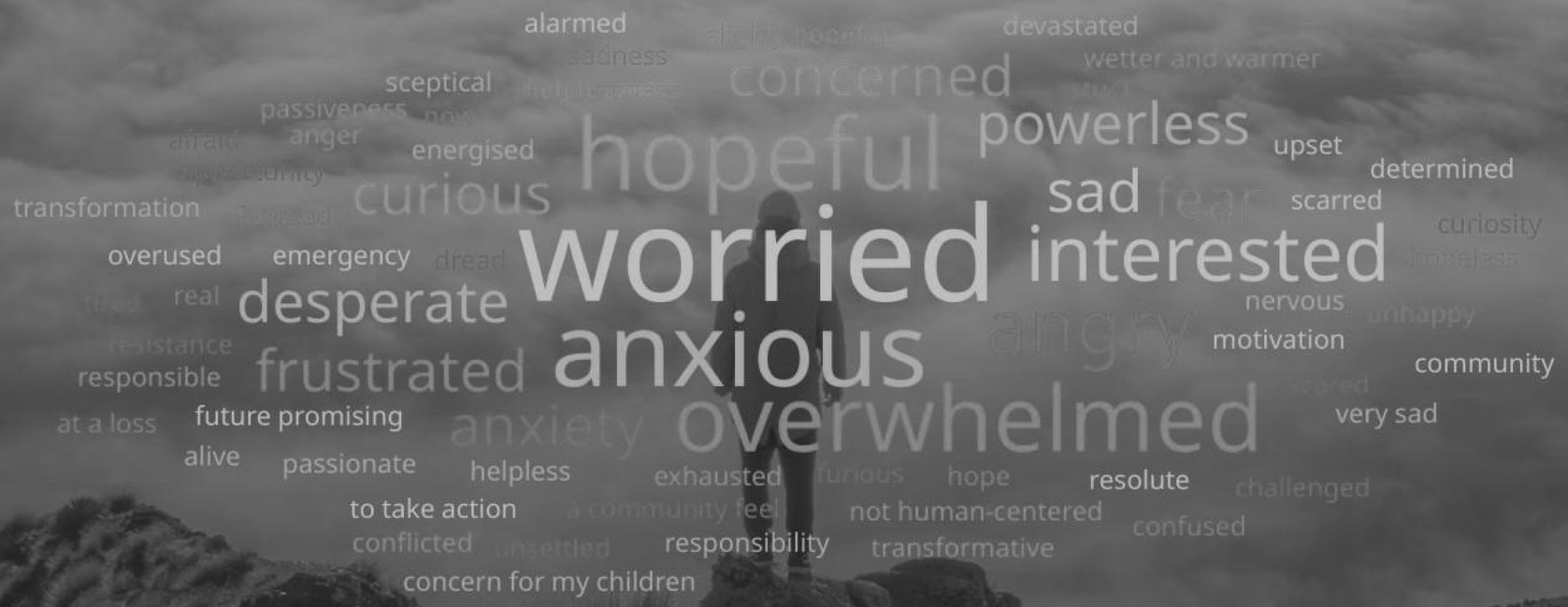
Climate Literacy Reimagined –Gamifying Climate Education

Dr Emma Fieldhouse
Director/Founder
Future We Want

Mentimeter

When you say "climate change", I feel...



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Dr Emma Fieldhouse

- Climate education specialista ;o)
- Career environmentalist (HE sector)
- Trained, experienced teacher & facilitator
- Confluence of sustainability vs. learning vs. research

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We focus on people

Only when the world's people are engaged, informed and inspired will we achieve our sustainable future

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Connect with/follow Emma on LinkedIn

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What average per centage of the world's public care about climate?

Between 50 - 56%

Between 65 - 75%

Between 80 - 89%

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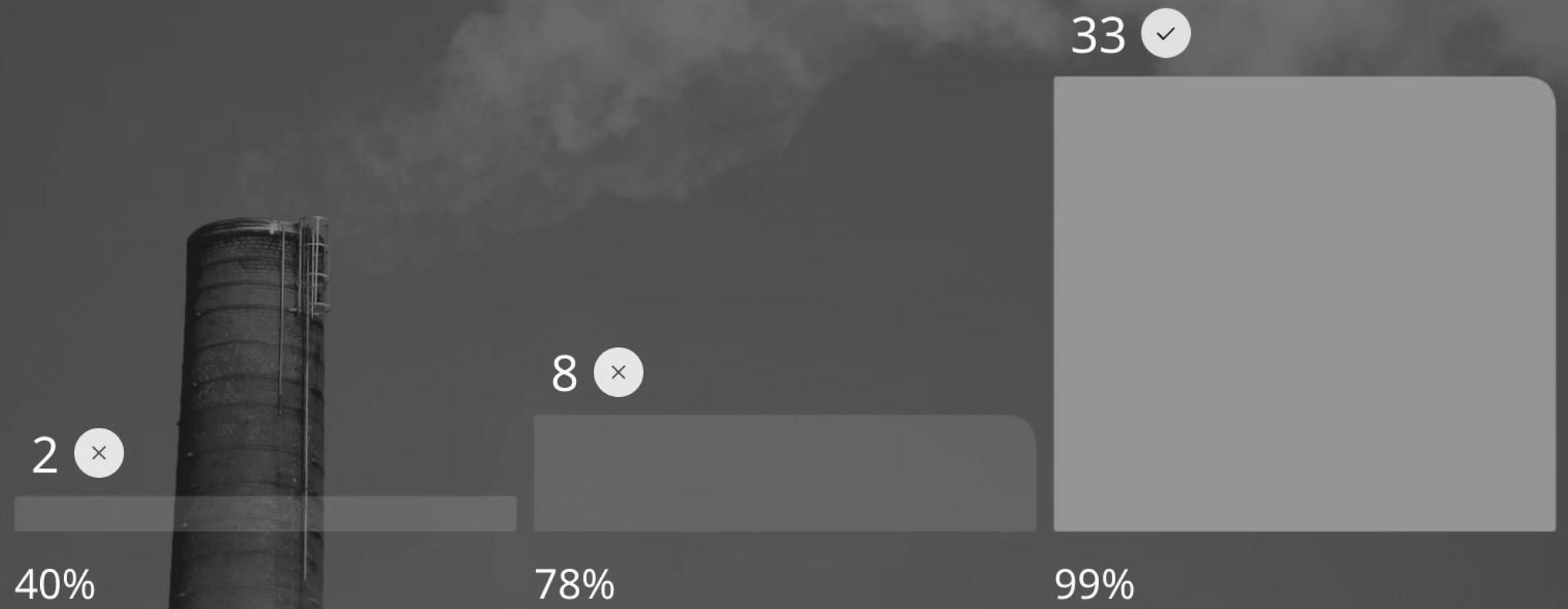
Percentage of world's scientists who agree that the largest part of current global warming is manmade



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Carbon Literacy Project

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Science of Climate Behaviour Change

- Care and concern doesn't translate to action
- Willingness to act and actual action are not the same
- Education works if twinned with action
- Action creates MORE action

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Why we need to change how we talk about climate change

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What action will you take?

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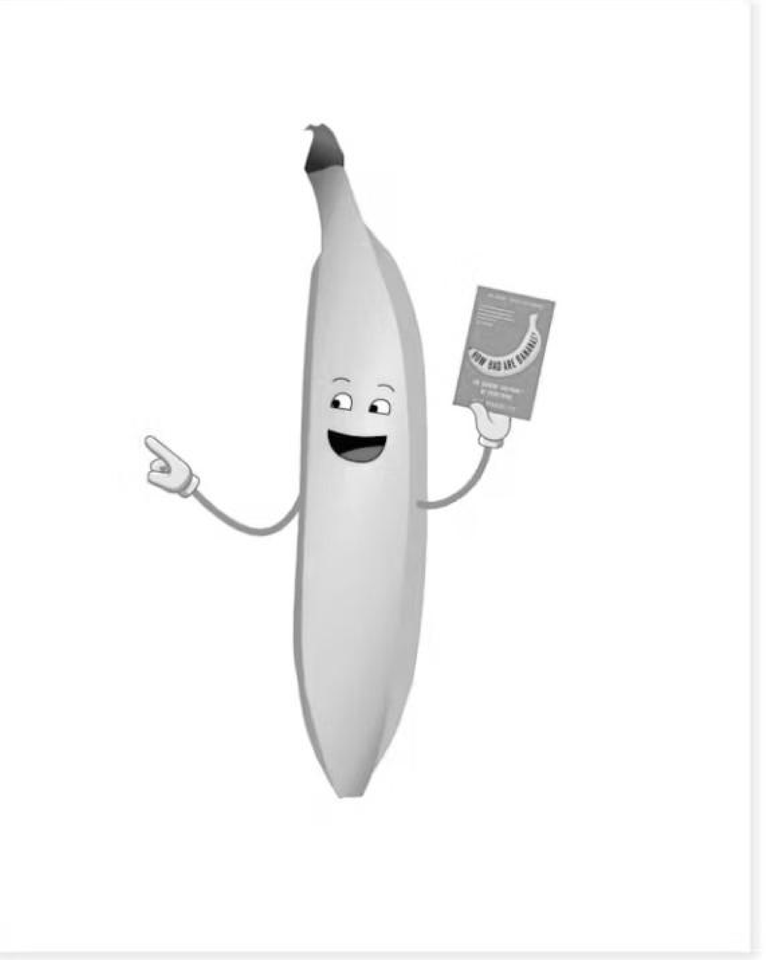
HOW BAD ARE BANANAS?

The Carbon Footprint Game

Loading ...

Prof Mike Berners-Lee & Anja Fischenich



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What is a carbon footprint?

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Which has the higher carbon footprint?

62%

38%

1 kg of cheddar

A pair of average shoes

1

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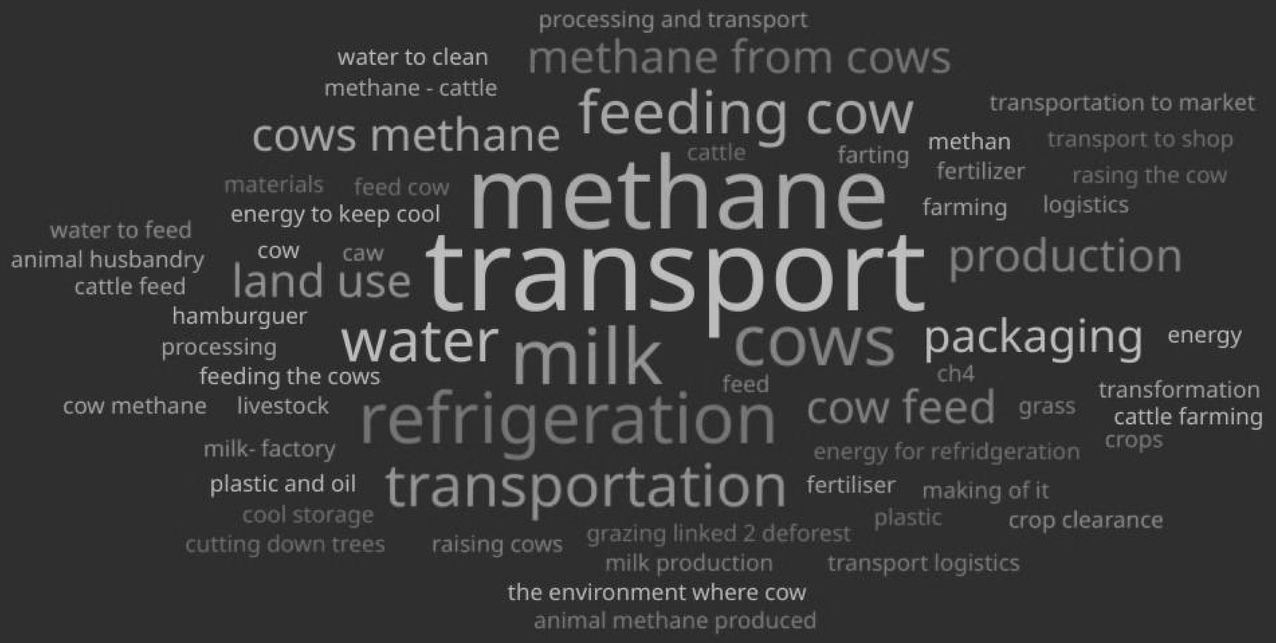
What makes up the footprint of the cheddar?



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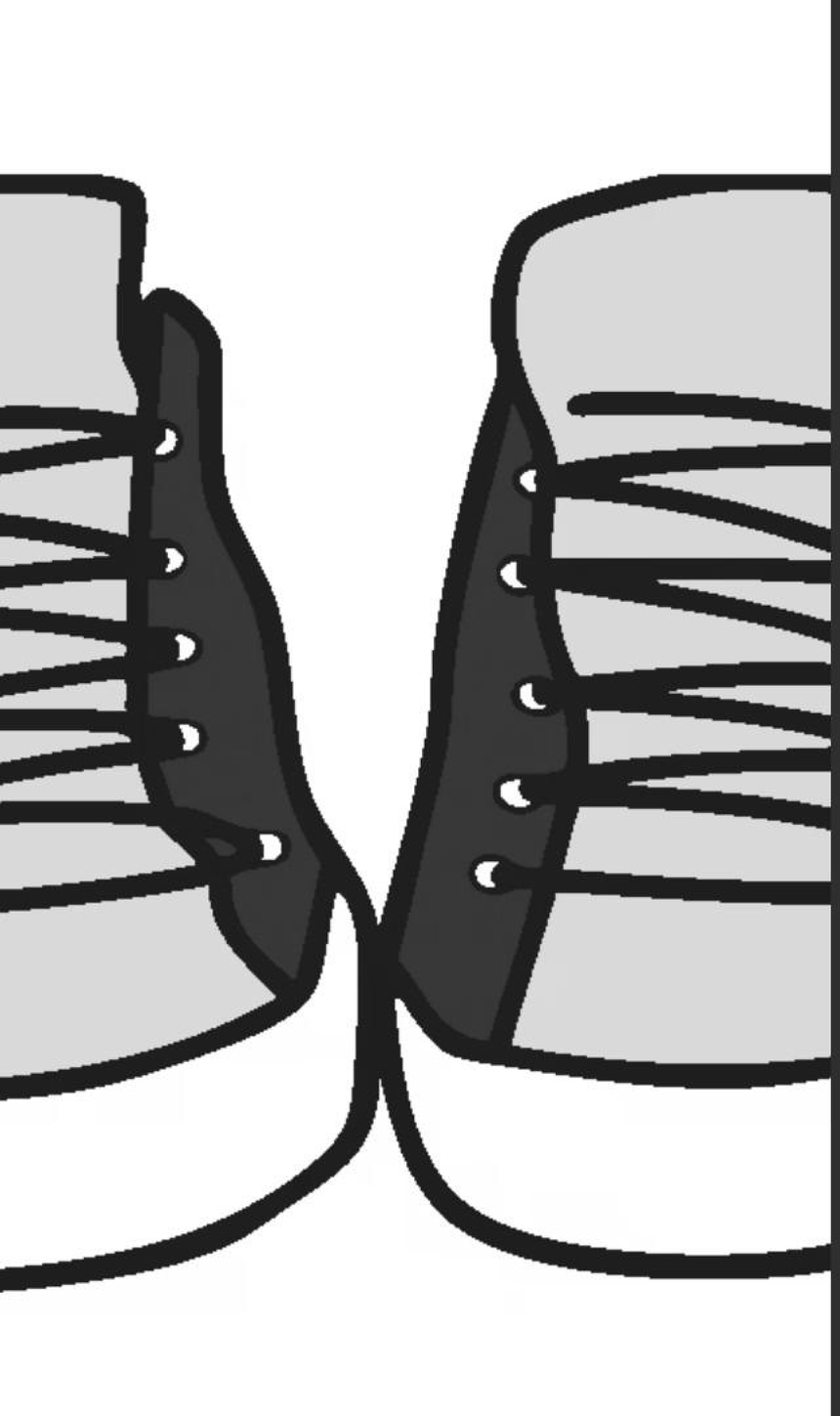

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What makes up the footprint of the shoes?

supply chain
rubber plantations
water use
packaging
processing
fast fashion
logistics
soles
plastic feedstock
machinery
materials
oil
packaging and transport
waste water
raw materials
manufacturing
colours
petroleum in soles
energy
tranport
material
transport
material transformation
slavery
landuse
storage
machining
retail
machines
shop
leather
fabric
dye
transportation
manufacture
use
refrigeration
rubber on soles
production
plastic
water
factory
material extraction
plastic oil
machines - energy use
plastics
energy use
petroleum in fabrics
raw material
transformation
end of life

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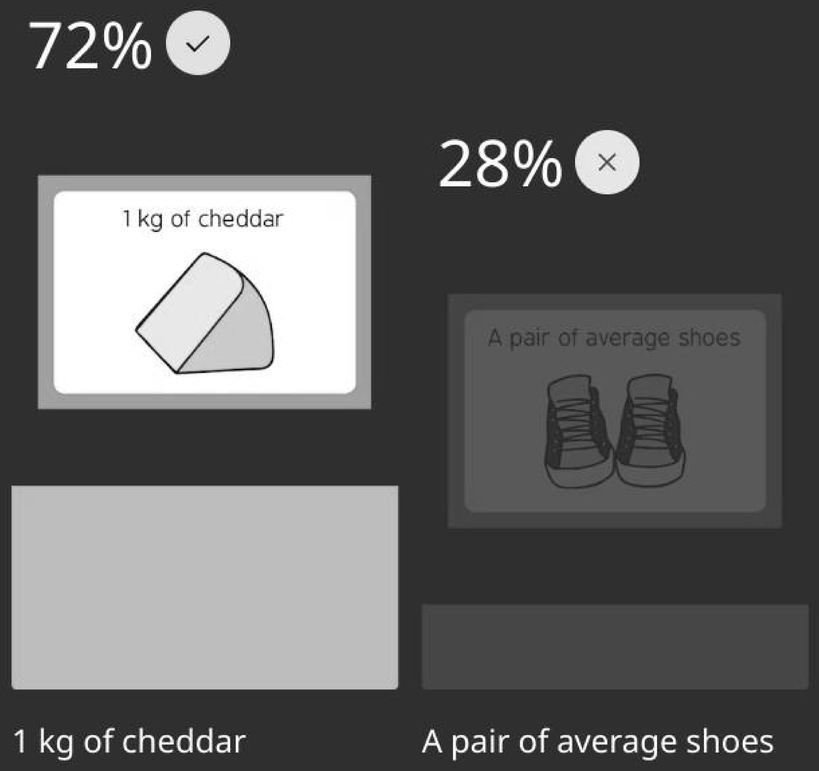
Which has the higher carbon footprint?



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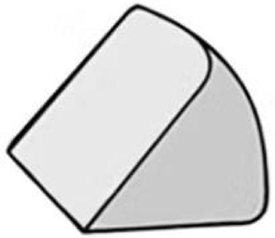
1 kg cheddar is higher!

1 kg of cheddar



11.8 kg CO_2e

A pair of average shoes

11.5 kg CO_2e

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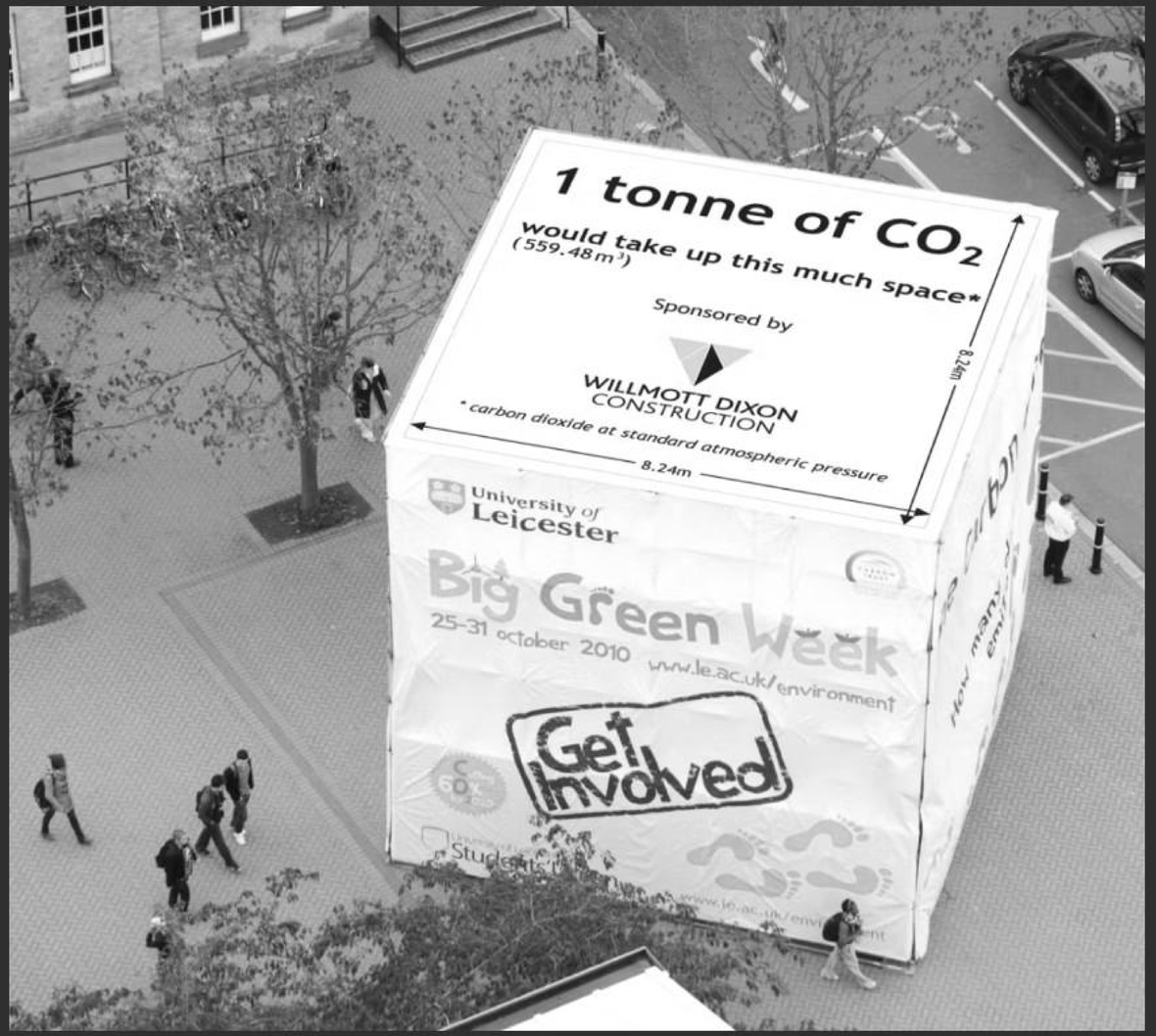
An average person per year (UK)

13,000 kg CO_2e



1 tonne of CO2e* is the size of a terraced house!

*gases at standard atmospheric pressure

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CREATE YOUR OWN FOOTPRINT - footprint.wwf.org.uk
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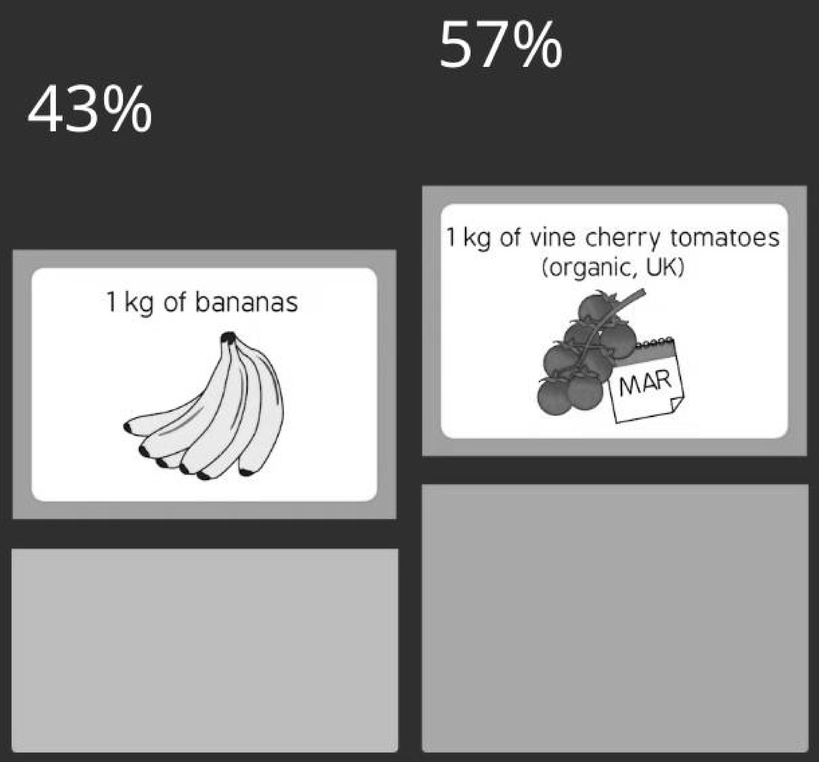
Which is higher bananas or tomatoes?



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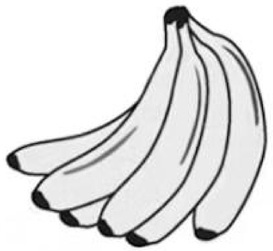
The tomatoes are higher!

1 kg of bananas



0.67 kg CO_2e

1 kg of vine cherry tomatoes (organic, UK)

28.2 kg CO_2e

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Why do games work?

- Relax! Not defensive
- Effective for retention
- Self-determination
- Critical thinking

Summary

- Keep it visual
- Create simple actions
- Share stories
- Lead with action!

Next steps

- Our next Carbon Literacy course is on the 4th & 5th March 2026 (9am - 1pm)
- Connect with me on LinkedIN to ask for a postcard
- Chat to me at the end of the session

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What % of a population need to shift to create societal change?

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When you say "climate change", I feel...

stressed
work needs doing
excited
driven
motivated
concerned
challenged
challenge
hopeful
curious
engaged
energised
inspired
community

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What action will you take after today's webinar???

play the bananas game

connect

buy bananas not tomatoes

apply research in school

carry on researching

don't give up

work on my game

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