



Veganity

Your Journey.

How can *you* save the world?
Empowering sustainable diet change
with a serious game

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Problem Analysis



Climate change: a global challenge



Consumption of animal products



Plant-based diet as mitigation



Sustainable behaviour change





Climate change: a global challenge

18%^[1]

of global carbon emissions stem from the livestock sector (incl. feed crops)

260Mt^[2]

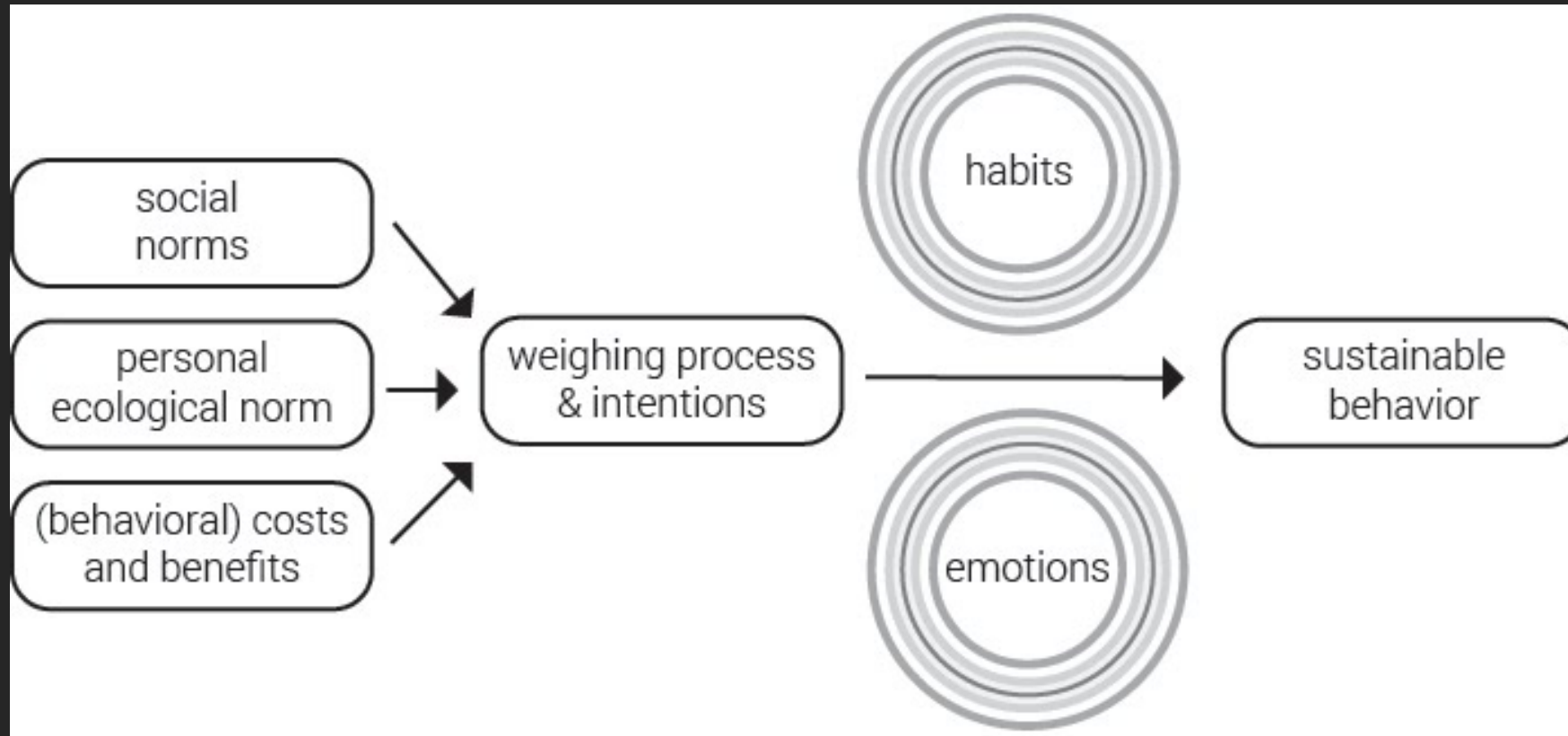
GHG saving potential identified by the EU in 2020 alone if people change towards a vegetarian diet

[1] Steinfeld, H., Gerber, P., Wassenaar, T., Castel, V., Rosales, M., Rosales, M., de Haan, C. (2006) Livestock's long shadow: environmental issues and options. Food & Agriculture Org.

[2] Faber, J., Schroten, A., Bles, M., Sevenster, M., Markowska, A., Smit, M., Rohde, C., Dütschke, E., Köhler, J., Gigli, M. (2012) Behavioural climate change mitigation options and their appropriate inclusion in quantitative longer term policy scenarios. Delft: CE Delft



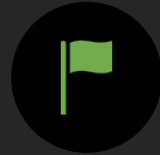
Sustainable Behavior Change



[3]



Game Design



Empowering players to transform their food choices towards a more plant-based diet and sustainable behavior



Track diet



Improve knowledge



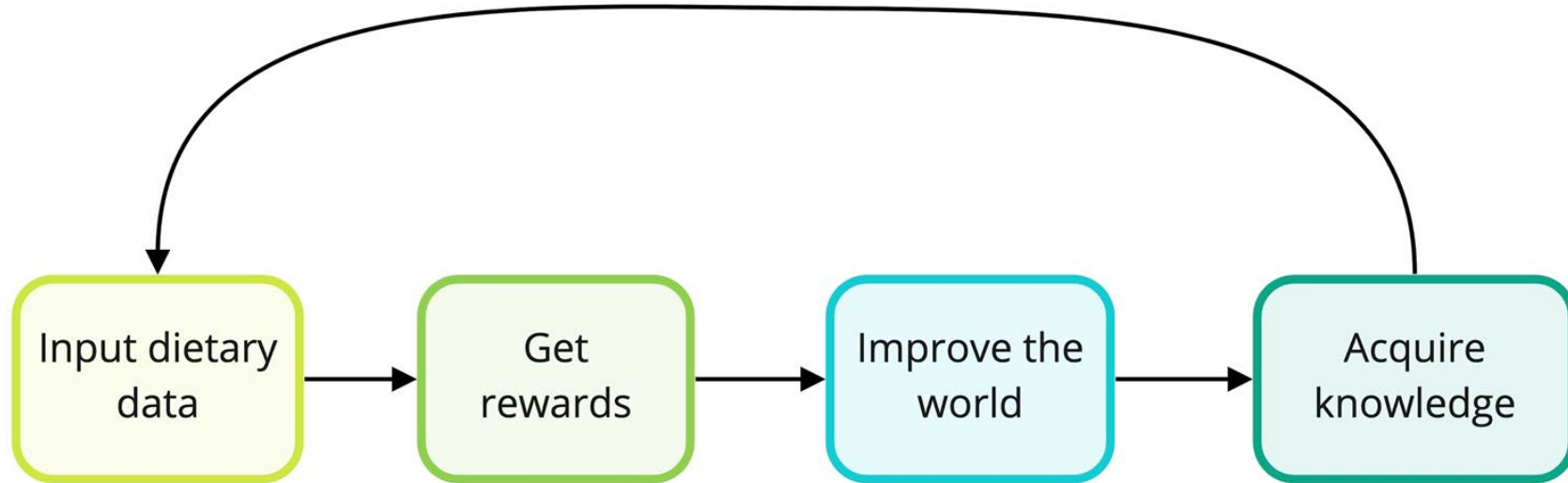
See effects of diet



In-game actions



Main Game Loop



miro



Vegan

Your Journey.

Goals

GOALS

Set Goal

Select the types of food you do not want to eat to reach your personal goal. For going vegan, select all animal products.



Red Meat

Beef, Pork,
Veal, ...



Poultry

Chicken, Duck,
Turkey, ...



Fish

Salmon,
Tuna, Carp, ...



Dairy

Cow Milk,
Butter,
Cheese, ...



Eggs

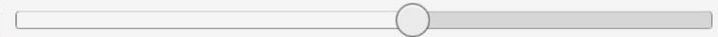
Boiled,
Cooked,
Scrambled, ...



Other

No other animal
products (Honey,
Gelatin, ...)

Duration



15 days

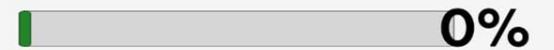


Goals

GOALS

Current Goal

"I want to eat No other, No red meat for 9 day(s)."



NEW GOAL

Achievements



DIET TRACKER



What did you eat today?

- NO RED MEAT** 20 ⚡
Beef, Pork, Veal, ...
- NO POULTRY** 5 ⚡
Chicken, Duck, Turkey, ...
- NO FISH** 4 ⚡
Salmon, Tuna, Carp, ...
- NO DAIRY** 10 ⚡
Cow Milk, Butter, Cheese, ...
- NO EGGS** 4 ⚡
Boiled, Cooked, Scrambled, ...
- NO OTHER** 2 ⚡
No other animal products (Honey, Gelatin, ...)

SUBMIT

Diet tracker



Gameplay



Carbon	Water	Land
264 MiKM	3868 OP	15529 SF

Forest			
0	Progress Bar		1
Carbon	Water	Land	
1.14 MiKM	16.63 OP	66.82 SF	

Plant Tree			
Cost: 10	-1.45 MiKM	-0 OP	-0 SF

Preliminary evaluation



Play for one week



Pre- and post-surveys



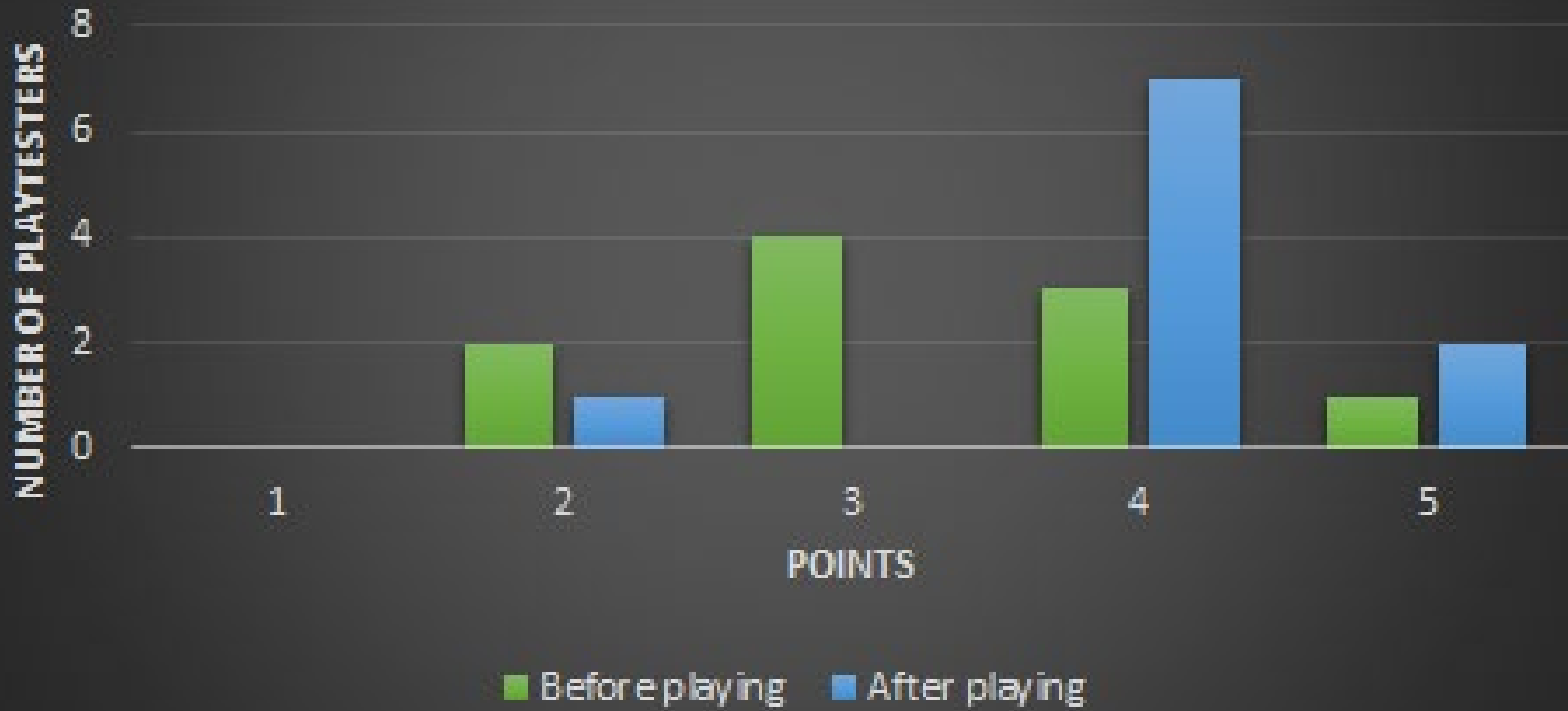
Activity tracking in-game



Have you considered reducing the amount of animal products that you currently eat?



How helpful do you think being a vegan is for the environment?



Preliminary evaluation



More ambitious goal



More boxes checked after playing

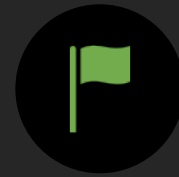


Performing an action made all happy





Conclusion



Real sense of empowerment



Game mechanics are stimulating



Idle genre is ideal

Challenges & Outlook



Reliable and
relatable
numbers



Test effects of
the game



Multiplayer



More actions

Thank you!

in cooperation with



Scan the QR Code to play the game!

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