



Ökobeichtstuhl

Provoking and Entertaining: confessions of a 'Scientainment' Project



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Workshop at the EUPRIO
Conference 2017, Mannheim



Scientainment Workshop

- «Scientainment»
- Project goals and campaign
- Outcome & Impact (project evaluation)
- Workshop
- Discussion





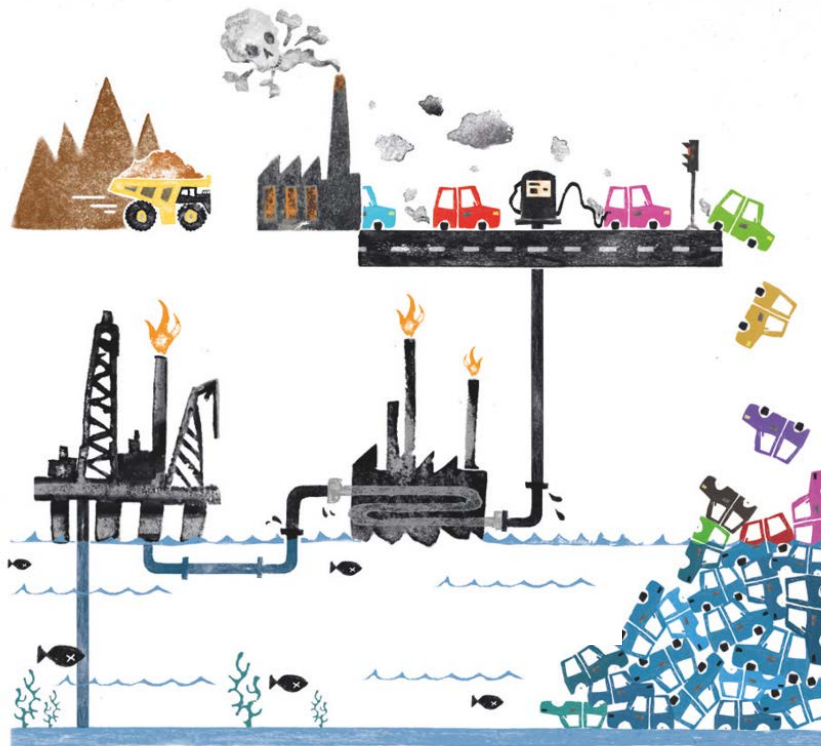
Sciertainment

- 2/3 of Swiss cannot be reached using science communication
- 43% agree that science has more positive than negative consequences!
- New formats are needed
- Combining entertainment (performances, music, stories...)
- Emotions... Fun!





The Science part: Life Cycle assessment (LCA)



Eco-sin: Driving to work by car



Eco-sins and atonements

Eating a large Steak



Buying a new laptop



Cycling instead of taking the car



Eating no meat





Eco-sins and atonements

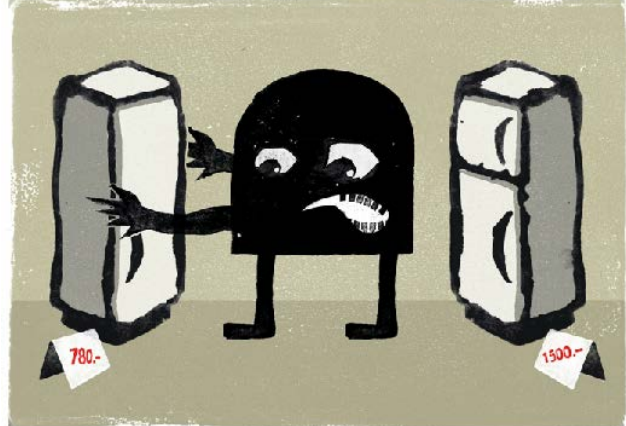
Eating a chocolate bar



Soaping without running water



Buying the not energy efficient refrigerator



Reusing plastic bags





Science & sustainability communication project

- Make research on environmental impact available
- Teach environmental consciousness for «daily-life» decisions
- Precipitate changes in behaviour
- Reach a younger target group/ not interested in science or sustainability
- Be entertaining & fun

Living



Eating



Mobility



Consumption





Eco-Confession Chair

- Confession chair for «eco» sins
- Digital «Confessor»
- «atonement» to compensate for environmental impact
- Based on life cycle assessment data
- Roadshow





Eco-confession demo

Let's confess!





Eco-confession Campaign



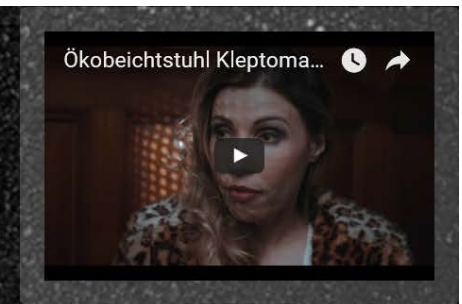
Roadshow



Mobile App



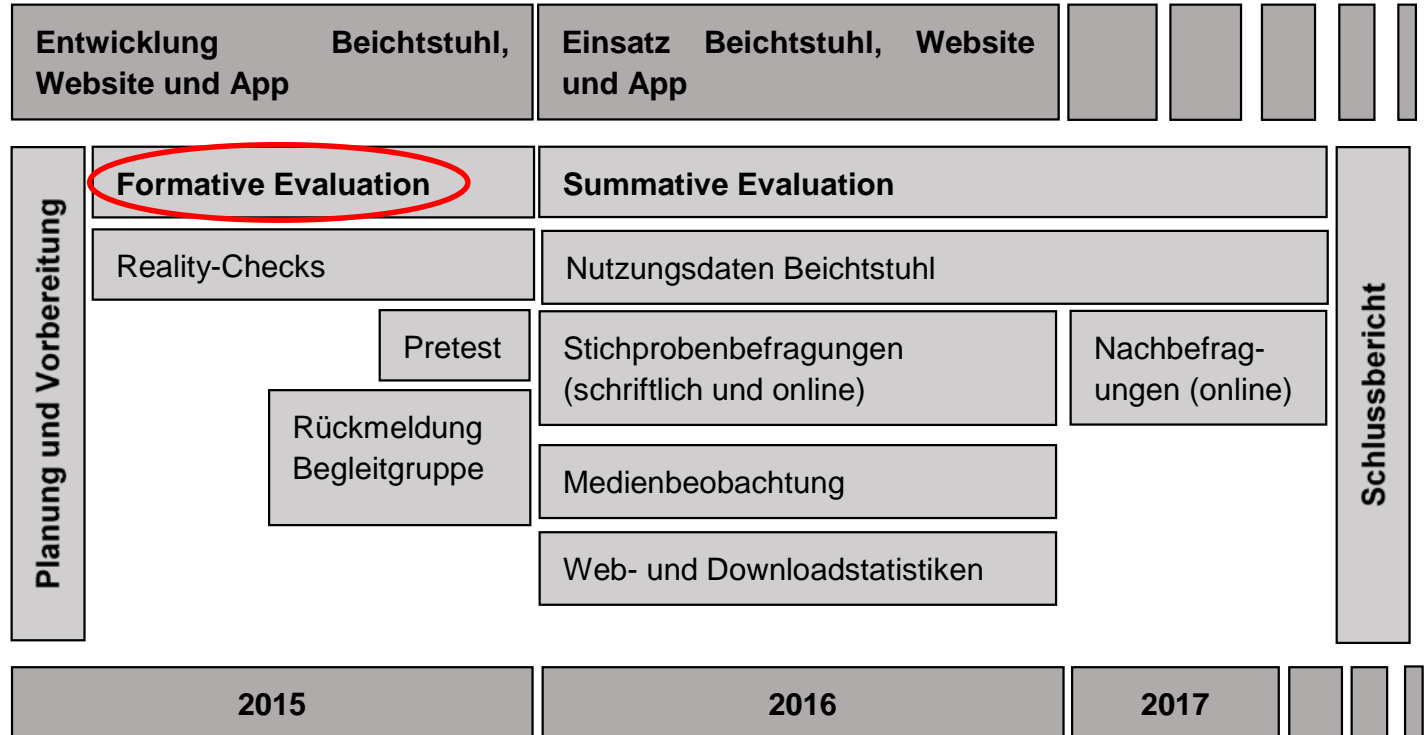
Website



Video clips



Evaluation - concept





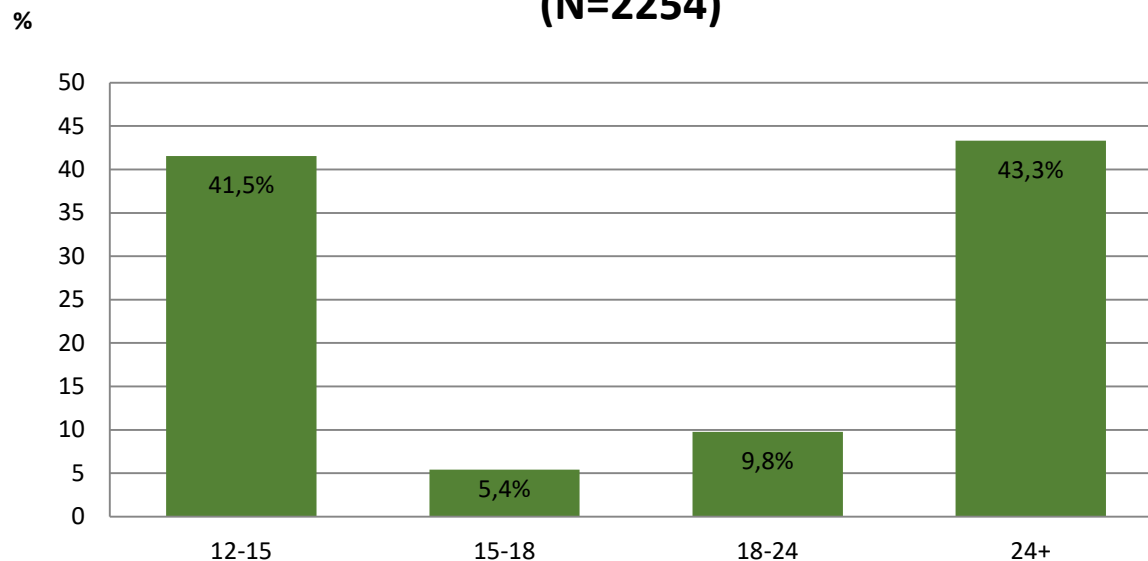
Visitors and locations

Locality	No. of visitors
Universities	171
Schools	1010
Festivals	401
Museums, parks	5040
Local markets, mall	535
others	246
Total	7214
App, Facebook, youtube...	<i>Ca. 15'000 interactions</i>



Whom did we reach?

Age of visitors reaching screen 7 and more in %
(N=2254)

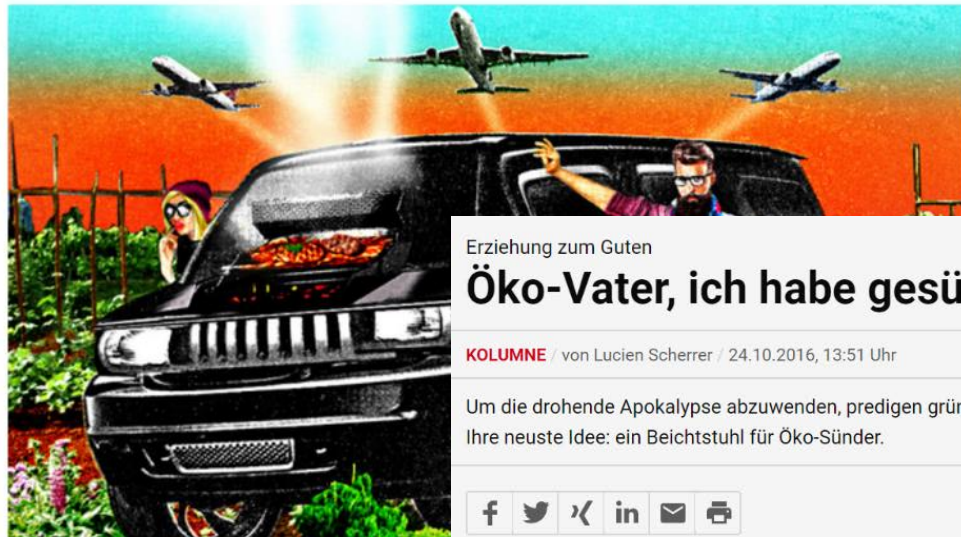




Media coverage

Bio predigen und Business fliegen

Beim Umweltschutz sind die meisten inkonsequent – und wollen es nicht wahrhaben. Aber nicht nur dort.



Reich in einem Monat
Dieses in USA verbotene System ist in der Schweiz viral geworden [Mehr »](#)



**Mobilien
Autoversicherung**

Erziehung zum Guten

Öko-Vater, ich habe gesündigt

KOLUMNE / von Lucien Scherrer / 24.10.2016, 13:51 Uhr

Um die drohende Apokalypse abzuwenden, predigen grüne Politiker und Wissenschaftler den «lustvollen» Verzicht. Ihre neueste Idee: ein Beichtstuhl für Öko-Sünder.



MEISTGELESEN IN DIESEM RESSORT

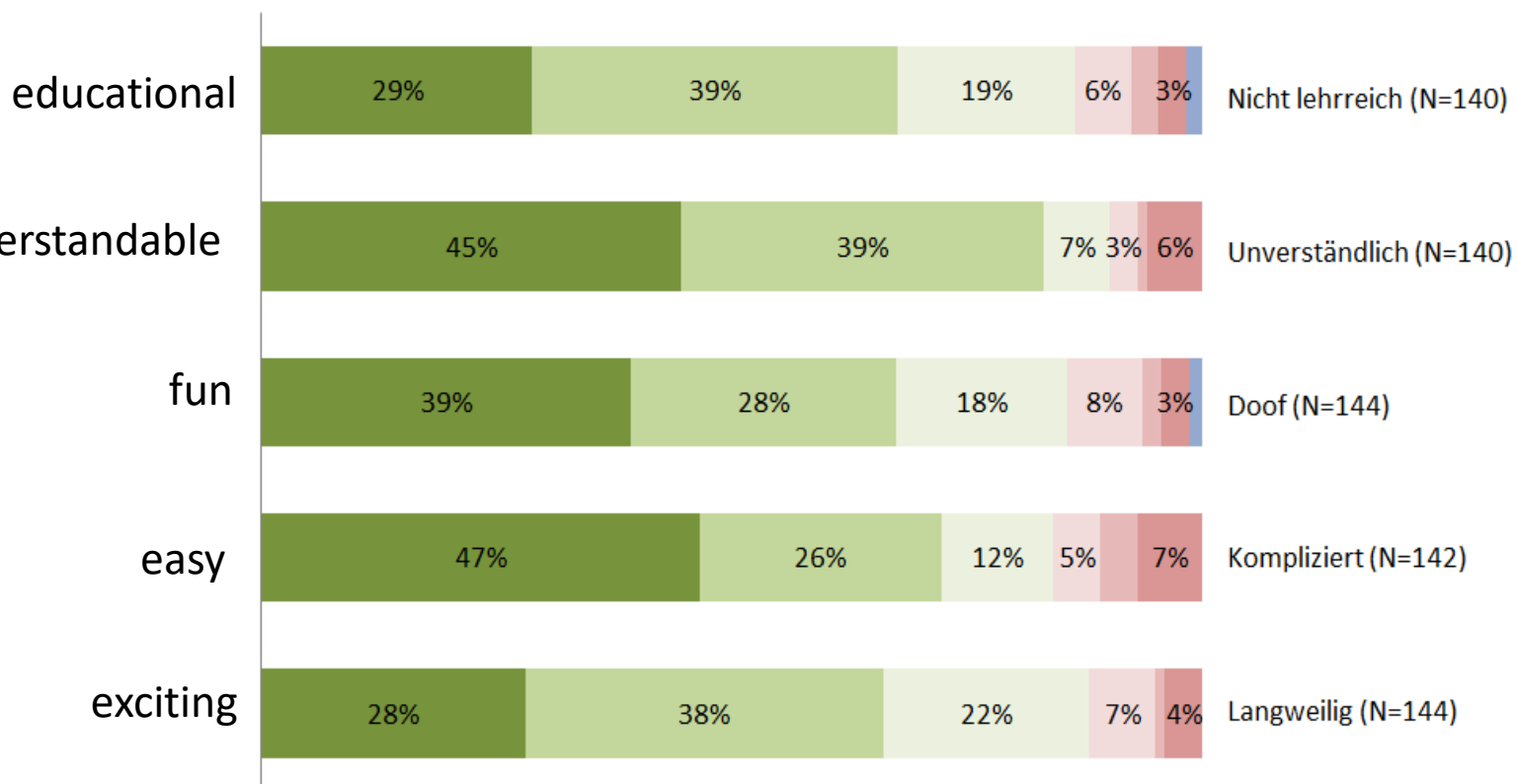
Familienheim-Genossenschaft Zürich
Die Grossgrundbesitzer von Friesenberg

Adi Kälin / 9.6.2017



Visitor feedback

Der Besuch im Ökobeichtstuhl war...





Impact

Are you planning on making atonement for your sins? (N=139)



■ ja ■ teilweise ■ nein ■ das weiss ich noch nicht



Top 3 sins and atonements (24+)

Top 3 sins 24+	% selected
I ate a bar of chocolate.	21%
I ate a large steak.	20%
I flew to London.	19%

Top 3 atonements 24+	% selected
Spend XX hours outside instead of in front of the TV.	13%
Use your bike for XX km instead of using the bus.	12%
Take the stairs instead of the elevator for XX times.	10%



Conclusion

- Fun project for all of us
- Positive feedback
- Impact and reach are difficult to evaluate
- Will permanently stay in environmental exhibition
- Benefactors are happy!

Questions?



Workshop

- **Let's choose a research project/topic**
- **Use the card for entertainment-inspiration**
- **exchange ideas, note titles**
- **Presentation of a few ideas**
- **Discussion**

Thank you!



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