Interreg

Alpine Space

Co-funded by
the European Union

SmartCommUnity

GUIDELINES
GAMIFICATION TO ENGAGE
SMARTCOMMUNITIES

WHAT IS GAMIFICATION ?

Definition

In simple terms, gamification is the use of game mechanics, mainly derived from video games, in a wide variety of fields that were originally non-game-based. In other words, it's a concept that aims to transform all types of tasks or services into games, to inscrease motivation and commitment of the participants.

What is the added value ?

Using gamification techniques to develop your community and the citizens involved in local area development initiatives can have a number of beneficial effects:

1. Create engagement and stimulate the participation within my community

The more entertaining an activity becomes, the greater the commitment and motivation of participants. This can lead to emotions and references to childhood, which can attract new people who are not identified as key players or local heroes in the area.

2. Developing creativity and innovation

Imagining new forms of experience through gamified tools and content encourages imagination and the development of creativity. This mindset is key to thinking about the future of rural and Alpine areas and developing smart approaches to the issues they face.

3. Collect data and increase the knowledge about the test area

By using gamification in this process, you create a real opportunity to collect data more easily. It's an effective way of understanding your community better and being able to pilot actions adapted to the needs of the population.
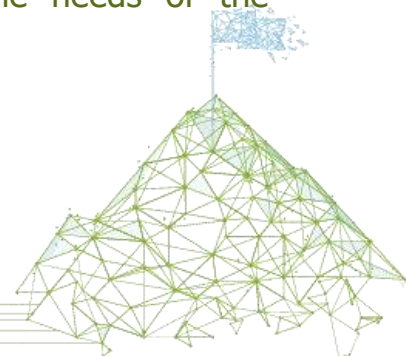
HOW TO START ?

Define your objectives

Gamification techniques can be used for a number of different objectives, so before any attempts, it is important to clearly define what you are aiming to achieve through gamification.

Several objectives are frequently targeted using gamification:

Helping with comprehension :

Enabling the members of your community to better understand a subject, even a technical subject, helps to avoid them becoming lost and to avoid having public policies decided exclusively by 'experts'. Using a playful way to transfer inputs therefore appears to be useful.

Developing motivation :

Thinking about the future of your territory is a long-term process that requires a strong commitment at every stage: the emergence of ideas, prioritisation, prototyping, implementation and evaluation.
To achieve this commitment, you need to encourage people to be willing to participate over the long term. If the gamification process is properly carried out, it can bring excitement and enthusiasm to participants.

Working on foresight

To develop innovative and smart actions, we need to imagine a desirable future. To enable out-of-the-box thinking, gamified techniques or games can be a way of thinking more broadly.
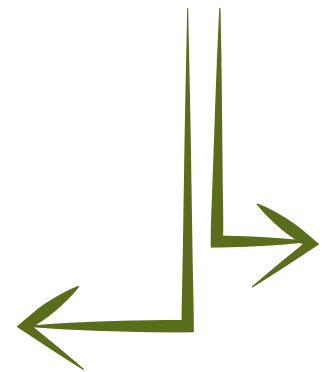
SOME EXAMPLES

There are a number of possibilities for using gamification, in small increments or as part of a more structured process. You can design serious games (games with an educational purpose and content contribution), you can set up incentives or rewards during events or reward participation, you can choose online or face-to-face formats.
There are many possibilities, but the main thing is to adapt gamification to your test area, your community and its needs.

You can find examples here: https://www.alpine-space.eu/project/smartcommunity/
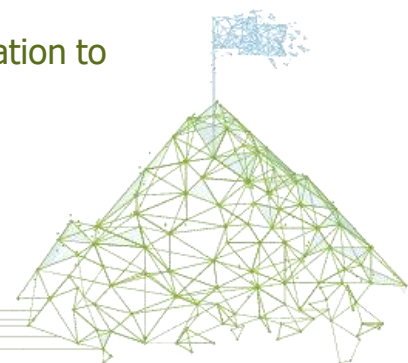
WHAT ARE THE KEY PRINCIPLES TO RESPECT?

Common story

Creating a good and shared narrative should help to create a sense of connection within the community and envisage a desirable future.

Feedback

It is very important to be able to provide participants with clear instructions and help them to know where they are in their path. Having control over the steps to be achieved and feedback on progress towards the goal helps to empower people and the members of the community and to develop their commitment even further.

Rewards

In order to maintain sufficient motivation to stay engaged in the game activities, rewards work as a behaviour reinforcement and maintain the motivation of the users to engage in the game activities. The rewards can take many formes such as collecting points, reach achievements or ranks, etc.

Social experience

The gamification techniques used should help to create a social link between participants and enable them to interact with each other.

Step-by-step approach

To prevent participants from becoming bored or demotivated, it's important to take an step-by-step approach and allow people to progress along their own path.
Start simple and build up their skills by introducing new rules one at a time. Allow players to adapt to the new systems before adding more new rules.
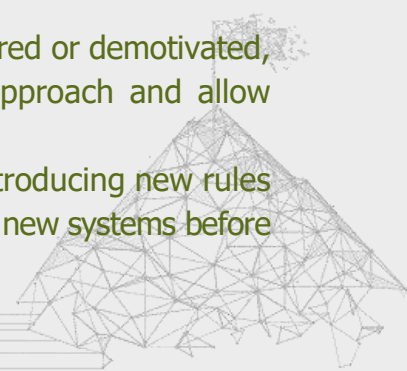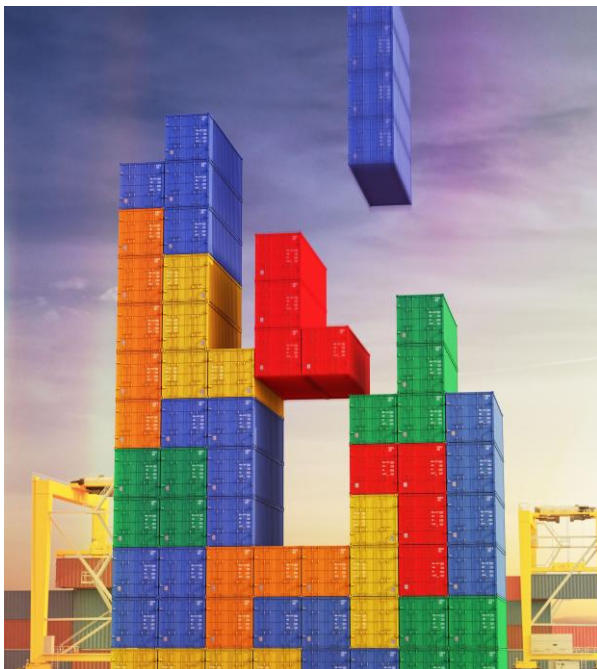
TO GO FURTHER?

SmartCommunity project

The SmartCommUnity project aims to support Alpine rural areas, using all the benefits of digitalization, embracing smart transitions and creating a functional transnational community within EUSALP AG5 Smart Alps. Interactive and user-friendly digital tools enhancing transnational matchmaking and leading-by example will empower new areas to follow more advanced areas, and territories will develop a community approach to create smarter, greener, more sustainable, resilient, and attractive rural areas.

Ressources

Discover all the project resources, links to test areas and a gamified pathway for implementing smart actions on the project website : https://smart-alps.eu/