

4w4: Gamification of the circular biobased economy: knowledge integration and diffusion

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Over the last 20 years the digital game as a medium in entertainment, popular culture, but also as an academic field of study has increasingly received attention. Digital games in the commercial entertainment industry are very successful as we can tell from recordbreaking sales and many online multiplayer environments. This is going hand in hand with an increase of research into their effects and relevance – as well as into applications of serious gaming in for the development of alternative scenario's, in order to improve public understanding of complicated technological issues, but also for more adaptive Theme 4: Overview workshops/page 2 governance and decision making. In this workshop we aim to experiment with a game designed by the Royal Danish Academy about sustainable food production (see below for an impression of parameters and the game which is now about sustainable food production). In preparation of the workshop we will adapt the parameters for the game with knowledge from Wageningen researchers about circular agriculture from several different disciplinary perspectives. This will be done in collaboration with the flagships and the wildcards). In addition we will collaborate with stakeholders from society (for example the 34 initiatives from flagship3) to test and improve the game. Hence, the circular food game will be prototyped and is a boundary object that enables (1) integration of knowledge in an interdisciplinary setting; (2) and a way of engaging with society and develop the game and knowledge in a form of cocreation (3) it may serve as a way for knowledge valorization. At the conference Circularity@Wur we will organize a workshop to test and further improve the game as a way for knowledge diffusion, and make it available to a broader public. In parallel with this workshop, we will organize a panel session with academics about serious gaming, gamification and influential visualizations in a transition to a circular biobased economy.