

London South Bank University Enterprise and Employability

How Bad Are Bananas?

The Great Carbon Footprint Game

About the project

Summary

Actually bananas are not that bad when you consider their carbon footprint! An LSBU Erasmus student took the 'How Bad are Bananas?' book and turned it into 'The Great Carbon Footprint Game', simultaneously cracking the nut of starting difficult carbon conversations with the disengaged as well as accidentally creating a marketable eco-product that has already sold into the HE sector.

Project partners

Now the game has clearly been shown as a commercial success, a partnership between Anja Fisichenich (creator of the game), a sustainability consultancy (facilitator and sales of the game) and Mike Berners-Lee (author of the 'How Bad are Bananas?' book upon which the game is based) has been agreed.

The results

The problem

Traditional methods of engagement with staff and students around carbon foot-printing have formed useful debate and discussion; however, LSBU wanted to develop a genuinely innovative, simple, fresh and fun way to broaden this discussion across campus in order to reach the more disengaged audiences.

The approach

The Great Carbon Footprint Game was designed by an LSBU student, Anja Fisichenich - 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 'How Bad are Bananas?' author, 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.

**London South Bank
University**

Profile

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

Category supported by



Our goals

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

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 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, and the design is portable - the game can be used at Board meetings and toolbox talks alike

Sharing your project

The game has been used at student and staff events, large and small. It is really effective at drawing people in! Our partnership with Anja and the sustainability consultancy will allow the game to reach a far broader audience, and has the potential to reach out into other sectors as well.

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

It's an honour! And it also gives us confidence that we are doing something innovative and useful and that can hopefully inspire others in the sector – and beyond – to develop their wildest ideas!

Further information

London South Bank University

<http://www.lsbu.ac.uk/about-us/sustainability>

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