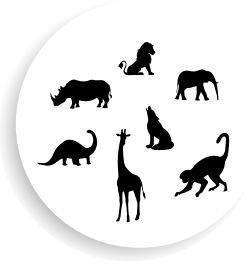


# THE IMPACT ARENA

RAISING ENVIRONMENTAL AWARENESS  
THROUGH PLAY

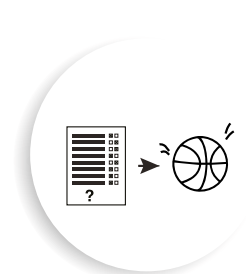
How might we use the the knowledge children acquire during  
the tour to trigger a play experience and measure it?



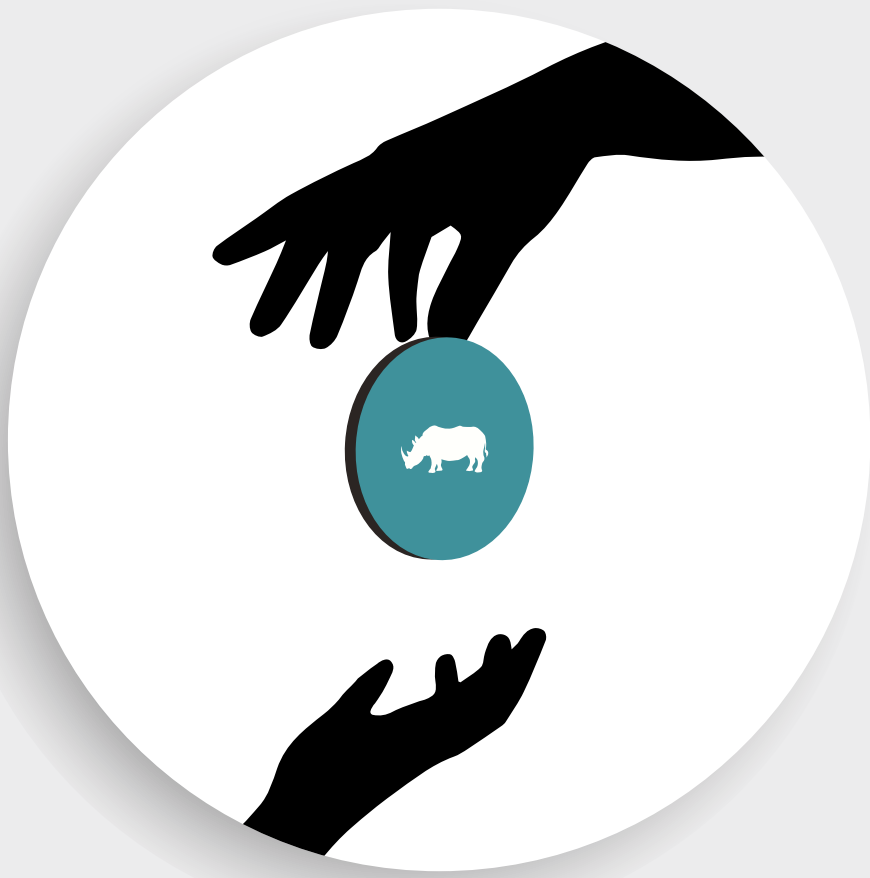
1 GAME FOR  
ALL TOURS



20-32 KIDS  
6-13 YEARS

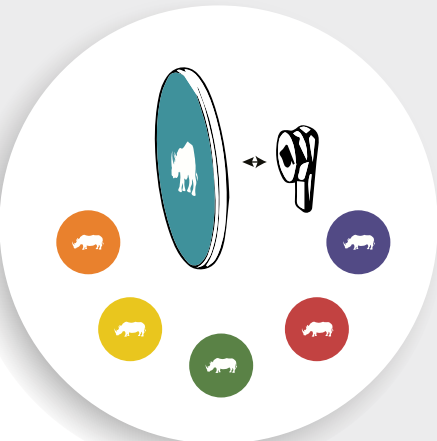


MAKE EVALUATION  
SYSTEM PLAYFUL



## HANDING OUT TANGIBLE KNOWLEGE

During the tour, the zoologist  
gives to each child a pin that  
symbolises the knowledge  
**THEY ARE ACQUIRING.**



## THE PIN

They come in different **COLORS**,  
for **DIFFERENT AREAS OF  
KNOWLEDGE**. When the kid gets  
a pin in a color, he/she becomes  
an **EXPERT** in that area.  
The colors will help later  
on to split the group  
in teams.



## THE PIN BECOMES THE BALL

After the tour the class-group  
gathers in the play arena where  
they **TEAM UP** by the colors.  
hey will use their pins to  
**ASSEMBLE THE BALLS**  
to play the game.  
The knowledge has turned  
into something to play with.

## PLAYING WITH THE KNOWLEDGE THEY OWN (GAME PT. 1)

The game is a **MULTIPLE-CHOICE QUIZ**.  
Every team has to listen to the question,  
after a few seconds, the question  
is assigned to a color.  
The team corresponding to that color is  
the one who gets to answer the question.

### ? WHAT DOES A RHINO EAT

- INSECTS
- ★ MEAT
- ♥ GRASS
- ▲ CANDIES

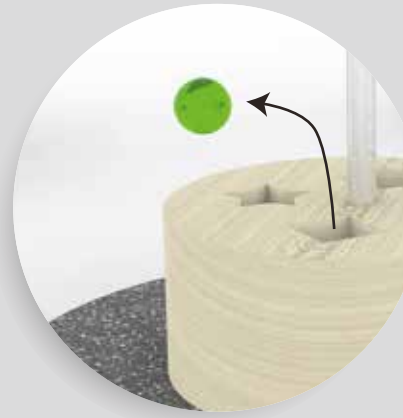
## RUN, PLACE THE BALL (GAME PT. 2)

To answer the question one  
player of the team has to run  
towards the **TOTEM** with the  
**FLAG** and place a ball on  
the hole that fits their answer.



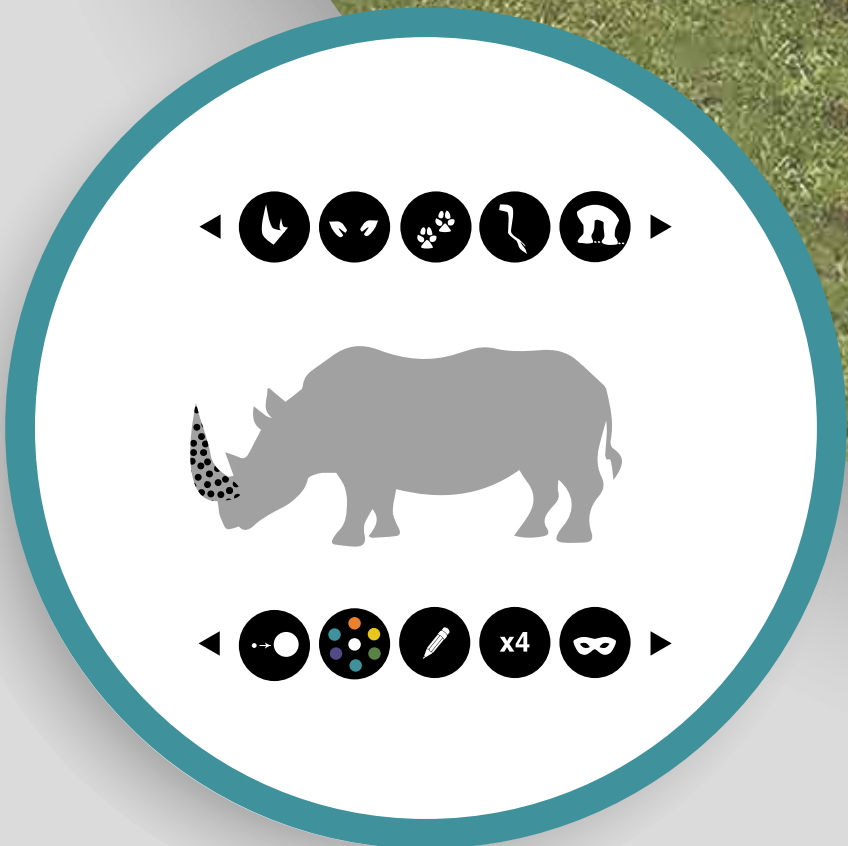
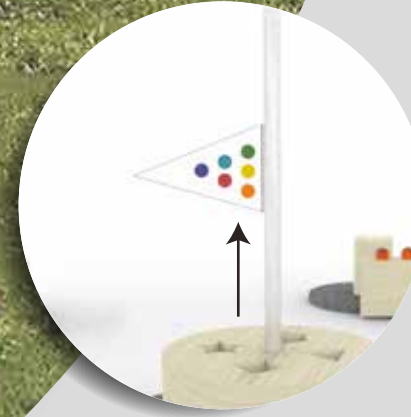
## WRONG!

If the answer is not correct, the  
totem will **REJECT THE BALL**  
by sending it far away.  
The team needs to **COLLECT**  
it and **TRY AGAIN**.



## RIGHT!

If the answer is correct,  
the **FLAG WILL RAISE** a bit.  
The game continues with  
the next question.

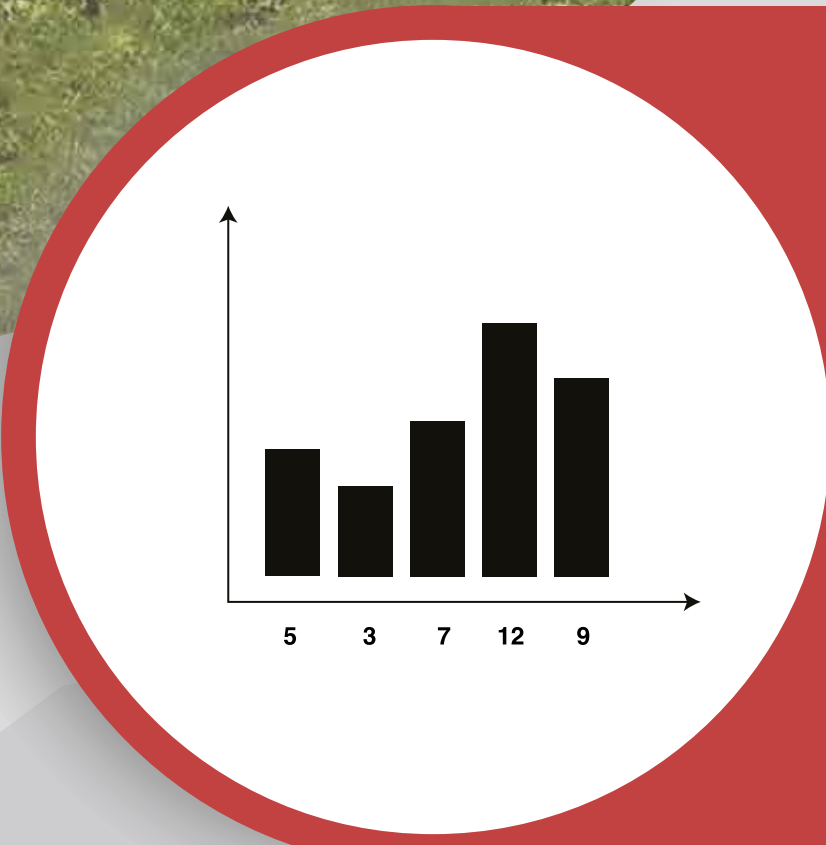


## UNLOCKING FEATURES AS A REWARD

The more the flag will raise, the  
more features will be unlocked.  
Each of them will add **OPTIONS**  
for customising an **AVATAR** that  
the whole class will create at the  
end of the activity.

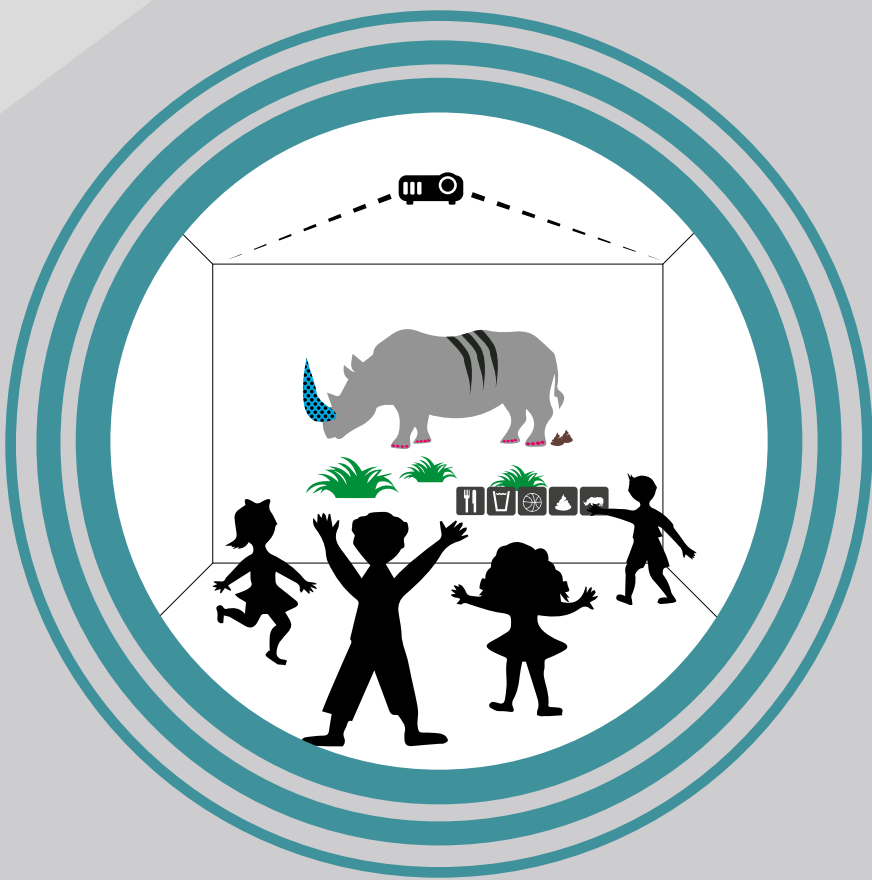
## RAISE THE FLAG

The goal of the game is to  
answer as many questions  
as possible to get the flag  
as high as possible within  
a time limit.



## MEASURING WHILE PLAYING

The totem is the key for collecting  
the answers of the kids,  
**IT'S THE EVALUATION SYSTEM.**  
It will help to detect weak concepts and how  
many attempts the children need  
to get the right answer.  
This system collects data for a general  
overview of the whole group-class knowledge.



## RHINO GOES VIRTUAL

The avatar will be released  
in a virtual world.  
This will serve as a **PLATFORM**  
that can be used after the zoo visit  
by the school teachers, parents and  
kids to **EXPAND THE  
LEARNING EXPERIENCE.**

Ann-Kathrin Scholtyssek  
Phyllis Man Ho Kwan  
Simona Cavalieri  
Clara Borrás Coll  
Aiga Beinárovica  
Joachim Madsen

