



Imagine, you can leave the classroom, go outside and use your imagination to find solutions for sustainability challenges together with your classmates. You watch one-minute nano lectures through an app on your phone, and receive challenges in real life, in Utrecht. 'Inspire a stranger' or 'Solve it with coffee'. It's up to you!

# Utrecht2040



## Serious Gaming for a Sustainable Future

"They [students] are the generation that will make things better. Through going outside in teams, watching nano talks, solving challenges and uploading solutions, the students will actively imagine and create Utrecht in 2040. There is no right or wrong. Altogether, their solutions help shape a better Utrecht."

- Vanessa Timmer



## Team

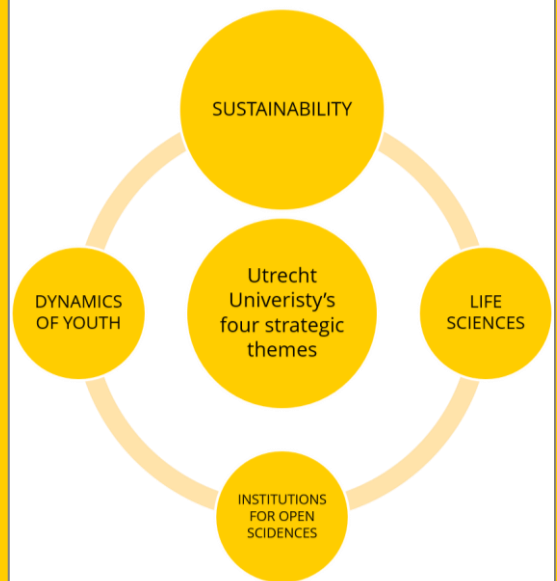
### UU Geo

- Karin Rebel – Project leader
- Tara Smeenk – Researcher
- Stef Knibbeler – Researcher
- Joost Vervoort – Teacher
- Margjen Bootsma – Teacher
- Peter Hessels – ITS

### Ijsfontein

- Theo van Wijk – Project Manager
- Evert Hoogendoorn – Strategy
- Rose-Anne Dotinga – Interaction
- Marieke Veere Vonk – Visuals
- Simon Groenewolf – Developer

In its strategic plan for 2016-2020, Utrecht University states that 'All students will become acquainted with sustainability issues as part of their curriculum'. In order to learn about the basic concepts of sustainability, a location based, multiplayer, serious game was developed: Utrecht2040. This game can be played with tens, and up to thousands of students at once.



The aim of the game is to open the eyes of first year students and make them aware of sustainability and the potential role they can play from their own discipline. By playing the game, they will get the feeling that they belong to something bigger: they work together to create a vision of the best possible version of Utrecht in 2040.