

How can a gamified approach support CSR goals, meeting Europe 2020 targets?

Erzsebet Szegedi

HNC for EOQ



Agenda

- 1. Europe 2020 - targets**
- 2. CSR in a nutshell**
- 3. Introduction to gamification**
 - Solutions generating \$8-10 bln revenue by 2020**
 - International and Hungarian examples**

Conclusions

The image features a dark blue background with a faint, light blue silhouette of the European continent. Overlaid on this is a circular arrangement of twelve yellow five-pointed stars, similar to the flag of the European Union. In the center of the image, the words "EUROPA" and "2020" are written in a bold, white, sans-serif font. "EUROPA" is on the top line and "2020" is on the bottom line, both in all caps.

EUROPA
2020

Europe 2020 strategy is focused on five ambitious goals

1. employment
2. innovation
3. education
4. poverty reduction
5. climate/energy



for details read Eurostat regional yearbook 2015

Definition of CSR

- ✓ companies integrate social and environmental concerns in their business operations and in their interaction with business relevant groups on a voluntary basis
- ✓ providing a positive contribution to all of the stakeholders of the company while minimizing negative effects on them (incl. environment)





Different stakeholders in the focus of CSR activities I.

Customer-oriented activities

- ethical advertising, fair pricing,
- developing *innovative, energy-efficient products*,
- improving the quality or *safety or lifetime or re-usage of products*, etc.

Employee-oriented activities

- responsible & *fair remuneration*, equal opportunities, managing diversity,
- improvement of working conditions and job satisfaction,
- ensuring work/life balance, offering flexible working possibilities,
- investing into occupational health, social events,
- *training, staff development, career planning*, etc.

Business partners and/or suppliers-oriented activities

- contracting local partners,
- supporting the establishment of local, regional business alliances,
- *paying suppliers or business partners without delay*,
- prevent child labour among its suppliers,
- establishing long-term relations, developing collaborating activities



Different stakeholders in the focus of CSR activities II.

Society-oriented activities

- **donation** to local community institutions (kinder gardens, schools, hospitals, cultural organisations, sports clubs, environmental groups, etc.),
- **sponsorships** for humanitarian purposes (grants for children with outstanding results in school, etc.),
- voluntary work, improvement of the local infrastructure,
- social and/or labour market integration at community level, teaching tolerance via education,
- **recruiting employees with disadvantage** at the labour market

Environment-oriented activities

- efficient use of resources, energy-saving technology, reduction of waste and pollution, waste management, recycling,
- designing environmentally friendly products, technology or production processes,
- biodiversity, water protection, air quality, soil conservation, renewable energy, forest preservation,
- environmental management systems (ISO 14001. EMAS), informing business partners, customers or the society on environmental issues.⁷



CSR activities positively influence competitiveness

- ✓ build trust with various stakeholders
- ✓ due to a better company image
 - better position at the labour market, retain and attract top talent
 - better cooperation with business partners
 - better networking with authorities
 - easier access to capital
- ✓ higher motivation and loyalty of employees, resulting in a higher creativity and innovativeness
- ✓ cost savings and increased profitability
- ✓ better customer satisfaction and loyalty

Need to report CSR activities

- ✓ CSR reporting has evolved into a mainstream business practice
 - KPMG survey (2013)



- ✓ Who will read the reports and why?
 - customers, prospects, employees, suppliers, authorities, etc.





Gamification

Gamification

- ✓ the use of game elements and game design techniques in non-game contexts to solve non-game problems via motivating people
 - outside the company: consumer-driven applications



- inside the company: enterprise-driven applications
 - engaging people by letting them have fun
 - serious games, Role Playing Games (RPG)



Burning platform: high disengagement costs

- ✓ USA: \$450-\$550 bln/year
- ✓ UK: £52-£70 bln/year

✓ Millennials

- will comprise 75% of the global workforce by 2025
- are already emerging as leaders in technology and other industries
- are the least engaged generation*
- want to work for organizations that foster innovative thinking, develop their skills, and make a positive contribution to society**



1) Gallup (2013) <http://www.gallup.com/strategicconsulting/163007/state-american-workplace.aspx>

* Gallup (2014) <http://www.gallup.com/poll/181289/majority-employees-not-engaged-despite-gains-2014.aspx/>

** Deloitte (2014) <http://www2.deloitte.com/content/dam/Deloitte/global/Documents/>

How to triumph over disengagement?

- ✓ Gamify business to drive employee engagement and performance, have fun!
- ✓ Hire talent - the right people for the right jobs
- ✓ Nurture their skills - it builds their sense of purpose as well as abilities
- ✓ Enhance their well-being - in body, mind, emotion, and sense of meaning



4) Gartner (2011) <http://www.gartner.com/newsroom/id/1844115>

Gamification is changing the very DNA of HR, education, training

	Work	Game
Tasks	repetitive and dull	repetitive, but fun
Feedback	once a year	constantly
Goals	contradictory, vague	clear
Path to Mastery	unclear	clear
Rules	unclear, in-transparent	clear, transparent
Information	too much and not enough	right amount at the right time
Failure	forbidden, punished, don't talk about it	expected, encouraged, spectacular, brag about it
Status of Users	hidden	transparent, timely
Promotion	kiss-up-o-cracy	meritocracy
Collaboration	yes	yes
Speed/Risk	low	high
Autonomy	mid to low	high
Narrative	only if you are lucky	yes
Obstacles	accidental	on purpose



Early adapters

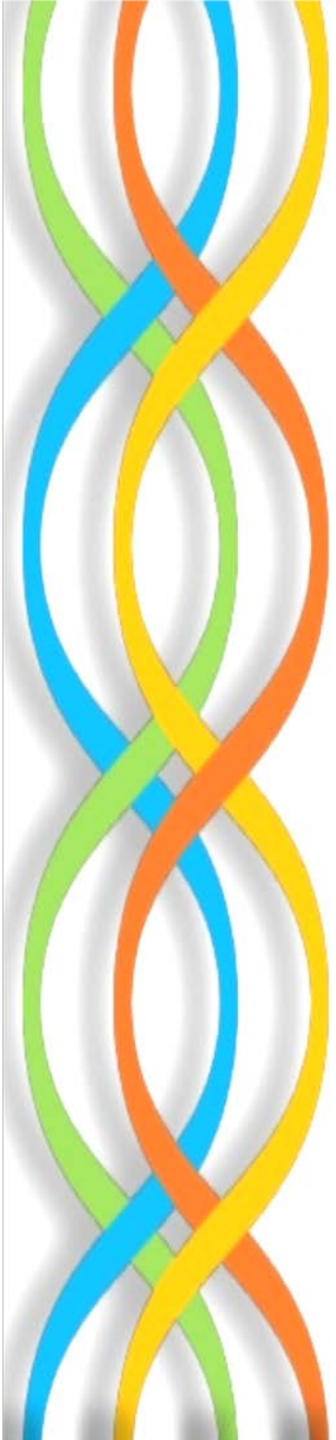
- 🎵 Entertainment **42%**
- 📖 Publishers **18%**
- 📺 Consumer Goods **15%**
- ❤️ Healthcare/Wellness **10%**
- 📈 Financial **6%**
- 🚚 Retail **5%**
- 📝 Education **3%**
- ☎️ Telecom **1%**



Take the essence of games & digital engagement

- ✓ use game mechanics and experience design to digitally engage and motivate people to achieve their goals (*Gartner, 2014*)
- ✓ fun, play, design
- ✓ transparency
- ✓ competition, addiction





Gamification examples in line with Europe 2020

1. employment – hiring: US Army, PwC
 2. innovation – R&D: Foldit, VW
 3. education
 - university: Coursera, Kaplan University
 - financial education: BBVA, Mint, PlayMoolah
 - online corporate trainings
 4. poverty reduction: Evoke, FreeRice
 5. climate/energy – Recyclebank, OPower
- + education & energy - understand environmental impact: Hungarian National Consumer Protection: Smart House

1. Hire talent

✓ US Army



✓ PwC Hungary

- Player submits a virtual application to the PwC company, takes part in the virtual interview process and becomes the virtual trainee (intern) of PwC



2. Innovation

- ✓ Foldit (University of Washington):
 - Online puzzle video game about protein folding, over 240,000 “players” registering for the game and competing viciously against each other, creating a major breakthrough in the AIDS research field
 - 15 years vs 10 days
- ✓ VW: The Fun Theory - The Speed Camera Lottery
 - How can we get more people to obey the speed limit by making it fun to do?
 - Stockholm (2010)



3. Education



✓ university: Coursera

- Courses offered by universities available online and free for anyone who has an interest in signing up
- How to engage tens of thousands of students from 150+ countries, with no live interaction?

✓ financial education: BBVA, Mint, PlayMoolah

✓ online corporate trainings

“ I never teach my pupils; I only attempt to provide the conditions in which they can learn.”

(Albert Einstein)





4. Poverty reduction

✓ Evoke

- In 2010, the World Bank launched the EVOKE, a game which motivate players all over the world to come up with creative solutions to our most urgent social problems

✓ FreeRice

- Each time you answered a question correctly, FreeRice will buy 10 grains of rice, which are paid for by the sponsors of the site
- Has donated 6100 metric TONS of rice, consisting of 93 billion grains of rice and enough to feed 10 million people



5. climate/energy

✓ Recyclebank

- Encourages people to recycle more and reduce landfill trash by awarding points for recycling, saving energy, and answering sustainability quizzes.
- Points are redeemable for actual goods.
- Supported by Al Gore and how won numerous awards in innovation, sustainability, and business.

✓ OPower

- Works with utility companies to provide households with data on how much energy they are consuming, how they match up with neighbors
- People are consuming on average 2% less energy

Hungarian example in line with Europe 2020

Hungarian National Consumer Protection: Smart House (Oct 2013)



Europe 2020 - CSR - gamification

