

London South Bank University Sustainability Champion, Student Anja Fischenich

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About the project

Summary

In addition to over 400 hours of volunteering, Anja also created the Great Carbon Footprint Game which is based on Mike Berners-Lee's book 'How Bad are Bananas?' The game allows carbon conversations with the unconverted and is a fun way of engaging with staff and students from across the sector. The game is now being sold to other universities and organisations who promote environmental lifestyles and educate about carbon impacts.

Project partners

A prototype of the game was supported by LSBU and Future We Want (sustainable in partnership with Anja to sell the game to other educators (including Chester Metropolitan University). Mike Berners-Lee is a partner in promoting, selling a

The results

The problem

Communicating around carbon impacts is a tricky business and it does not always allow for conversations with those who are not familiar with the language.

The approach

The Great Carbon Footprint Game was designed by Anja whilst studying at LSBU - she offered to produce a carbon footprint game to play during Go Green Week. Anja wanted to find a fun and engaging way to deliver serious carbon messages. She sought and got agreement from Mike Berners-Lee to use the carbon facts from his popular book as the basis for the game.

The game is based on a 'higher' or 'lower' principle. Players are given 5 pairs of everyday items or activities (e.g. a pair of jeans, a bottle of milk, 1 mile cycled powered by bacon) and need to decide which has the higher carbon footprint.

Our goals

To develop a non-traditional, innovative and accessible way to discuss carbon footprinting with those staff and students not currently engaged with environmental issues.

Profile

Example:

- HEI
- 18,400 students (includes full and part time students)
- 2,050 staff
- Central London

Category supported by



Obstacles and solutions

Obstacles:

- Finding a low-impact material to construct the game
- Starting difficult carbon conversations with the unconverted

Solutions:

- Found a supplier who built it for us from heavy-duty recycled & recyclable cardboard
- The Great Carbon Footprint Game!

Performance and results

Unlike other tools for starting carbon conversations, games provide a safe, comfortable and enjoyable basis for starting the conversation: the Great Carbon Footprint Game in particular seems to attract those you would not normally associate with an interest in carbon emissions.

The future

Lessons learned

1. If you give students ownership and responsibility they will help create the very best engagement ideas and tools
2. Some of the best interaction and engagement we have had has been created by the game because it generates fun (and competitive!) discussion
3. The simple layout of the game makes it quick to understand. It is flexible to play, the design is portable and the game appeals to multiple age groups and sectors

Sharing your project

The game was promoted at the EAUC conference which resulted in sales. It is also featured on the [Future We Want](#) website. Demos are proving to be the best way to promote and sell the game and a number of these are being arranged around the country (including regional EAUC meetings). Referrals are now happening with several happy customers. The game is now being tested with schools and lesson plans are being created so it can be used with different age groups.

What has it meant to your institution to be a Green Gown Award finalist?

“To have Anja as one of the UK’s Student Sustainability Green Gown Finalists for 2015 sends out a fantastic message to staff and students alike.” Vice-Chancellor Prof. David Phoenix OBE

Further information

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