

Learn about living architecture, how to gamify sustainability and many other innovative topics about sustainable living.

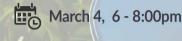
## ECO-FRIENDLY SPEAKERS SERIES



Fridays, March 2016



**TALKS** 



## Gamifying Sustainability: Changing Behavior with Fun Christian Kaufman will speak about the journey

of WeAct: to make sustainability achieve mainstream adoption. As opposed to punishment, or "shamification," WeAct relies on team dynamics, learning by doing and the concept of gamification (using game elements in a non game context) to make the quest for sustainability into an interactive experience.

**OUR SPEAKERS** 



Co-founder and CMO of WeAct

Christian Kaufmann is a social entrepreneur,
business graduate and digital artist. His career has

taken him to co-found a ETH spinoff in the sustainability sector, named WeAct, which helps

organizations engage their stakeholders in more sustainable behaviour thanks to a gamified online platform. His passion lie in creating impact and communication it to his audience in a playful and visually compelling manner.



environment using advanced new technologies such as, Synthetic Biology – the rational engineering of living systems - and smart chemistry. Her research prompts a reevaluation of how we think about our

homes and cities and raises questions about sustainable development of the built environment.



conference and, in 2011, became one of only a small

handful of architects to have a talk posted on TED.com. In the same year, his book Biomimicry in Architecture was published.

Pam Warhusrst
Community Leader

initiative in Todmorden, England dedicated to growing food locally by planting on unused land throughout the community. ncredible Edible started small, with the planting of a few community herb gardens in Todmorden, and today has spin-offs in the U.S. and Japan. Incredible Edible Todmorden

empowers ordinary people to take control of their communities through active civic engagement.

Co-Founder of Incredible Edible

Pam Warhurst cofounded Incredible Edible, an

Seattle, WA