

UNECE ESD webinar series

Dr. Natalia Padilla-Zea

GREAT: a game to facilitate ESD

Agenda

- ▶ A short introduction
- ▶ The GREAT project
 - An overview
 - Project goal
 - Our 2 approaches
 - Our case studies
- ▶ Conclusions

A short introduction

A short introduction

- ▶ Universidad Internacional de La Rioja ([UNIR Spain](#))



A short introduction

- ▶ Universidad Internacional de La Rioja ([UNIR Spain](https://www.unir.net/))
 - ▶ <https://www.unir.net/>

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EN INTERNET

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MBA: conquista la cima con UNIR

El mejor del mundo online, oficial y de habla hispana, según los rankings.



Tipos de estudio



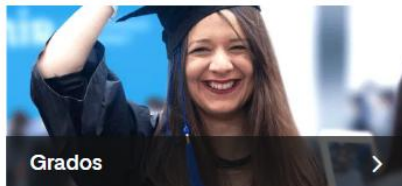
Áreas de estudio



Oficialidad



ENCUENTRA TU TÍTULO



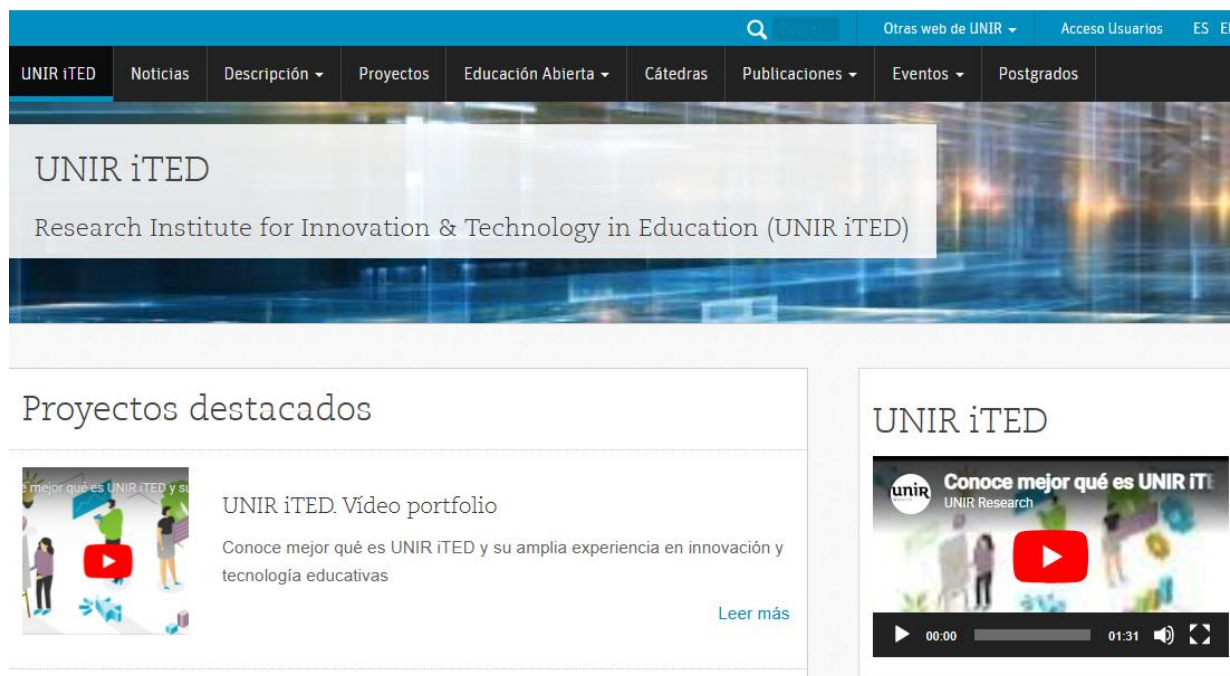
Formación Permanente >

Formación Profesional >

A short introduction

- ▶ Universidad Internacional de La Rioja ([UNIR Spain](http://www.unir.net))
- ▶ Research Institute for Innovation & Technology in Education ([UNIR iTED](http://research.unir.net/ited))
 - <http://research.unir.net/ited>

unir iTED



UNIR iTED
Research Institute for Innovation & Technology in Education (UNIR iTED)

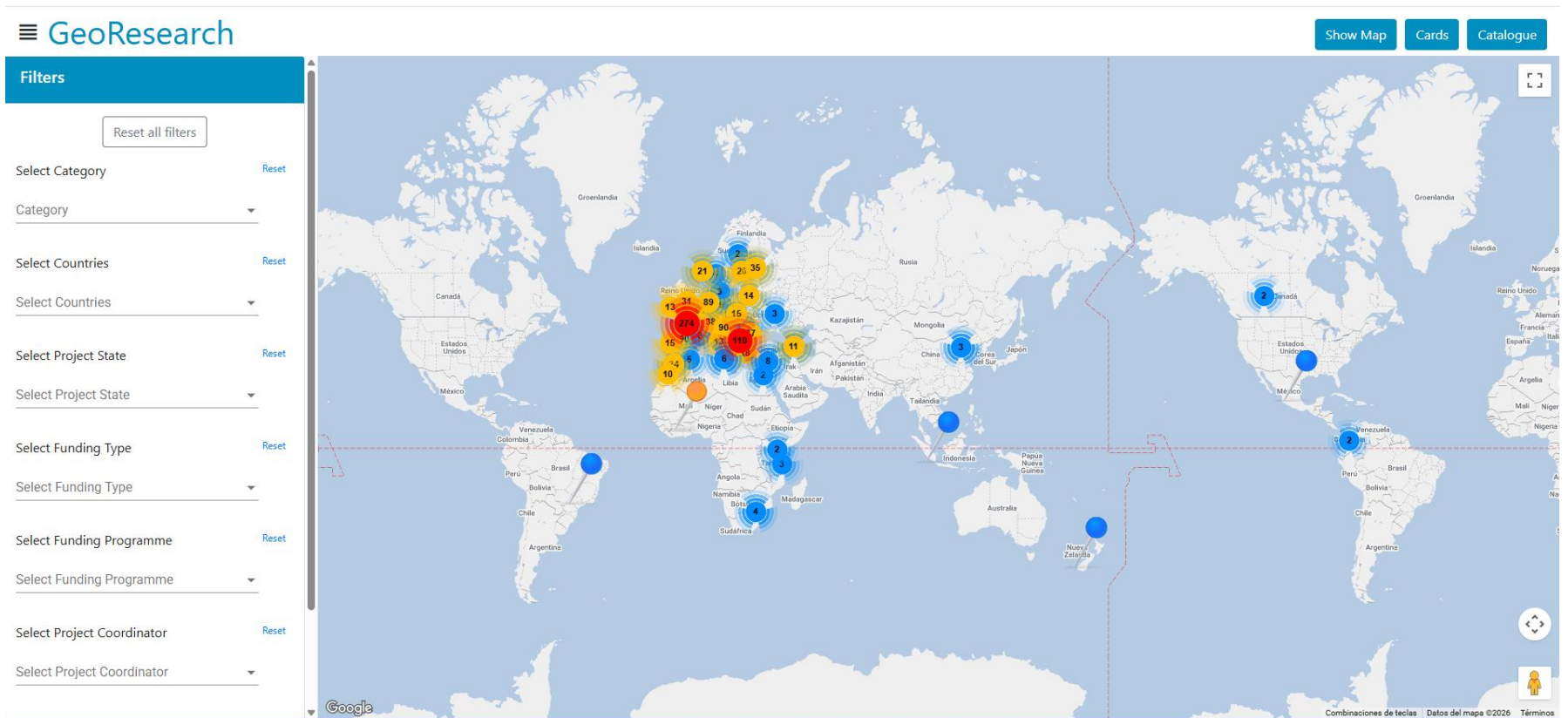
Proyectos destacados

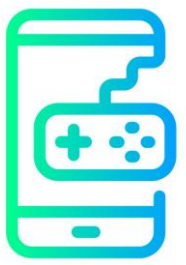
UNIR iTED. Vídeo portfolio
Conoce mejor qué es UNIR iTED y su amplia experiencia en innovación y tecnología educativas
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Conoce mejor qué es UNIR iTED
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A short introduction

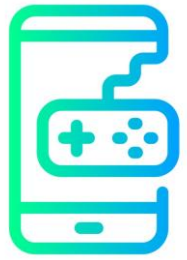
- ▶ Universidad Internacional de La Rioja ([UNIR Spain](#))
- ▶ Research Institute for Innovation & Technology in Education ([UNIR iTED](#))
 - <http://research.unir.net/ited/georesearch/>





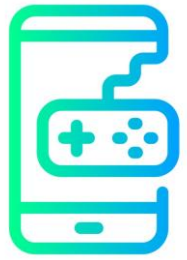
The GREAT project

GREAT: Project overview



- ▶ **Games Realizing Effective and Affective Transformation**
 - Programme: Horizon Europe (HORIZON)
 - Call: Research and innovation on cultural heritage and CCI's
 - Grant agreement ID 101094766
 - Co-funded by UKRI
 - Grant agreement ID 10054160
 - Innovation in **cultural heritage** and **creative industries**

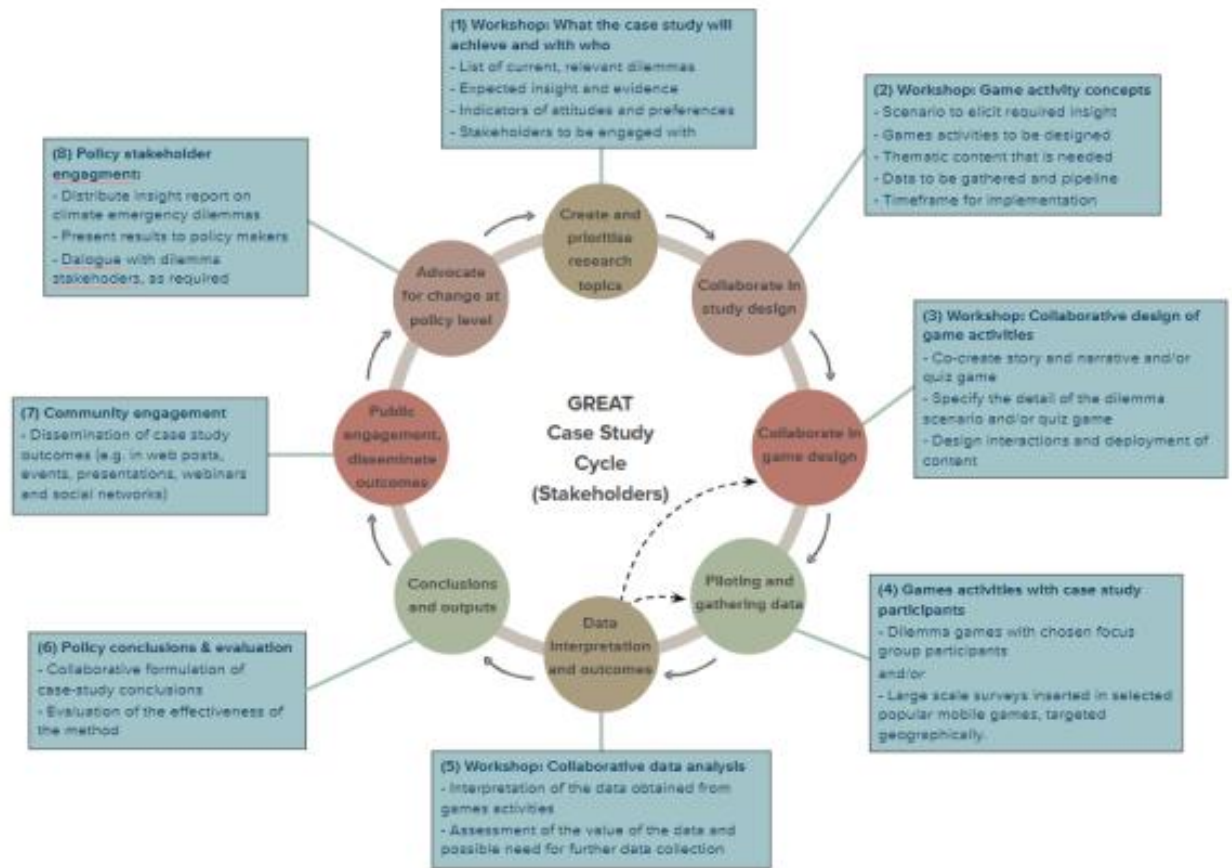
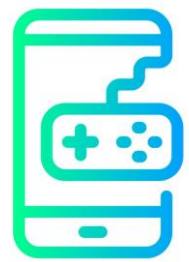
GREAT: Project overview



▶ Games Realizing Effective and Affective Transformation

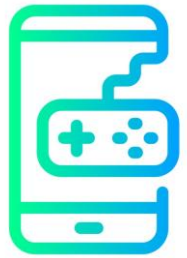


GREAT: Project overview



Hollins, P., Ower, J., Griffiths, D., Keislinger, B., Koller, K., & Fabian, C. (2024). GREAT D4.2 GREAT Case Study Plan. Zenodo. <https://doi.org/10.5281/zenodo.12659432>

GREAT: Project overview



- ▶ Games Realizing Effective and Affective Transformation
 - <https://www.greatproject.gg/>

[GREAT Project](#) [About](#) [Blog](#) [Publications](#) [Links](#) [Partners](#) [Toolkit](#)



GREAT: Games Realising Effective & Affective Transformation

The GREAT Project aims to demonstrate that games have a positive impact on social engagement and create a new form of dialogue between citizens and policy stakeholders. By exploring the innovative potential of a games, citizens will be able to express their preferences and attitudes on policy issues. The project will carry out a series of case studies to test the approach, investigate its potential, and generalize the results.



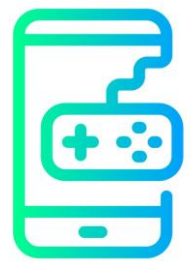
[Find out more...](#)

Latest Blog Posts

[Exploring Global Participation through Open Data Workshops – Highlights](#)

[Presentation of Waterwise Case Study at the European Conference](#)

GREAT: Project overview

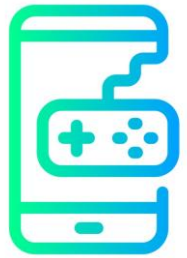


▶ Games Realizing Effective and Affective Transformation

- <https://www.greatproject.gg/>
- <https://zenodo.org/communities/101094766>

The screenshot shows the Zenodo website interface. At the top, there is a blue header with the Zenodo logo, a search bar, and navigation links for 'Communities' and 'My dashboard'. Below the header, the project page for 'Games Realizing Effective and Affective Transformation (GREAT)' is displayed. The project title is followed by a URL, a 'Project' icon, and a list of organizations: 'DIPF | Leibniz Institute for Research and Information in Education ROR and 8 more organizations'. A tooltip shows the names of these organizations: 'The University of Bolton, UNIR, Frederick University ROR, ZSI, SGI, Planet Play, North-West University ROR, Beijing Normal University ROR'. Below the project information, there are tabs for 'Records', 'Members', and 'About'. The 'Records' tab is active, showing 79 results found. The first record is 'Comparative Analysis Play2Act', dated March 27, 2026, with a 'Report' icon and an 'Open' lock icon. The record description mentions it is part of the GREAT project and was uploaded on March 27, 2026. The second record is 'GCS10 Beat The Heat Case Study Report', also dated March 27, 2026, with a 'Report' icon and an 'Open' lock icon.

GREAT: Project goal

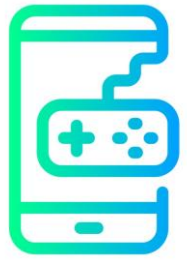


- ▶ To generate **new knowledge** on how **games** can be used as innovative tools to **engage citizens**, capture their **preferences**, and facilitate **dialogue with policymakers** to improve **decision-making**.
- ▶ Use games as a tool for participation.
- ▶ Enable citizens to express opinions on policies.
- ▶ Create dialogue between society and policymakers.
- ▶ Apply this especially to climate and societal issues.

SUSTAINABLE DEVELOPMENT GOALS



GREAT: two approaches



TOOLKIT

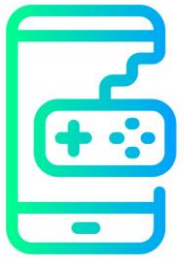
dib GREAT

GREAT TOOLKIT

Instructions and play materials for all games related to the GREAT project

CASE STUDIES

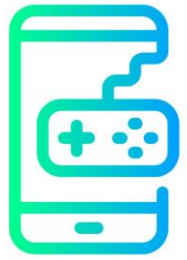




GREAT: Case studies

- ▶ Case studies
 - DiBL
 - Rooftops
 - WaterWise
 - Green jobs
 - Prosper
 - Beat the heat
 - PlanetPlay
 - Play2Act
 - Play2Act2
 - Play2Act3
 - WaterWise

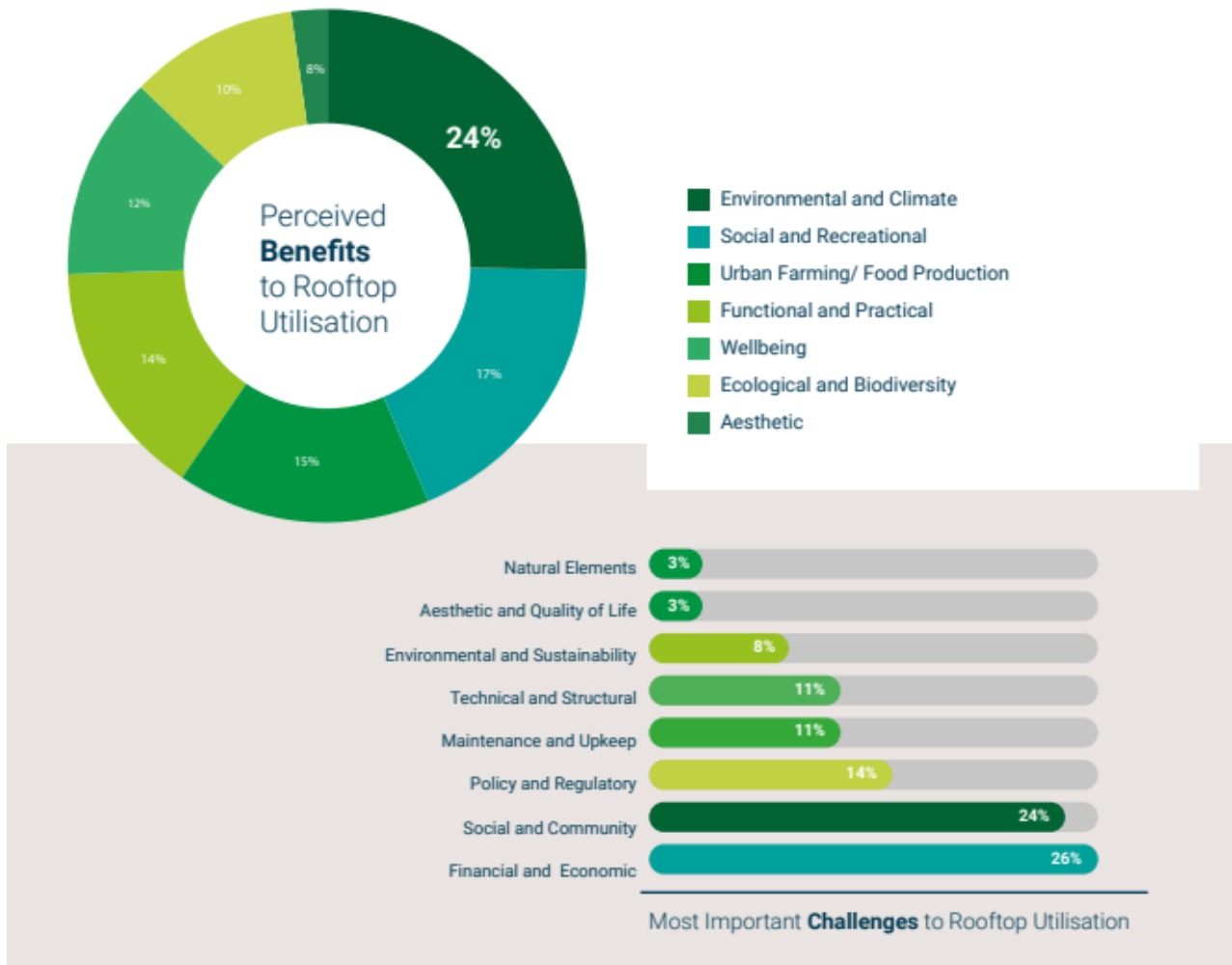
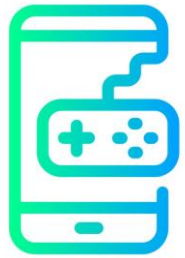
GREAT CS: Green rooftops



[Link to playable case, part 1](#)
[Link to playable case, part 2](#)

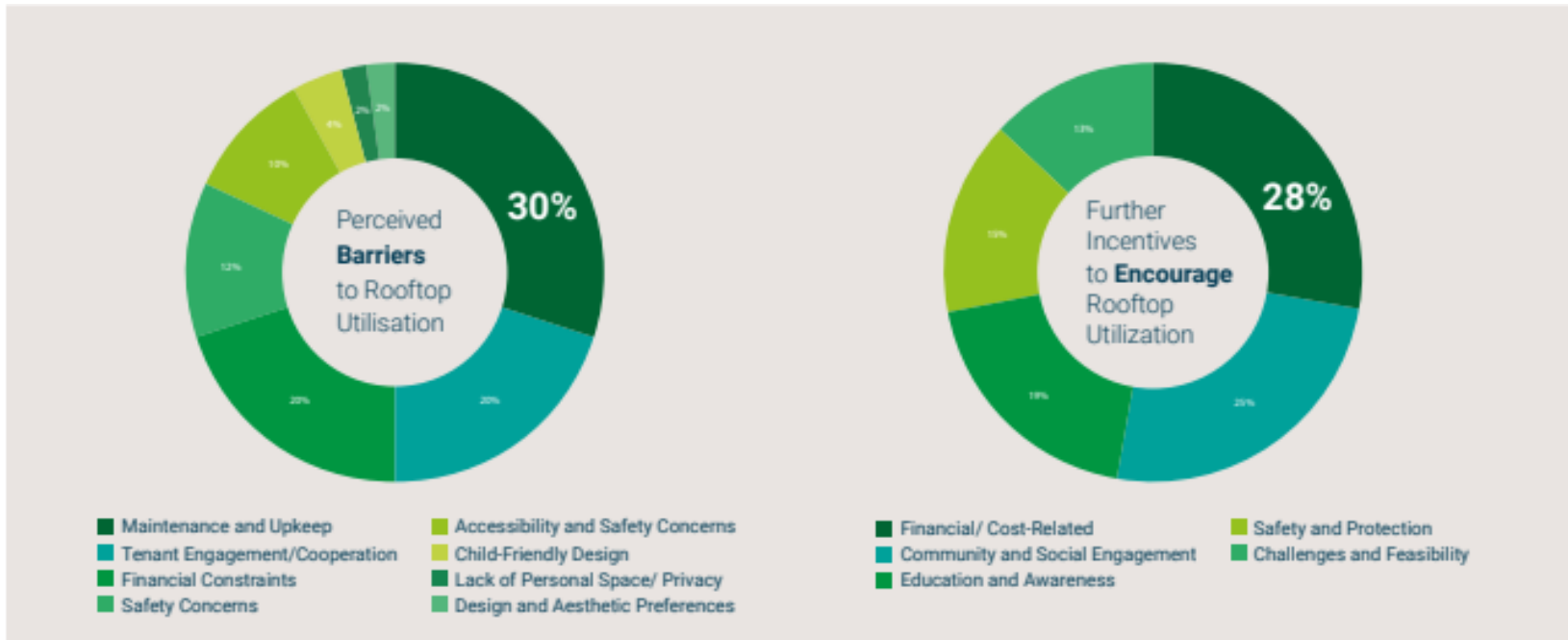
<https://www.greatproject.gg/blog/toolkit-green-rooftops>

GREAT CS: Green rooftops



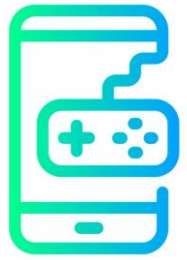
Merry, A., & Zachariou, A. (2025). GREAT Green Roofs Insights Report (Version 1). Zenodo. <https://doi.org/10.5281/zenodo.17279180>

GREAT CS: Green rooftops



Merry, A., & Zachariou, A. (2025). GREAT Green Roofs Insights Report (Version 1). Zenodo. <https://doi.org/10.5281/zenodo.17279180>

GREAT CS: WaterWise



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TOOLKIT **waterwise** **dibl**  **GREAT**

waterwise

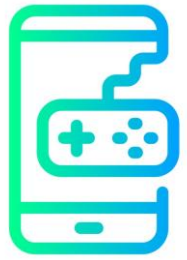
A facilitated learning game
about water scarcity



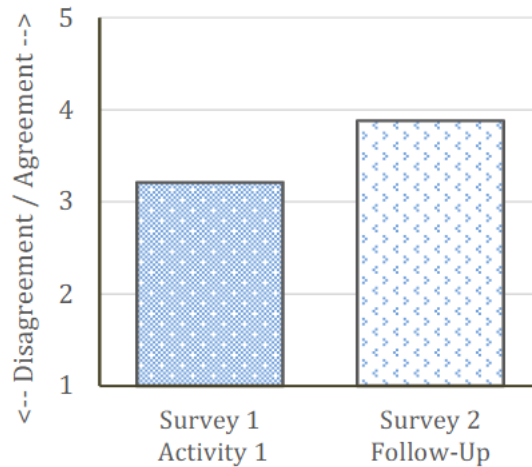
[Link to playable case](#)
[Link to facilitator guide](#)

<https://www.greatproject.gg/blog/toolkit-waterwise>

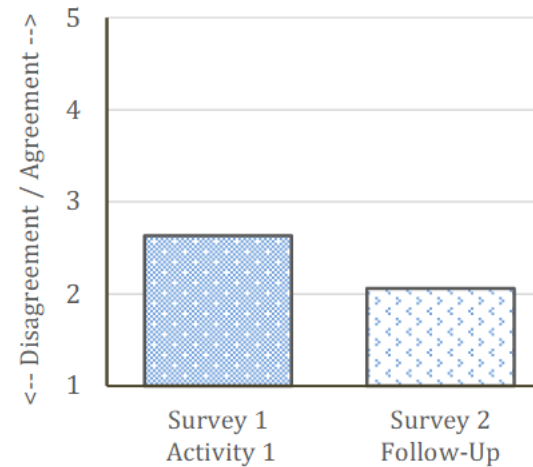
GREAT CS: WaterWise



I could give you a rough estimate of how much water I use each day

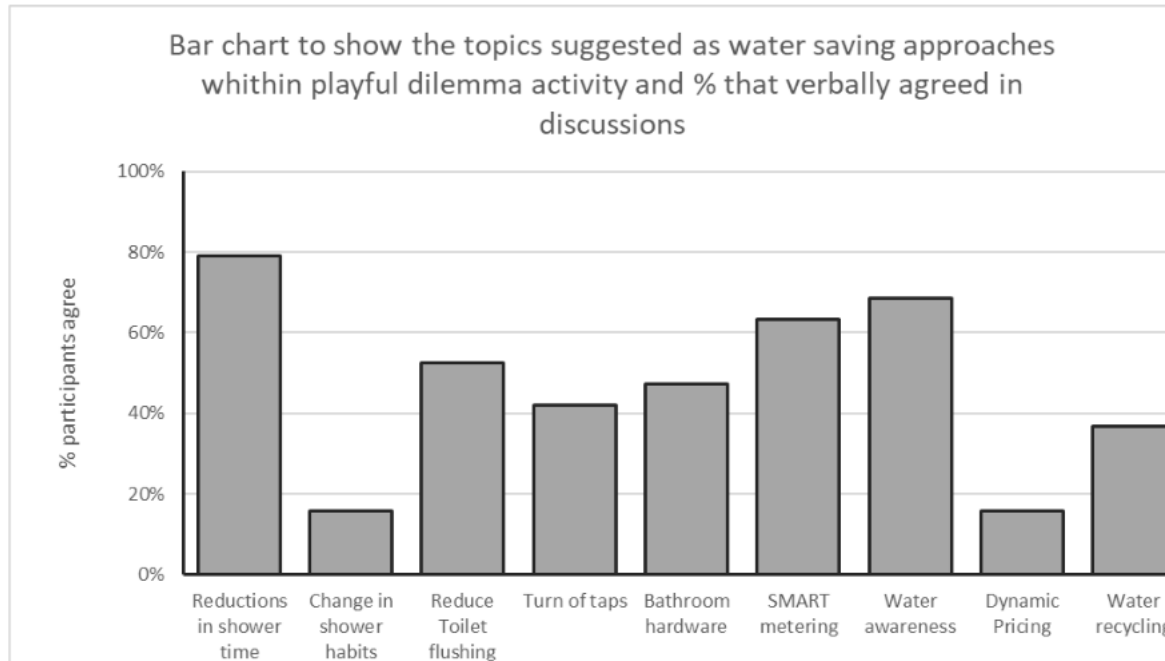
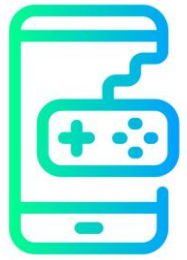


There is enough water to supply our needs in the UK for the next 25 years without making too many changes



Watson, P. (2026). Waterwise Phase 1 report (Versión 2). Zenodo. <https://doi.org/10.5281/zenodo.18888798>

GREAT CS: WaterWise



Watson, P. (2026). Waterwise Phase 1 report (Versión 2). Zenodo. <https://doi.org/10.5281/zenodo.18888798>

GREAT CS: Green jobs



GREAT Project About [Blog](#) Publications Links Partners [Toolkit](#)



TOOLKIT



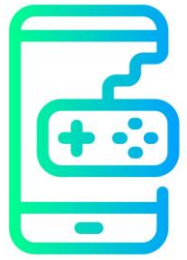
[Link to playable case](#)

[Link to facilitator guide \(English\)](#)

[Link to facilitator guide \(German\)](#)

<https://www.greatproject.gg/blog/toolkit-green-jobs>

GREAT CS: Green jobs



Overview of participants:

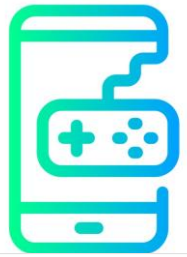
- nine schools
- total participants: 191
- 53% female
- 47% male
- age range: 15 - 20 years

Valuable insights:

- Incorporate rewards and incentives into green jobs campaigns.
- Leverage Role Models and Peer Influence.
- Foster School-Based Discussions on Diversity.
- Integrate Interactive Tools into Broader Campaigns.
- Promote Collaboration Across Stakeholders.

Kieslinger, B., Koller, K., & Fabian, C. M. (2025). GREAT Case Study GCS3 Green Jobs (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.14810005>

GREAT CS: Prosper



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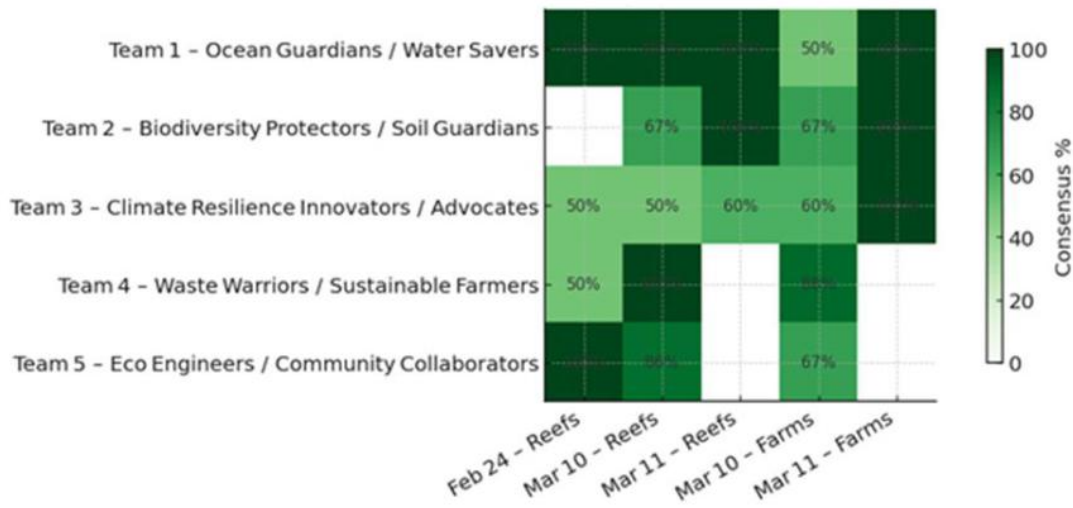
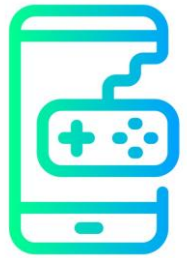
TOOLKIT



[Link to playable case](#)
[Link to facilitator guide](#)

<https://www.greatproject.gg/blog/toolkit-prosper>

GREAT CS: Prosper

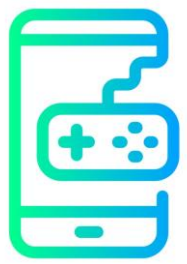


Valuable insights:

- Game's mechanics met together sustainability concepts and eased the understanding of interdependence, risk, and equity concepts.
- General mood around teamwork was very positive.
- Gained conceptual clarity rather than memorization.
- Translating game mechanics into actionable ideas.

Griffiths, D., Bunt, B., Burgos, D., Van Tonder, D., Laubscher, D., Alonso Andaluz, J., Bunt, L., & Padilla Zea, N. (2026). GREAT Case Study GCS7: Prosper. Zenodo. <https://doi.org/10.5281/zenodo.18269515>

GREAT CS: Beat the heat



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TOOLKIT



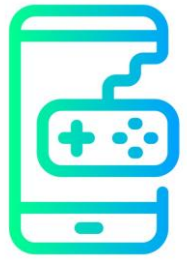
BEAT THE HEAT

Playful educational games about heat adaptation
for primary school

[Link to playable case](#)
[Link to facilitator guide](#)

<https://www.greatproject.gg/blog/toolkit-beat-the-heat>

GREAT CS: Beat the heat



Overview of DiBL participants:

- Total Participants: 42 Participants
- Total Game Sessions: 3
- Age Range: 9 - 12 Years
- 24 Female/ 18 Male
- Game session length: -Part 1 40 mins/Part 2 40 mins

Valuable insights:

- Climate adaptation more easily understandable when grounded in school spaces.
- Key: focus on schoolyards, shaded areas, and outdoor comfort.
- Serious games can be a powerful tool for consultation with youth.

Merry, A. (2026). GCS10 Beat The Heat Case Study Report (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.19255753>



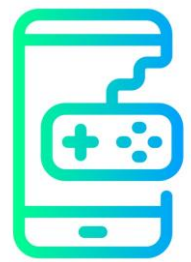
Play2Act

Gaming for Climate and Nature

Climate change and nature matters to everyone! Take a few minutes to complete Play2Act, our Gaming for Climate and Nature survey and tell us how you think games can help.

Let's go!

GREAT CS: Play2Act



Harris, R. (2025). Case Study Report Play2Act (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.15585340>

GREAT CS: Play2Act



Topics Regions Special Coverage Resources About Contact

Search...

Video Game Survey Finds Players Alter Behaviour in Response to Climate Themes

May 15, 2025 Reading time: 3 minutes

Full Story: The Energy Mix



Gaye Taylor

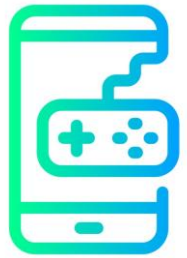


<https://www.theenergymix.com/video-game-survey-finds-players-alter-behaviour-in-response-to-climate-themes/>

“A **survey embedded** in some of the **world’s most popular video games** reveals the majority of the nearly **200,000 gamers** who filled it out **responded positively to green messaging**”

[Let's take a look to the survey](#)

GREAT CS: Play2Act

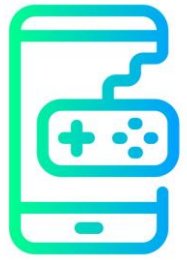


- ▶ Some data...
 - Survey embedded in 24 popular games
 - Including Smite, Angry Birds, Subway Surfers, Pokemon GO!, NitroNation...
 - Languages:
 - Arabic, English, French, German, Italian, Japanese, Mandarin, Portuguese, Russian, and Spanish
 - Participants were offered a discount on PlanetPlay marketplace

[Let's take a look to the RESULTS](#)

Harris, R. (2025). Case Study Report Play2Act (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.15585340>

GREAT CS: Play2Act

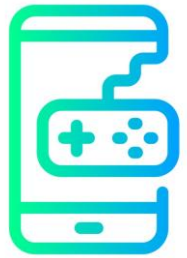


>934K players reached
228 countries

90.7% response rate

77.2% completed the survey
181,087 players finished

Harris, R. (2025). Case Study Report Play2Act (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.15585340>



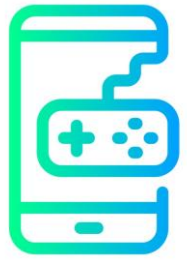
Play2Act 2

Gaming for Climate and Nature

Climate change and nature matters to everyone! Take a few minutes to complete Play2Act, our Gaming for Climate and Nature survey and tell us how you think games can help.

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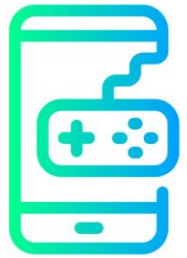
GREAT CS: Play2Act 2



- ▶ Some data...
 - Changes on methodology
 - Improvements:
 - selected short free-text responses
 - randomised answer order
 - one studio-customised question per title
 - > 75.000 sessions

The new survey...

Harris, R., Schuur, J., Hollins, P., & Garg, A. (2025). Play2Act2 Case Study Report (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.17955516>
Schuur, J. (2025). Play2Act 2 Survey Responses (Versión 1) [Data set]. Zenodo. <https://doi.org/10.5281/zenodo.17911458>



Play2Act 3

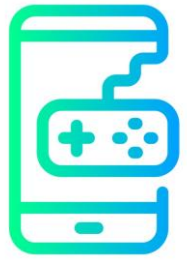
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Harris, R., Hollins, P., Garg, A., Koller, K., Griffiths, D., Schuur, J., & Ower, J. (2026). GREAT Case Study Report Play2Act3 (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.19235835>

GREAT CS: Play2Act 3



- ▶ Some data...
 - Work with UNDP to create a new inquiry
 - > 85.000 responses

The new survey...

Harris, R., Hollins, P., Garg, A., Koller, K., Griffiths, D., Schuur, J., & Ower, J. (2026). GREAT Case Study Report Play2Act3 (Versión 1). Zenodo. <https://doi.org/10.5281/zenodo.19235835>

Schuur, J. (2026). Play2Act 3 Survey Responses (Versión 1) [Data set]. Zenodo. <https://doi.org/10.5281/zenodo.18744942>

Conclusions

Conclusions

- ▶ Tools like GREAT for engaging consultation
- ▶ Quantitative vs Qualitative approaches in case studies
- ▶ Facilitator + Stakeholder winning team
- ▶ This collaboration has limits:
 - Time is always a restriction ... and time is needed to design
 - Careful relation with players: avoid “distractions”
 - Massive quantitative data by using commercial videogames
 - High-quality qualitative data with DiBL

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