



The Newtonian Shift

Experience 30 years of energy transition
in one day

FRESH  GAME STUDIO

FRISSE  BLIKKEN

FRESH GAME STUDIO

We create **playful solutions** for your **business challenges**.

We help organisations to reach their goals
by adding **playfulness** to their peoples work.

#seriousgames

#gamification

#digital

#playful

#hybrid

Check out our 1 minute showreel [here](#).

PHILIPS

essent



ASML



Rabobank



Uber



ING 

STEDIN^{NET}

VATTENFALL 



Our Vision on Serious Gaming

1



The **real world** where players live and work in.

2

We design a game world which simulates the **core dynamics** of the real world in an abstract manner. Play engages people by tapping into their motivation. This engagement leads to **authentic** and an **intensive learning experience**.

3



The **game world** provides a safe space for exploration, experimentation and learning.

4

After playing participants **reflect** on their learning experience, their behaviour and its effects they have seen. This helps them to **translate** their **insights to the real world** and **formulate actionable goals** for the future.

Sources:

- Ryan, R. M., & Deci, E. L. (2002). Overview of self-determination theory: An organismic dialectical perspective.
- Kolb, D. (1984). Kolb's experiential learning theory.
- Hunicke, R. LeBlanc M, & Zubek, M. (2001). MDA: A Formal Approach to Game Design and Game Research



The Newtonian Shift



Check out a gameplay video here: [link](#)





The Newtonian Shift 2

The Newtonian shift is a physical game that lets participants experience what the energy transition is really about. The game is suitable to use as an intervention to inform and to stimulate cooperation within groups involved in the energy transition.

- Players can take on the role of one of many stakeholders (energy company, large companies, municipalities, cities, government, investors, etc.)
 - During the game, they are jointly responsible for the energy situation for the fictional country in the game. The decisions they make must contribute to the availability, affordability and sustainability of the energy supply.
 - Players experience the energy transition at a systems level and what role behavior and cooperation play in making it successful.
 - The game can be loaded with different scenarios that affect the game context. These scenarios represent social future scenarios that are relevant to the energy transition
 - Watch this video for an impression of the game and players' experience:
- 🕒 6 hours (1 game day), including introduction and debriefing.
- 👥 15 to 20 players per game (3 parallel runs possible). 1 lead facilitator and 1-2 co-facilitators are needed per game
- € Single gamerun (up to 25 players): € 4950,-
Double gamerun (up to 50 players): € 7950,-



Programme

Note: this is a concept program for your inspiration. We can adjust this timetable to a program fitting to your needs for the gameday.

| TIME | ACTIVITY |
|-------|---|
| 09.00 | Walk-in, start, goal of the day, linking the game to the learning goals of the day. |
| 10.00 | Introduction in serious gaming and the Newtonian Shift |
| 10.30 | Round 1 |
| 11.30 | Round 2 |
| 12.30 | Energy Summit and group discussion |
| 13.30 | Round 3 |
| 14.15 | Game Closure and break |
| 14.30 | Debriefing and reflection. Bringing the game experience and insights back to real life. |
| 15.30 | End of the day – social activity |



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**We are looking
forward working
together!**

