

# CAIRE GAME



ART OF  
CHANGE  
21

# WHY CAIRE GAME?

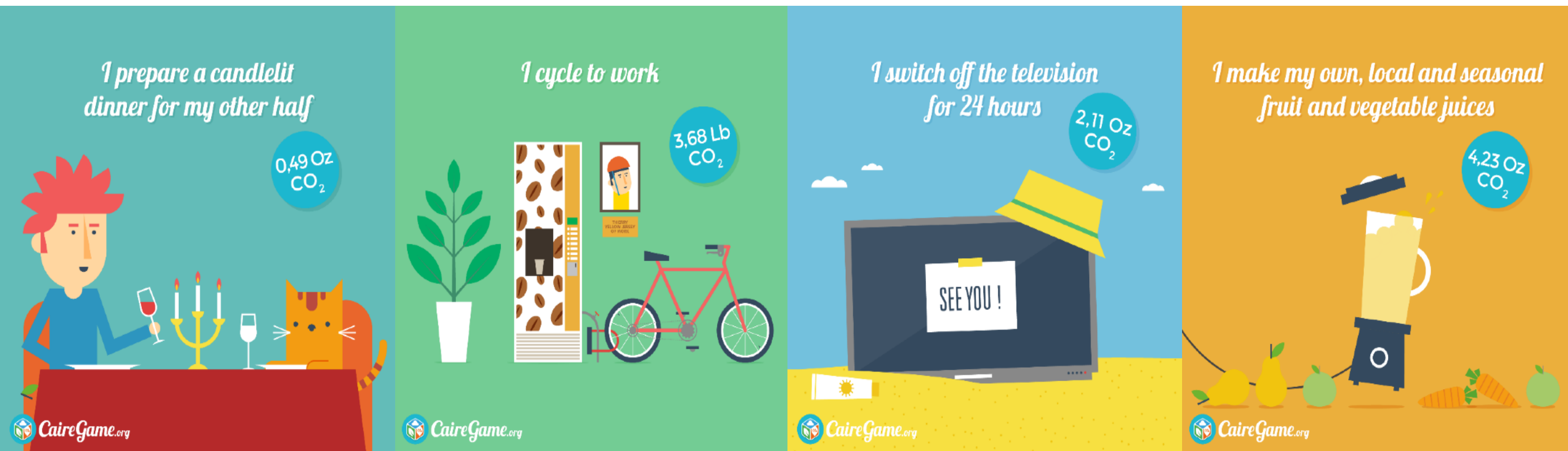
There is an urgent need for effective methods that can foster sustainable lifestyles. <sup>1</sup> **Caire Game offers actions that are adapted into current lifestyle, each one having an impact on reducing carbon emissions.**

The weakest link in the fight against climate change is informing people what they can do in an everyday scenario to reduce their consumption and carbon emissions. **Caire Game is a perfect tool that informs and provides easy, everyday solutions to help with climate change.**

“Climate change communications is trapped between norms that govern scientific practice and the need to engage the public”. <sup>2</sup> **Knowledge is the key to behavior change and the long term aim of the project is to contribute to a positive behavior change** that enables people to lead a sustainable lifestyle that is easy and accessible.

<sup>1</sup>- Engaging the Public with Climate Change- Behaviour Change and Communication, Routledge (2010)

<sup>2</sup>- Breaking the climate change communication deadlock, Nature Climate Change Vol 4, September 2014



# THE ONLINE TOOL

# WHAT IS CAIRE GAME?

Caire Game is **an online tool** that encourages one to implement actions that will help **to reduce one's carbon footprint**. For all the CO<sub>2</sub> emissions that are saved, you win “points” and these points are in turn used to finance fuel poverty programs in France and Europe.

**The game lists 150+ accessible actions** that involve our daily life: home, transport, work, hobbies, consumption, habits, increasing knowledge levels etc. The game encourages people to **implement easy and innovative solutions in their daily lives that will help in reducing carbon emissions and in turn, their carbon footprint**.

**107198 kg CO<sub>2</sub> saved**

**3384 players**

**1219861 points collected**

It has also been presented at major environmental events. At these events, **the tool was presented the form of a "Caire Game Wheel"** that helps to raise awareness and engage the public.

- **COP21 held in Paris in 2015 and COP22 held in Morocco in 2016**
- MedCOP Climate held in Tangier in 2016
- International forum of Weather and Climate in Paris in May 2016
- Salon du Running, Schneider Electric Paris Marathon in April 2017

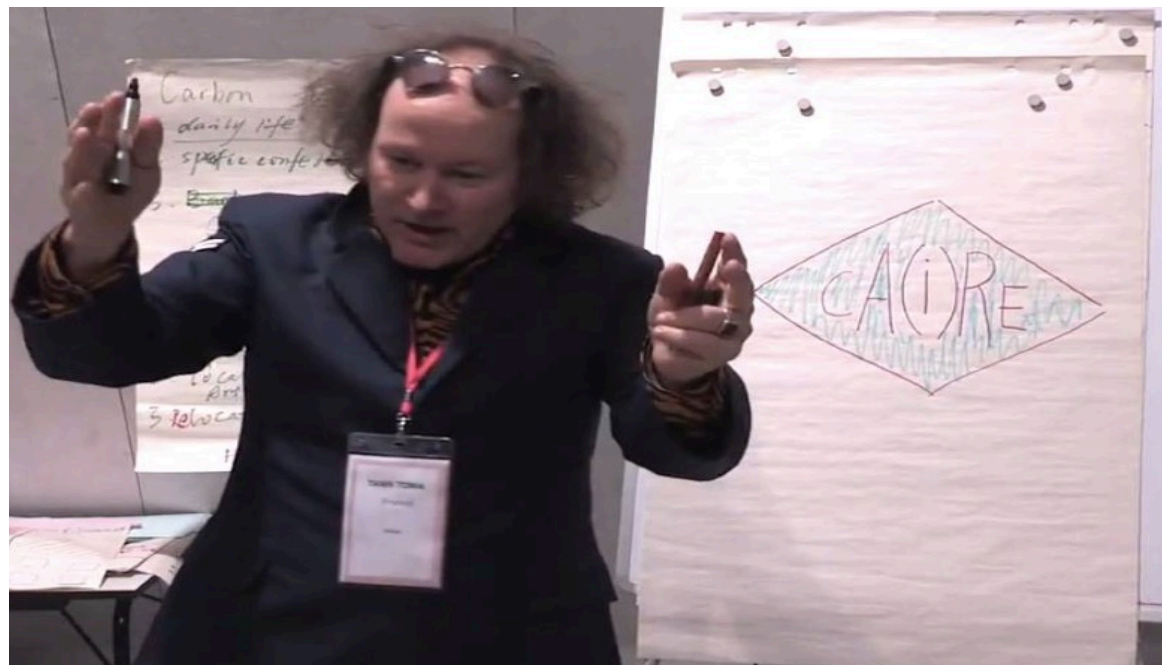


# WHAT IS CAIRE GAME?

Caire Game is a project that was conceived at the Conclave of Art of Change 21, a unique event that brought together artists and young entrepreneurs from 5 continents, all of whom are deeply committed to the field of sustainability and ecological development.

Soon after its conception the project was launched at COP21 held in Paris in 2015. The game is available online via [www.cairegame.org](http://www.cairegame.org) and in 3 languages - French, English and Arabic.

The first Conclave was held in 2014 in Paris. Two of the associations' projects were conceived at this conclave- Caire Game and [Maskbook](#), both of which aim at sensitizing people and actively engaging them in the fight against climate change.



French artist and art researcher, Yann Toma



It was artist Yann Toma who came up with the name “Caire Game” – “Caire” being the combination of “to care” and “air”- the premise was that everyone takes care of the air he breathes and that it will be bequeathed to future generations. Chinese eco-entrepreneur Luhui Yan, founder of Carbonstop, also played an important role in the conception of the online tool.

Juliette Decq, founder of CliMates and Linh Do, founder of The Verb were also actively involved in the conception of the project.



# HOW TO PLAY

Caire Game as the name suggests is a “game” that can **be played online** via the link- [www.cairegame.org](http://www.cairegame.org). (Available in French, English and Arabic). The concept of the game is simple- The player has to **choose an action that will help save CO2. For every completed action, there are points to be won**. The more CO2 saved, the more points won!

## Step 1: Create an Account and Profile

## Step 2: Before playing, choose a level of difficult and benefit.

### Benefits



Take care of myself



Meet people



Economize



Develop my skills

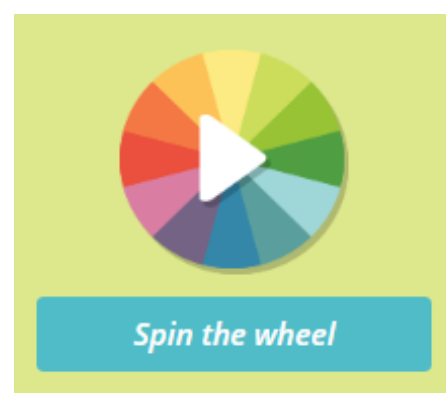


Support a responsible economy


### Difficulty level



## Step 3: Spin the wheel



## Step 4: Choose 1 action from among 3 suggested actions & complete within time limit!

<b>Drink draft beverages</b>  I support responsible economy  Easy <b>260 G CO<sub>2</sub> SAVED</b> Limited time : 2 2jours <a href="#">Details</a>  10.40 CARBODONS	<b>Borrow from my neighbours</b>  I support responsible economy  Easy <b>320 G CO<sub>2</sub> SAVED</b> Limited time : 7 3-10jours <a href="#">Details</a>  12.80 CARBODONS	<b>Switch on airplane mode</b>  I support responsible economy  Easy <b>5 points GAGNÉS</b> Limited time : 1 jour <a href="#">Details</a>
---	--	---

# HOW TO PLAY (CONTD.)

If none of the 3 options presented by the wheel are suitable, **the player has one more chance to spin the wheel** and discover 3 new actions. **Each action has a deadline to complete it.** As soon as the action is chosen the countdown is on!

## **Step 5: Choose one action from among 3 suggested actions and complete within the time limit!**

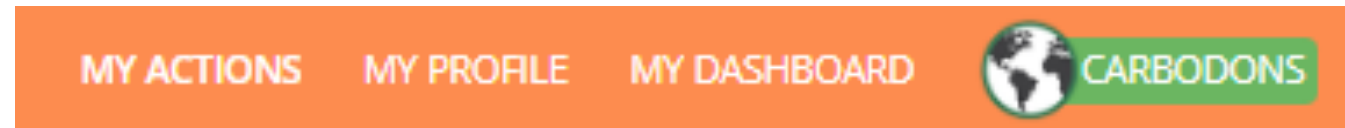
As soon as an action is completed, **the player must click on “action accomplished”** and collect the points!

The player can see how much CO<sub>2</sub> has been saved, it will appear immediately on the dashboard. The player has the option of sharing their progress in the game via social networks through a photo or a video!



# PLAYERS' DASHBOARD AND PROFILE

Every player has the following four links on their account: My Actions, My Profile, My Dashboard and Carbodons.



**MY ACTION** allows the player to view their progress on ongoing actions and see the time left to complete it.

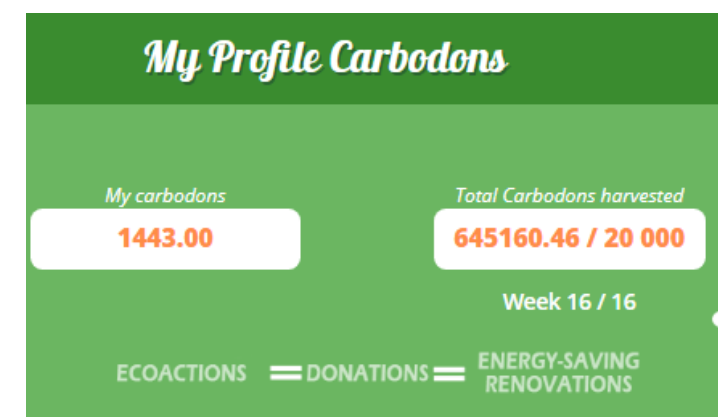


**MY PROFILE** allows the player chose to **modify his/her personal settings** and choose to receive daily updates on the actions with a short summary of ongoing actions.

**MY DASHBOARD** allows the player to see all the information on the actions that are complete- for every action they can note the amount of CO2 saved and the number of points won.



**CARBODONS** allows the player to see how many “Carbodons” have been accumulated on completion of their actions. .





# TURNING POINTS INTO REAL INVESTMENTS

Within Caire Game there is also **Carbodons** , an invisible mechanism that converts players' points into financing for companies that work on fuel poverty projects in France.

With this mechanism, the players points **are automatically converted into Carbodons**, which is in turn converted into funds for associations that help low income household with energy specific renovations.

**Launched in partnership with the Young Economic Chamber of Tours (France)** currently this is being implemented for an organisation called “ Les Compagnons Batisseurs.” **So far, in France, 15000 EUR has been contributed thanks to his mechanism.**



# **CAIRE GAME AT KEY CLIMATE EVENTS**

# CAIRE GAME AT COP21

During the COP21, Caire Game was present at the civil society zone (Espaces “Générations climat”) at the main venue of COP21 of Le Bourget, and also at a grand event (Solutions 21) that was held at the Grand Palais in the heart of the French capital. During COP21, visitors at the booth were encouraged to choose actions from a poster and for every action they were informed about the amount of CO2 they can potentially be saving.



CAIREGAME @ L'espace “Générations climat” COP21, Le Bourget, France

In addition, before COP21, from 4 to 18 November 2015, Caire Game held a poster campaign that was displayed throughout the French capital. Each poster highlighted an accessible action and gave the amount of CO2 that can be saved by its implementation. The slogan that was chosen was “COP OU PAS COP? (COP or no COP?). This was in collaboration with **Mairie de Paris** (Town hall of Paris city). A total of **1200 billboards** were erected all across the city.





# CAIRE GAME AT COP 22

**Caire Game was also presented at the COP22 held in Morocco in 2017 where the Arabic version of the website was launched. This new version was adapted to the environmental impacts and way of life in Morocco , particularly the city of Maghreb.**

Specific actions such as those related to water consumption, charcoal use, transportation, or heating methods of popular hammams, were taken into account in order to propose easy and accessible alternatives. The amount of CO2 saved relative to each action was **calculated from the energy mix of the Maghreb.**



Throughout the duration of COP22, there was a Caire Game wheel installed at **Riad Yima** (10 - 17 November) and **also a dedicated Caire Game wheel was set up in the Green zone of the COP22 venue** (7-18 November).



# CAIRE GAME AT OTHER EVENTS

**International forum of Weather and Climate, May 2016, Paris:** For the International forum of Weather and Climate in May 2016, some of the actions could be directly implemented on site- in particular those that involved testing the entomophagy, create an urban farm or to discover resources to increase knowledge base.



CAIREGAME @ International forum of Weather and Climate in May 2016

**MedCOP Climate, Tangier, Morocco July 2016** - Caire Game was presented for MED COP 22 on 18-19<sup>th</sup> July. There was a special Caire Game wheel created for the event with emphasis on actions specific to the way of life in Morocco.





# CAIRE GAME AT OTHER EVENTS

**Schneider Electric-Paris Marathon, April 2017, Paris-** During the Salon du Running of the Schneider Electric-Paris Marathon in April 2017, there were actions that were specifically focused on runners and energy savings for buildings.



CAIREGAME @ Salon du Running of the Schneider- Electric Paris Marathon 2017

50 bonus points were offered to new players who signed up during the days of the Paris Marathon in April 2017.



**PLUS DE FOULÉES, MOINS DE CO2 !**

Caire Game s'engage à l'occasion du Marathon de Paris. Rendez-vous au Salon du Running (6-8 avril Porte de Versailles), venez tourner la roue Caire Game spéciale runners et gagnez 50 points de bienvenue sur Caire Game, en partenariat avec Schneider Electric.

**jusqu'au 18/04**

S'inscrire

bonus +50pts

Avec code d'invitation

# CAIRE GAME- SPECIAL COLLABORATIONS

With Caire Game there is the option for corporates to mobilize and encourage employees to adopt a low carbon lifestyle, and if desired, the game can also be used to finance projects on the topic of fuel poverty and/or energy access.



The most recent mobilization was done by GRDF, a leader in the French energy sector where the company deployed 9 in-house teams over 1 month to collect funds for fuel poverty projects in France.. Some key points of this special initiative:

- Caire Game customized for GRDF employees with a dedicated homepage
- Dedicated content for collaboration
- Space to choose from different teams
- Weekly updates of results sent to each team
- Implemented the Carbodons mechanism collecting funds for the non profit “Compagnons Bâisseurs ”



## *GRDF lance un challenge interrégional autour des éco-gestes*

Eteindre la lumière en sortant d'une pièce, privilégier les transports en commun, trier ses déchets,... nous avons tous entendu parler de ces éco-gestes, ces gestes simples, souvent du quotidien, qui permettent de réduire notre empreinte sur l'environnement, que ce soit à la maison ou au travail. Mais les connaissons-nous tous, et surtout, les mettons-nous en pratique?

A l'occasion de la semaine européenne du développement durable, GRDF lance un challenge interrégional autour des éco-gestes !

## *Une manière collective de concrétiser la politique RSE de l'entreprise*

Réduire ses impacts environnementaux directs et contribuer à l'amélioration de la performance énergétique et environnementale des particuliers sont deux engagements que GRDF a pris dans le cadre de sa politique RSE 2016/2018. Et nous pouvons tous y participer !

Du 29 mai au 30 juin, nous, collaborateurs GRDF, sommes donc tous mis au défi de réaliser le plus d'éco-gestes possible.

Comment ? En s'inscrivant sur Caire Game, jeu développé par l'Association Art of Change 21, en rejoignant l'équipe de notre région et en partageant les défis que nous aurons relevés sur les réseaux sociaux, comme Yammer ou Twitter avec le #DDChallengeGRDF

Objectif ? Cumuler le plus de points et faire gagner notre région !! Mais pas seulement...

## *Un challenge pour contribuer à lutter contre la précarité énergétique*

Les éco-gestes permettent souvent de réaliser des économies d'énergie. Ils sont utiles pour réduire la facture énergétique, mais souvent insuffisants pour sortir d'une situation de précarité énergétique qui dépend aussi des conditions d'habitat. Pour lutter contre la précarité énergétique efficacement, les travaux de rénovation ou d'aménagement énergétique sont donc indispensables, de même que les acteurs qui les soutiennent.

Début 2017, GRDF s'est associé à l'Agence nationale de l'habitat (Anah) pour contribuer au financement des travaux de sécurisation intérieure gaz et de rénovation énergétique des logements. Ce partenariat est venu compléter les autres actions de lutte contre la précarité énergétique mises en œuvre par GRDF (CIVIGAZ, ISIGAZ, participation aux travaux de l'Observatoire National de la Précarité Énergétique).

Aujourd'hui, GRDF souhaite poursuivre son engagement dans la lutte contre la précarité énergétique en soutenant les actions du réseau des Compagnons Bâisseurs. Depuis plus de 50 ans, ce réseau intervient pour l'amélioration de l'habitat, au travers notamment de chantiers d'auto-réhabilitation et d'auto-construction accompagnées (ARA et ACA). Tous les points cumulés grâce aux éco-gestes que nous aurons réalisés au cours du challenge seront donc convertis en dons et reversés aux Compagnons Bâisseurs pour financer leurs actions de lutte contre la précarité énergétique.

Pour en savoir plus sur cette association : <http://www.compagnonsbaisseurs.eu/>

Alors à vos marques, prêts, jouez !



# PARTNERS FOR CAIRE GAME

## MAIN PARTNER



## INSTITUTIONAL PARTNERS

ADEME



Agence de l'Environnement  
et de la Maîtrise de l'Energie



MAIRIE DE PARIS



## PARTNERS



## LABELS



## DEVELOPED WITH SUPPORT FROM



Caire Game has been developed by the association Art of Change 21 thanks to the expertise of B & L Evolution and the Digiworks agency. All the graphics were developed Ikone. In addition, the Arabic translation of the game was coordinated by Sanae Bentahar.

# ART OF CHANGE 21

Art of Change 21 is a one-of-a-kind association that brings together artists, social entrepreneurs and young leaders who are deeply committed to sustainability and the environment, in order to create original, impactful solutions that address climate change and sustainable lifestyles.

Art of Change 21 started its activities in 2014 ahead of COP21, with the “Conclave” - an international event of co-creation that brought together artists, social entrepreneurs and leaders in ecological transition from all over the world. Together they decided on two concrete actions to mobilize the public for the environment, and so the «Maskbook» and «Caire Game» projects were born. Today these two projects operate on a global scale, reaching out to over 10,000 people since their inception.

More than 60 events have been organized worldwide under the umbrella of these 2 projects, namely in France, China, Korea, Kenya, Ecuador and South Korea. The second edition of the Conclave is scheduled for October 2017 which aims to design the next project that will be implemented by the association.

The association is an active civil society partner of the UNFCCC, and will be at the COP23 at Bonn. Previously, we participated at the COP21 (held in Paris in 2015) and the COP22 (held in Morocco in 2016).

Art of Change 21 is a not-for-profit association, created in 2014 and registered in France. Its main partners are UN Environment and the Schneider Electric Foundation. Its patrons are the artist Olafur Eliasson and social entrepreneur Tristan Lecomte.

**10,000+**  
followers on  
social media  
networks- Facebook,  
Twitter, Instagram.

**8 awards and  
recognitions**



**Caire Game**



**Maskbook**



**The Conclave**

# ART OF CHANGE 21

**WWW.ARTOFCHANGE21.COM**



## **CONTACTS:**



**ALICE AUDOUIN**  
PRESIDENT, ART OF CHANGE 21  
[ALICE.AUDOUIN@ARTOFCHANGE21.COM](mailto:ALICE.AUDOUIN@ARTOFCHANGE21.COM)  
+33(0)663542179



**ADITI SAHAY**  
PROJECT MANAGER  
[ADITI.SAHAY@ARTOFCHANGE21.COM](mailto:ADITI.SAHAY@ARTOFCHANGE21.COM)  
+33(0)616142539