



Innovative Stakeholder Engagement: AgriLemma

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WP1: Stakeholder Engagement



- Engaging the farming community and other stakeholders from the beginning, throughout and after the project end
- Different activities completed:
 - Stakeholder registry and management plan
 - Five thematic workshops
 - Training material
 - **Serious game: AgriLemma**



Why Serious Game?



Reflective

Simulate reality

Fun



Safe environment

Feedback

Engaging

Immersive



AgriLemma Objectives



- Engage stakeholders more effectively
- Increase the awareness of WATERAGRI technologies and solutions
- Educate the user about these new technologies
- Present principal trade-offs between different solutions (water retention vs. nutrient recovery vs. costs, etc.)



AgriLemma

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50

30 29 28 27 26 25 24 23 22 21 20 19 18 17 16 15 14 13 12 11 10 9 8 7 6 5 4 3 2 1

Event cards Event cards

Weather cards Weather cards

PENALTY 12 13 PENALTY 15 15

SUSTAINABILITY GOALS SUSTAINABILITY GOALS

1 2 3 4 5 6 7 8

Invest Uncertainties Cultivate & Trade Harvest Payments & Scoring

WATERAGRI

AgriLemma

WATERAGRI

Test your decision-making



Social



Environmental



Financial

SUMMER DROUGHT KEEPS ITS GRIP ON EUROPE




1 less coin for each crop at harvest step
(no impact if wetland for water retention or crop insurance is purchased)



Weather

PEST OUTBREAK



A sudden increase in the population of pests on all farms

You now receive only 50% of money at the harvest step
Player is immune if they use crop insurance/pesticides dev card

Uncertainties

CROP DISASTER SUPPORT



EU provides grants to support farmers during bad weather conditions

Get a grant of 2 money tokens each if the weather in this round is extreme heatwave, drought or hailstorms



Play-test sessions



Learnings and player experience



Systematic thinking

Uncertainties

Fun

Future potential



- Adapt
 - Game mechanics to the local context/issues
 - Expand the technologies
 - Translate into different languages
- Play, play, play
 - Engagement activities with farmers and policymakers
 - Teaching – farmer schools and universities



Wanna
Play?