

Civic engagement – Bringing awareness to uninterested civilians.

In this day and age, people use smartphones and social media daily. It's almost impossible to escape it.

Since a simple pamphlet won't do anymore, a smartphone app showing water consumption statistics or climate change related stats may be the easiest way to get to more people. But most people don't use these apps to gain awareness. They use it because it's fun. Which means, we can't take the fun out of it.

Individuals who are conscious about the environment are easy to attract, the difficult part is to bring awareness to those who just don't care.

One way we could get to these individuals would be through a simulation social network game in which one would have to manage a city and gain points as the city became more and more sustainable and lose points when choosing a less environmentally friendly action. A player might have economical gain but, if it endangers the environment, they lose points.

It could also feature rewards in the form of points along with tips for one's daily life. For example: *"Do you know about the benefits of a double flush toilet?"* or *"Did you know you could switch your toothbrush for one made of bamboo?"* along with more info.

Players would be able to interact with others and choose their city so the social network associated with it would feature all the latest environmental related news in their area. Whether it be a new development which occurred, a natural disaster or simply the celebration of World Water Day or Earth day at the local school. One could also share ideas (which could have pictures, videos or audio files attached) which other users could comment on.

Instead of asking *"What's happening?"* like Twitter or *"What's on your mind?"* like Facebook. It could simply say *"Any new ideas, today?"*

Unaware civilians exist everywhere in the world and Milton Keynes is no exception. The city could benefit from this game as could every other city in any developed country.

It won't make every uninterested civilian suddenly become an environmentalist but it might bring some kind of awareness which might evolve to something more. And that's a start.