Transformative Power of Gamification

Riku Alkio, CEO
Login to a demo game
Questions

Do the employees understand what sustainability and ESG mean in the concrete level?

Can the company culture be transformed more sustainable without staff engagement and participation?
How to engage employees / customers to make the transformation real?

PowerPoints? PDFs? Webinars? 

Low impact

DEMO GAME
Seppo is a tool for turning ESG strategy or sustainability training program into an engaging and activating game.
How can we help?

We can help to communicate your ESG strategy or sustainability program to the employees in a concrete, fun and engaging way.

Top management, check
Legal department, check
Sustainability Directors
Management, middle management
Employees

ESG Strategy
Reporting
Collecting data
Engage employees
Raising awareness and increasing adoption

Corporate Sustainability Maturity Model
Different games for different purposes

Game Board options:
- Live GPS map
- 360 image
- GIF image
- Any ordinary image
Some of our international customers

- Pearson (Engaging employees with ESG strategy)
- Merlin Entertainment (Onboarding & Induction in Theme Parks)
- Houses of Parliament (Outreach)
- KONE (Sustainability)
Where to use Seppo?

- Recruitment
- Onboarding and pre-onboarding
- Safety training
- Customer service training
- Introducing company’s sustainability program
- Team building...
What we offer?

Technology: A mobile/laptop game platform

Support: Content creation, turn key games on selected themes

Integration: SSO, data export (Moodle, Cornerstone, LMS, Microsoft Azurre...) , Credly open badge
Bloom’s taxonomy

Remember
- Recall facts and basic concepts
  - Define, duplicate, list, memorize, repeat, state

Understand
- Explain ideas or concepts
  - Classify, describe, discuss, explain, identify, locate, recognize, report, select, translate

Apply
- Use information in new situations
  - Execute, implement, solve, use, demonstrate, interpret, operate, schedule, sketch

Analyze
- Draw connections among ideas
  - Differentiate, organize, relate, compare, contrast, distinguish, examine, experiment, question, test

Evaluate
- Justify a stand or decision
  - Appraise, argue, defend, judge, select, support, value, critique, weight

Create
- Produce new or original work
  - Design, assemble, construct, conjecture, develop, formulate, author, investigate

www.seppo.io

This is where Seppo steps in!
Why gamification works?

- **CREATES A RELAXED ATHMOSPHERE**
  Player can test ideas in a safe environment – leaves room for creativity.

- **MAKES THINGS CONCRETE AND CONTEXTUAL**
  Player can read, see, hear, touch, in cases even smell.

- **DECREASES CHANGE RESISTANCE**
  Narrative, feedback, human touch and true interaction makes a difference.
MAGICAL LEARNING MOMENTS