

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

ECO-FRIENDLY SPEAKERS SERIES

 Fridays, March 2016

 University of Washington, Sieg 233

TALKS

 March 4, 6 - 8:00pm

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



Christian Kaufmann

Digital Artist & Business Graduate

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.



Rachel Armstrong

Innovative Scientist

*Co-Director of AVATAR in
Architecture & Synthetic Biology*

Dr. Rachel Armstrong innovates and designs sustainable solutions for the built and natural 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.



Michael Pawlyn

Architect

Founder of Exploration

Michael Pawlyn takes cues from nature to make new, sustainable architectural environments. He has lectured internationally on biomimicry and innovative approaches to sustainability. In 2007 Michael Pawlyn delivered a talk at Google's annual 'Zeitgeist' 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 Warhurst

Community Leader

Co-Founder of Incredible Edible

Pam Warhurst cofounded Incredible Edible, an 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.