



Beat the Street Kick off 2018 © DDBVB, MOBAG; Smarter Together/Philipp Lipiarski

Factsheet

# Gamification in the context of Smarter Together

Facts & Figures



**9.000**

participants at Beat the Street  
"Kids in focus"

**1<sup>st</sup>**

Simmering Research Festival

**3**

painting events, countless workshops by Science Pool

## Contact

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**Project partner:**

- **Urban Renewal Office (GB\*)**
- **Mobility Agency Vienna**
- **VHS Simmering**
- **NMS Enkplatz**
- **DIE UMWELTBERATUNG**
- **Balu&Du Association, offered by Mojosa**
- **Dopplinger&Dopplinger**

## Project context

In the context of Smarter Together, the gamification approach was used in particular for the participation and involvement of children and young people in the project activities. The target group went far beyond the project area with its 23,000 inhabitants, to include kids and youngsters from the entire district of some 100,000 inhabitants.

## Measures within the framework of Smarter Together

- 2 editions of Beat the Street with 6,000 and 3,000 participants respectively
- energy quizzes, painting activities and other workshops for and with children (Kids in Focus)
- 1st Simmering Research Festival
- increasing the target population from 23,000 in the project area to 100,000 in the whole district

## „Beat the Street“

Beat the Street is a participatory mobility game in which the core target groups are school classes in the project area and the close relatives of the children. The aim is to activate a maximum number of beat boxes in the project area by using chips (children) or cards (adults) and travelling on foot

or by bicycle. The game was run over 6 weeks in 2017 in 2018 respectively. Groups such as school classes or even whole schools collected points based on the number of kilometres they covered. The winning groups were awarded prizes such as gymnastics equipment for schools.

The basic aim of the game was to encourage children to exercise healthily and to get to know their neighbourhood. Ultimately, everyone's participation also promoted integration in a playful way.

## Success factors : think big

Minimum size of the project, active project support, attractive goodies, high-profile communication, cooperation with schools and teachers, intensive preparatory work.

## Energy quiz

In cooperation with UMWELTBERATUNG, an energy quiz for children and adults was created and used as a communication tool in the SIMmobile.

## Workshops

In cooperation with the Science Pool non-profit association, which also runs a museum of 'nerdiness' aimed in particular at children in the project area, numerous low-threshold

For more details see  
[www.smartertogether.at](http://www.smartertogether.at)



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workshops were offered during the project to bring children into contact with research in a playful way. The contents and topics of Smarter Together could thus be conveyed in an age-appropriate manner. Workshops were held for almost all state schools in the project area, as well as for many schools elsewhere in the district. The costs of the workshops were borne by the EU funding, as many parents could not afford them themselves.

## 1st Simmering Research Festival

In the course of Smarter Together, the 1st Simmering Research Festival was held. The aim was to attract children and young people in particular and generally to get people with low levels of educational attainment interested in research. School classes from schools in the district were encouraged to prepare contributions and for this reason, the workshops were also integrated into lessons in the schools.

## Painting activities, art and Enzi benches

Creative forms of expression lead to emotionally memorable experiences. Together with the staff from Balu&Du, a mural was created at a railway station. Created by the young people, the slogan 'Simmering is my future' is representative of the Smarter Together message regarding the need to create a liveable, communal city for the future.

In addition, two Enzis (fancy benches/street furniture) were acquired from the MuseumsQuartier (MQ) and artistically designed by the pupils of NMS Enkplatz.

## Monitoring

Beat the Street was implemented with ICT support and is monitored on the basis of electronically gathered data.

## Lessons Learned

Low-threshold participatory games and support for artistic expression are particularly interesting for children and young people and convey the values and messages of a project in a very authentic way. They also contribute to



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enhancing the image of a project and acceptance of its measures.

## Replication

Beat the Street fand bereits mehrfach NaBeat the Street has already been copied several times. Inspired by the project experiences in Vienna, Munich reinvented the game as 'Kreuz & Quer'. In Vienna, the game was subsequently successfully implemented again in the districts of Donaustadt and Favoriten using the Munich technology under the name 'Climate Heroes'.

Smarter Together is already the subject of research as part of a project on smart cities and children.



Film of the painting action of Balu&Du!

## Holistic and playful thinking about participation

- Playful elements are essential for conveying the values and messages underpinning a project.
- Low-threshold participatory activities can show that a project is there to help people.
- Younger children in particular are important mediators of project content.
- Playful elements make it easier to overcome language and educational barriers.
- Through low-threshold and playful activities all social classes can be included.



Painting action Geiselberg © Gb\*