

EVOKE Brazil – An Educational Online Game on Environmental Sustainability

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SUSTAINABILITY AND SOCIAL INNOVATION (SSI)

Bringing the power of HP to make a positive impact on the company and the world



Strategic focus areas

ENVIRONMENT

HEALTH

EDUCATION

COMMUNITY
ENGAGEMENT

HP Objectives

- Create **awareness on environmental sustainability among young people**
- Identify a **country with a high level of environmental challenges**
- **Apply HP environmental knowledge in the area of education**
- **Work with a recognized partner for education in developing countries**

Partners:

World Bank

PUC University Rio

HP Labs, HP Office Sustainability and Social Innovation



EVOKE Brazil – Figures



- **Concept** = Develop an educational game consisting of **a number of challenges leading up to the 2014 World Cup in Brazil using mobile devices, internet access and social networks** with the **objective of addressing a low level of motivation among students in school and developing skills in entrepreneurship and innovation.**
- **Age 15 – 22 yrs**
- Topics of the game:
 - **Trash**
 - **Recycling**
 - **Water**
 - **e-waste**
 - **Rainforest**
 - **Trash & Art**

EVOKE Brazil – the Story

- **Graphic novel takes place in two time periods: the present day (2012) and the future (2024)**
- The future world is a resilient, optimistic place. **In 2024, Brazil has used the World Cup and the Olympics as a springboard for growth.**
- **Each week of our 6-week “season,” a new character will be introduced. Each one will come from a different region of Brazil, and each one will represent a different aspect of the Brazilian experience**
- **Heroes play a mysterious team each week** –Instead of playing on a football field, the **matches take place in the community where that week’s story is set.** The football field is the entire city.



EVOKE - Skills, Badges and Employment

- **Skills will be developed in science, math, and language subject matter** and 21st century skills.
- As Skills are acquired, players will receive badges such as:
Innovator, Translator, Analyst, Ecologist, Collaborator, Ambassador
- If as a player accomplishes missions and gathers virtual points, she can build a portfolio of real world skills and badges that recognize these skills
- **The game will develop the skills and incentivize players through opportunities for employment and opportunities to develop their own capacities.**



EVOKE South Africa 2010 - Results

19,324 Registered Players

23,502 Blog Posts

4,752 Photos

1,517 Videos

60% of sub-Saharan Africans report that game had strong effect on **“thinking big thoughts about the future”** and **60%** reported that the **game influenced them to “start something new”**

Player quote: “Evoke gave a safe place to put the idea out there and when no-one laughed but actually had good things to say it gave me the confidence to approach others...so I can only imagine that there are many students out there with similar ideas, but without the confidence to pursue them.”



Further Reading

[HP Labs](#)

HP Environmental Videos

<http://www.youtube.com/hptalks>

[HP Global Citizenship Report](#)

www.hp.com/environment

www.hp.com/go/social-innovation

<http://www.urgentevoke.com>



Thank You

