What are the opportunities and challenges of incorporating gamification in workplace trainings centered around equity and community engagement decision-making?

How can gamification be used to communicate environmental topics?

**BACKGROUND**

Traditional workplace trainings usually come in the form of seminars and online modules which can be uninspiring, limiting in creative expression, and information retention.

Understanding community engagement and equity within a professional setting requires a thorough grasp of the multifaceted nature and intricate dynamics of marginalized communities.

Gamification is the use of gaming elements in a non-gaming context, typically with the goal of enhancing engagement, motivation, and learning outcomes.

**RESEARCH QUESTIONS**

What are the opportunities and challenges of incorporating gamification in workplace trainings centered around equity and community engagement decision-making?

How can gamification be used to communicate environmental topics?

**METHODOLOGY**

Interned with Port of Seattle in the Community Engagement Department

- Analyzed Port of Seattle’s Equity in Community Engagement Playbook and City of Helsinki’s board game model
- Board game outline, content, cards, and instructions
- Post-game quick response-inspired survey (Figure 1)

To answer my research question, I also conducted extensive academic research on gamification in other organizations.

**RESULTS**

**OPPORTUNITIES OF GAMIFICATION:**

- Shows employees' willingness to engage, experience failure, and make repeated attempts
- Makes work rewarding
- Ability to gain more knowledge on equity and engagement tactics

**FINDINGS**

- All participants selected "strongly agree" to gaining more understanding of equity and environmental justice (Figure 2)
- Level of engagement can vary depending on gaming elements used in workplace trainings (Figure 2)

**IMPLICATIONS**

Port of Seattle’s community engagement game has shown success in effectively communicating principles of equity and community engagement. My case study can be used to support future implementation of gamified workplace trainings in other companies.

The use of gamification can facilitate open dialogue on sensitive environmental subjects with engaging activities. Creation of these gamified trainings helps mitigate environmental justice issues while also strengthening the voices of employees and marginalized groups.

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