



CATCH

an Interreg North Sea Region project

Good practice:

The Garden Battle

serious gaming to inspire water sensitive
behaviour through community building

Zwolle, Netherlands 

In leaps and bounds to a water sensitive city

Zwolle

ABOUT THE PILOT

The pilot of Zwolle aims to inspire residents to water sensitive behaviour through serious gaming. Zwolle was eager to develop a serious game, making use of our digital twin city and citizen science. In the first phase of the pilot, the focus was on the design of this online game. In the second phase, the "Garden Battle" was built. The Garden Battle challenges residents to change their own virtual gardens and neighbourhoods and make them more adaptive to climate change. Using Facebook campaigns, residents of two Zwolle neighbourhoods, Wipstrik and Stadshagen, were invited to test and play the game. Entrepreneurs from the Climate Campus network supplied the prizes for the winners of the game and displayed their products in the game. By April 2021, extra options were added to the game, such as the option to design public spaces.

In June 2021 seven prize winners were awarded a prize in a public ceremony. After this event the Garden Battle was opened to the whole city, all residents could play the game during one month.



12 APRIL START DE COMPETITIE!



POSITIVE OUTCOMES FOR OUR RESIDENTS AND ORGANISATION

- We developed SMART applications for our digital Twin City in a serious game, the Garden Battle, and learned how to use it to raise awareness for climate adaptation.
- Our expertise in setting up and analysing social media campaigns has also increased. Our social media campaigns reached 74.196 unique residents.
- This kind of “Research & Development” and implementation is only possible thanks to European funding.
- Spin-off: the winner of the Garden Battle has started a residents’ community for climate-adaptive initiatives in her neighbourhood.



ONTWERP JE DROOMTUIN &
WIN EEN TUIN MAKE-OVER t.w.v. €2.500



LESSONS LEARNED

- Additional expertise in serious gaming is required to manage this project.
- Dilemma: time, budget and tendering limitations put a strain on the assignment and stepwise development of a serious game.

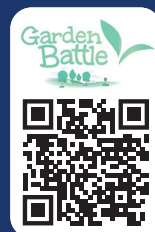
Garden Battle first prize winner Relana van der Vegt:
“I didn’t expect to win at all, so I’m pleasantly surprised!
In my garden design I have used many different trees,
plants and bushes. I also looked at plants with flowers,
to attract bees and butterflies to my garden.”

More information

Contact: klimaat@zwolle.nl

Or visit our website:

<https://dev.gardenbattle.nl/>



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