

Adapt or BTrapped
mobile climate escape room



Interreg
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European Regional Development Fund



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an Interreg North Sea Region project

Good practice:

Mobile climate escape room:

Adapt or BTrapped, a mobile climate escape room inspiring water sensitive behaviour through serious gaming
Zwolle, Netherlands 

In leaps and bounds to a water sensitive city



ABOUT THE PILOT

Using serious gaming in Zwolle's pilot we aim to inspire water sensitive behaviour in residents. It all began with a concept for a mobile climate escape room, developed by trainees from the regional water authority. It was the starting point for an assignment for students from various educational organizations in Zwolle. This resulted in the first mobile climate escape room with the name 'Adapt or BTrapped'. With the advice of escape room company The Great Escape, our escape room was finalized in 2020 and two neighbourhoods in Zwolle were invited to play. Entering the escape room, residents step into a future (2050) impacted by climate change. To escape, they need to solve puzzles in which climate adaptation measures are the key. After escaping, the residents are invited to share their experiences and join a city dialogue. We ask residents if they recognize the adaptation measures in the game and if they take such measures themselves, in their own garden, streets and neighbourhoods. Part of the escape room game is a street battle, in which residents of neighbouring streets are challenged to make designs to transform their own street into a green 'sponge'. The best design wins resources to help execute the plan. Unfortunately we could not play the street battle fully during our pilot due to COVID measures.





POSITIVE OUTCOMES FOR OUR RESIDENTS AND ORGANISATION

- Strengthen collaboration within the Climate Campus network between partners, like Waterschap Drents Overijsselse Delta, Hogeschool Windesheim and Cibap by developing a mobile escape room.
- Regional collaboration between Climate Campus partners, Provincie of Overijssel and Waterschap Drents Overijsselse Delta to stimulate the use of the escape room by municipalities in Overijssel en Drenthe.
- Business opportunity for escape room company The Great Escape.
- Demonstrate the value of engaging residents through play. It makes the conversation about climate adaptation much easier and pleasant.





LESSONS LEARNED

- Working with two student teams can be challenging, especially balancing educational goals with the goals of the project and investment in guidance.
- Students often present fresh ideas for your project.



Project leader Annemiek Wiegman: “The escape room was one of the first interventions from our community building strategy and it is very nice to see that it works for our residents. They are captured by playing the game and as a result it feels natural to discuss climate adaptation measures with them.”

More information

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Or visit our website:

www.climate-campus.nl/en/initiative/catch-pilot-zwolle-in-progress/

