

# SHERL@CK

# Serious Gaming: An innovative tool to enhance the teaching-learning experience







### Università degli Studi di Napoli Parthenope







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### Project funded by



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# **Introduction to Serious Gaming**

- Serious games are innovative and engaging tools designed with specific **learning objectives** or goals. They aim to impart knowledge, develop skills, or change behaviors in players.
- These interactive digital experiences offer a compelling fusion of entertainment and learning, making complex concepts more accessible and engaging for students of all ages



# **Main Benefits**

- Unconventional and innovative educational activities
- Learning by doing and learning by playing
- The learning experience is more effective and involving than traditional teaching alone
- To face the changing scenarios and develop flexibility
- To learn different and complex concepts in an easy and involving way
- To stimulate, boost and develop technical and soft skills



https://www.chaostheorygames.com/blog/seri ous-games-guide-everything-you-need-to know-in-2021 Source:

### **Business Simulation Game**

- Business Simulation Game is an innovative and engaging educational and training tool that allows to replicate the dynamics and logics of a specific business scenario.
- Users, individually or in team, face a competitive situation in order to stimulate the application of their problem solving, creativity, strategic analysis and decision-making skills.
- The task is to lead a virtual company analysing data and making strategic decisions within the game, which have consequences on the outcome.
- These decisions involve areas such as marketing, human resources, innovation and sustainability.

### The Pasta Industry

### Overview

The pasta industry has been a staple of culinary traditions worldwide, satisfying palates and nourishing billions of people for centuries. However, with the growing global population, increasing environmental challenges, and shifting consumer preferences, sustainability has emerged as a critical concern for the pasta industry. In the next years, sustainability will play a pivotal role in shaping the future of this beloved food sector, ensuring its resilience, and safeguarding the planet for generations to come.

By prioritizing sustainability and adopting eco-friendly practices, pasta companies can positively impact the environment, mitigate climate change, and cater to the evolving preferences of consumers. Embracing sustainability is not only a responsible choice but also a strategic imperative for the pasta industry to thrive in a rapidly changing world. By investing in sustainable practices now, the pasta industry can contribute to a healthier planet and a more sustainable future for all.

### Sustainability

Amidst the mounting environmental challenges, the pasta industry is witnessing a transformative shift towards sustainability. Forward-thinking companies are taking proactive measures to address these issues and embrace eco-friendly practices:

Sustainable Sourcing: Pasta manufacturers are prioritizing sustainable sourcing of raw materials, choosing responsibly grown and non-GMO ingredients to reduce environmental impact.

Energy and Transportation Efficiency: Efforts to reduce energy consumption in pasta production are gaining momentum, with companies adopting energy-efficient technologies and renewable energy sources.

Packaging Innovations: Eco-friendly packaging solutions. such as compostable and biodegradable materials, are being explored to reduce the industry's reliance on single-use plastics.

- Overall demand: 11.000.000 pasta products and 5 companies (4 virtual and 1 human users)
- Energy Price: from 0.15 to 0.20 € per kWh



Trend for the next years

impact.

and sustainability.

Trend - Customer Sensitivity

The pasta industry has experienced significant growth

due to its popularity and affordability. As demand

continues to rise, so does the industry's environmental

Consumer awareness about the sustainability is the main

driver of the market. From research just published, it

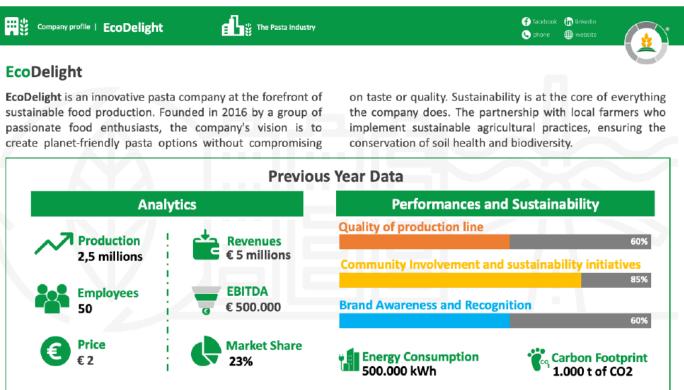
emerges that the consumer looks for the right balance

among quality of the product, customer satisfaction

-Ouslomer Satis/action

-Sustainability

-Pricing





# **RES4CITY Business Simulation Game**

The user plays the role of Sustainability Advisor, checking and evaluating the "Pasta" industry scenario and four company profiles. The business simulation game has been developed using Artémat's proprietary web-based platform with client-server architecture Business Game Studio, and it is composed of three rounds/steps:

- First round: the user must analyse and evaluate the industry, and the fact sheets of four companies - and then select one in order to lead that company in the second and third rounds.
- Second and third round: the user leads the selected company, making decisions about the main strategic choices that characterize the market. The task is the complete management of the business, with a specific focus on innovation and sustainability. The objective is to increase the company's market value over two years.





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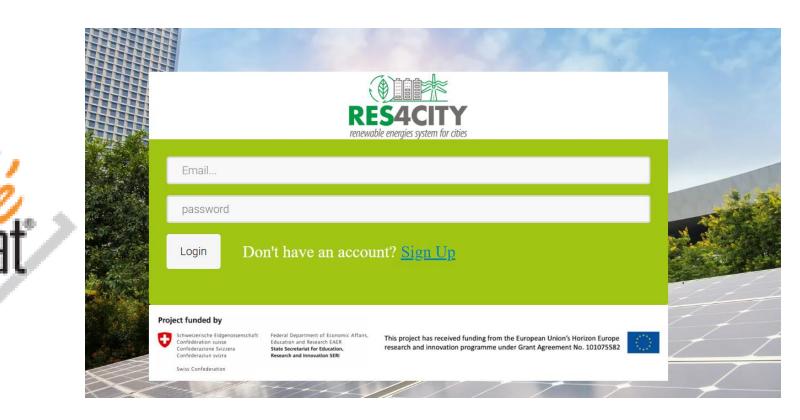
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# **RES4CITY Role Play Game**

In Role Play Game the Players play a role and interacts with other subjects which are virtually simulated. Emails and messages are exchanged, decisions are taken, and other interactions are simulated.

RES4CITY project developed a role play game focuse on Energy Communities. Link to play: <u>https://res4city.artematlab.org/roleplaygame</u>







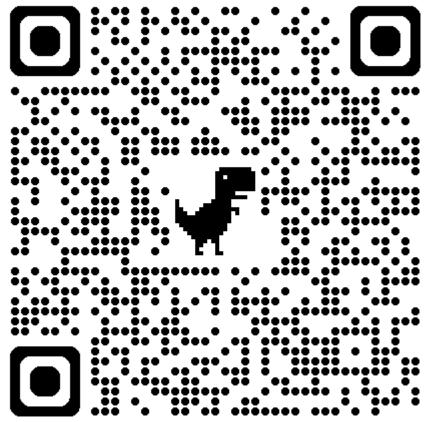
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# **THANKS FOR YOUR ATTENTION!**

# **Prof. Vincenzo Bianco**

## vincenzo.bianco@uniparthenope.it

