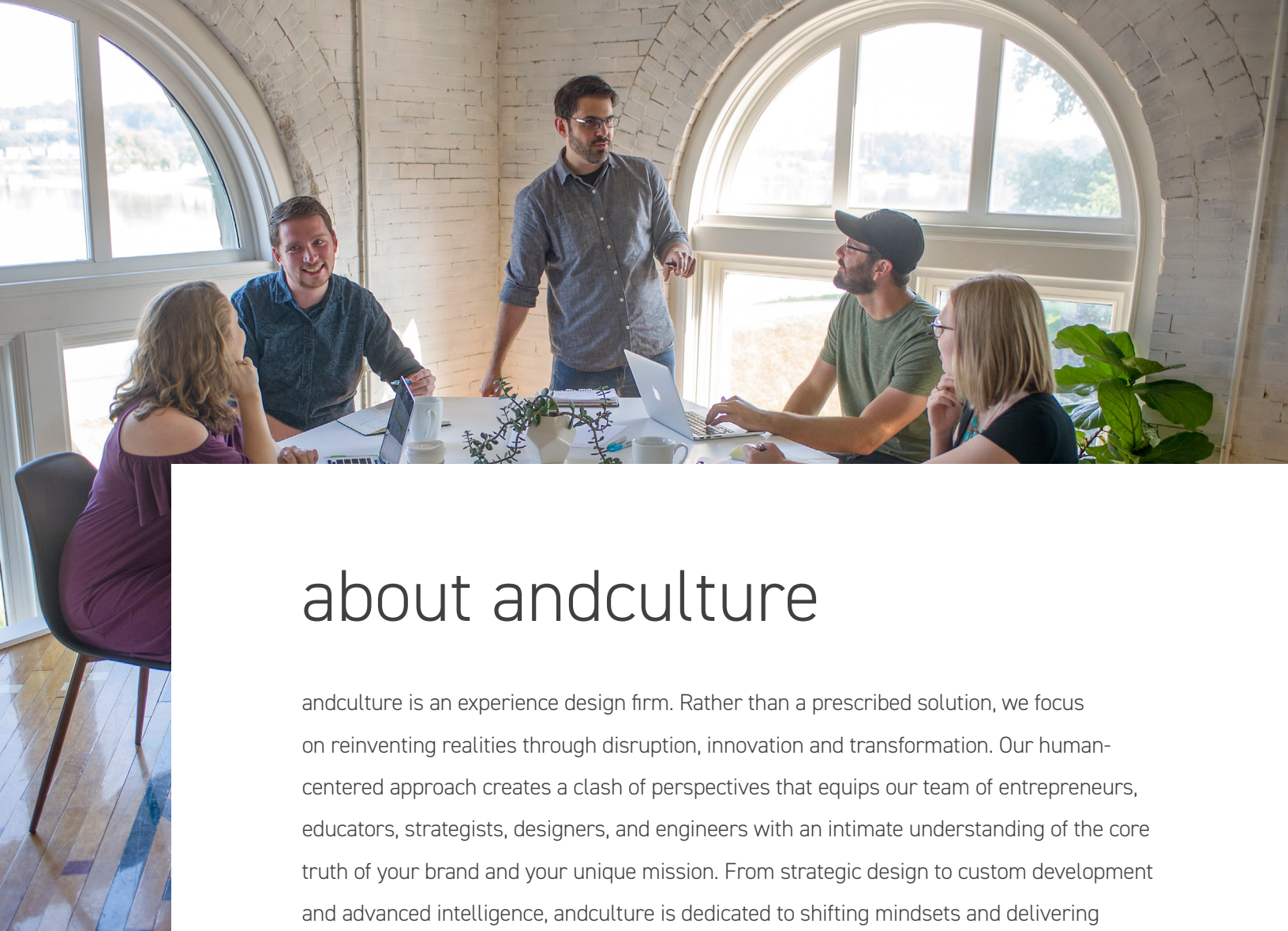


How much will you change production this turn?

-30%

No Change

+30%



about andculture

andculture is an experience design firm. Rather than a prescribed solution, we focus on reinventing realities through disruption, innovation and transformation. Our human-centered approach creates a clash of perspectives that equips our team of entrepreneurs, educators, strategists, designers, and engineers with an intimate understanding of the core truth of your brand and your unique mission. From strategic design to custom development and advanced intelligence, andculture is dedicated to shifting mindsets and delivering impact that will optimize behavioural outcomes.

At a glance

20+ years

delivering Experience Design Strategies with a Human-Centered approach

15+ years

helping companies reimagine and even disrupt themselves with design thinking

18+ years

working with venture capital and startups to bring their visions to life

70+ associates

in Harrisburg, PA, Denver, CO, Boston, MA, and Atlanta, GA



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