

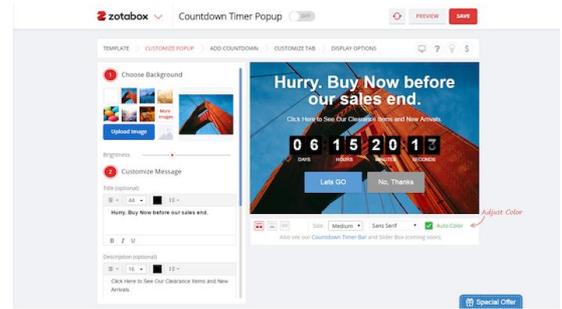
CATCH ACTION PLAN Climate Escape Room IN STEPS (adjusted to Covid regulations)

1. **CALL** Residents of selected streets (in Stadshagen and Wipstrik) find a call in the (social) media in their neighborhood (through street stickers). "Sign up for the climate escape room Adapt or BTrapped with your family or housemates. The escape room can be found on (Thu., Fri., Sat.) 10, 11 and 12 September in your area."
2. **LOCATION** Ideally a schoolyard where the trailer can be set up with the 2 tents.
Action: look for location area together with council district managers + explore on the spot. Is this an area where families live? Is there a suitable schoolyard or other location?
3. **REGISTRATION** Register on the website of the Great Escape (professional escape room company and partner in the project). Pages are made (with proper url) for the Climate escape room (e.g. [www.https://www.thegreatescape.info/escape-rooms/the-climate-escape-room/](https://www.thegreatescape.info/escape-rooms/the-climate-escape-room/)) For the Great Escape this creates traffic to their own website and free publicity. Per neighborhood there are a max. of 9 timeslots for registration available.
4. **COOPERATION** Cooperation with a company like the Great Escape is dependent on their conditions.
5. **MAX AMOUNT OF PLAYERS** In each neighborhood a maximum of three streets can participate. When advertising clearly mention street names and emphasize that these streets are selected to participate.
6. **RECRUITING** All manifestations are done in the corporate identity of the climate escape room + CATCH + council and partners logos are used.
7. **RECRUITING, CHANNELS:**
 - a. Website pages Great Escape
 - b. Traditional media/press release, newspapers, (local) radio stations, weblogs, door to door magazines, etc.
 - c. Social media, Facebook and Instagram of community centers and other well visited Facebook pages according to council district managers.
 - d. Promotion material can be used on festivals and other events around selected dates.
 - e. Street stickers (find example below, please pay attention to permission from the council): exclusively in streets where recruiting is done.



8. **WAITING LIST:** For those we haven't been able to register in time there a waiting list is created, with a final deadline.

9. **RECRUITING VIA WEBSITE** Create shortage, by emphasizing in recruitment that an opening date will be set for registration. Those who register first have a greater chance to participate. Start early (about a month beforehand with announcements on traditional media and festivals/events). traditional media) and use a countdown system.



10. **REGISTRATION** On the website participants choose a timeslot:

Loc xx	date	18:00-18:45	Loc yy	date	18:00-18:45
		18:45-19:15			18:45-19:15
		19:15-20:00			19:15-20:00
		20:00-20:45			20:00-20:45
		20:45-21:30			20:45-21:30
	date	9:30-10:15		date	14:00-14:45
		10:15-11:00			14:45-15:30
		11:00-11:45			15:30-16:15
		11:45-12:30			16:15-17:00

TOTAAL: 18x4 participants: 72 participants, 36 per neighborhood

11. **REGISTRATION WEBSITE** Participants that have selected a timeslot then fill in the names of all four participants + street + house number + email address + phone number. They receive a confirmation of their entry in which is stated where to report at which time, a clothing advise, tips & tricks, etc.

12. **COVID REGULATIONS** (Alternative options during Covid crisis)

- People are asked to participate with their own household.
- People are asked to participate that share a house.
- Registration can be done individually. In this case groups are formed and one of the four is selected (by drawing) to enter the escape room and solve the puzzles. The other three are 'life lines' that can look into the escape room via a camera, e.g. at the area surrounding the escape room and can help the player in the escape room. This can even be done from their own homes.

13. **REGISTRATION ESCAPE ROOM** Registration is initially only for playing the escape room. After arrival in tent 2 (after having played the escape room) players are invited to an inspiration excursion, with a possible participation in a street battle. In this street battle streets in the same area compete to become the greenest and most biodiverse street, or the most climate adaptive street or most attractive green street.

14. **SET UP TRAILER** Reception on reserved timeslots. Trailer is set up on a schoolyard or other centrale place in the neighborhood. On both sides of the escape room tents have been set up. On the right hand side: reception and welcome tent, where participants arrive.

15. **QR-CODES TRAILER** People who are waiting for their turn can stand in between the tents and read information which is place on the outside of the trailer and via QR codes visit the website.

16. **WEBSITE** Webpages must be prepared timely, for the urls that need to be placed on the QR codes in the design of the trailer.
17. **TENT SETTING.** Due to Covid participants must be able to stand 1,5 m apart from each other, possibly with a screen or partition in between them and the game leaders.
18. **TENT 1** Game supervisor in tent 1, the welcome tent, is an actor (student?) who plays the role of one of the participants but 30 years older. He or she speaks as if living in 2050 and talking to people in history (2020).



19. **TENT 1** In tent 1 a high table is placed on which an introductory movie is played (max 1,5 min focused on the experience). Participants are spoken to from the screen by the Mayor, who talks to them from the future what the city looks like in 2050 and who urges the participants to save the city. The participants must take the right measures to adapt as quickly as possible to the new climate. Adapt or BTrapped, if they don't succeed they will be trapped in a world where nobody wants to live. Film production by, supported by the CATCH project team.
20. **GAME** After their reception and introduction movie, participants are being guided to the entrance of the escape room. In the escape room cameras are placed. In case only one person can enter the escape room, the other participants are outside (1,5 m distance to each other) and are in contact with the player inside. They are the 'life line' that watch on a mobile device, and help to solve the puzzles.
21. **CORONA MEASURES** After each session the escape room is cleaned and disinfected. This needs to be arranged.
22. **GAME FOLLOW UP TENT 2** Participants leave the escape room and are received by the supervisors of tent 2. After meeting in the then is held with questions:
 - a. What did participants think of the game? Fun? Easy, hard?
 - b. Was the theme of the escape room clear? That it's about climate change, and adapting to extreme weather due to climate change?
 - c. **Questionnaire**, what do people do already e.g. separating waste, greener gardens, rain barrels, more use of bicycle for travel to work/school. Make the list low key for everyone to have a decent score.

- d. Acknowledge that people are making progress (to create sense of goodwill)
 - e. Show residency of participant on climate atlas (or something similar), and talk about the characteristics of their environment) Talk about the % of ownership in private hands (rather than council owned). Explain that a lot can be done already to adjust to climate change.
 - f. **Hand out flyer** with **tips** and referral to website and invitation to take part in an **inspirational excursion** to example streets and gardens. For this excursion registration can be done immediately with the game leaders but this can also be done via the website. The flyer is made in the corporate identity of the escape room and includes the following ingredients:
 1. Tips which measures can be taken
 2. Announcement/invitation to an inspirational excursion amongst examples streets and gardens.
 3. Registration possibility, via a part of the flyer or and/on the website.
 4. Information about street battle, in which residents of different streets battle against each other to become the greenest street. The information about this street battle is handed out during the excursion.
 5. Ideally a small present is attached to the flyer, like a small packet with seeds to plant in ones garden.
23. **EXCURSION.** An excursion of about 1 hour by bicycle met registered families. One guide per group takes them to sample streets/residences with measures such as facade gardens, green roof, waterwall, communal rain barrel, etc. Cooperation of involved initiators is essential.
24. **MEETING** Excursion ends at a central location in Zwolle. Contents of meeting: reception, interviews with local initiators, why they chose to 'green', highlighting experiences. Afterwards an explanation of the street battle is held: each street competes against streets in their neighborhood. The aim is to involve as many households as possible per street.
25. **PLANNING STREETBATTLE** – hand-out of flyer about the Street battle with explanation and time schedule.
- a. Street battle takes places from .. to ...
 - b. Deadline registration is
 - c. Between ... (dates), create an outline of what your street will look like in 3 years + work out 1st steps you want to implement this year. Prepare a pitch of your street plan and present on(date).
 - d. Consultation hours of TKA – at these hours advice can be gained, also about possible subsidies.
 - e. On site announcement of street winners - prize to be organized
 - f. Between (dates) implementation plan with film recording
26. Create flyer Street battle.

ANNEX 1: EXPLANATION OF EVENTS

1. STARTEVENT takes place on a central location
2. The event starts with interviews of three inhabitants of Zwolle who have taken various measures together or individually to make their street climate proof (green roof, facade garden, rain barrel, waterwall, de-stoning, infiltration crate, etc.). The interviews are introduced by film clips. The interviews focus on how residents' approach of the measures.
3. Next is a presentation with some more extreme examples, to set the minds free.



4. We are also looking for examples of residents who use the greenery around the house or in the street in preparing food. The food side is also highlighted, including the prevention of food waste by processing food scraps in a compost heap.
5. This will be followed by a bicycle excursion to the places where residents have already been busy with green initiatives. Vegetable gardens and food forests are also part of the excursion, as well as green for exercise (think of Assendorp's tortilla garden). Participants are invited to take pictures of what they find inspiring.
6. The excursion ends in their own street/neighborhood where residents, together with the guides, water and climate advisors, look at their own street/neighborhood with open eyes and take pictures of places that are suitable for greening. In the street there is a food truck with snacks that incorporate local greenery and where residents conclude the meeting with a snack and drink together.
7. Participating households themselves organize a meeting to start their plan. Residents take the initiative to organize this meeting and have already had the opportunity to think about the plan and discuss it with each other as a result of the excursion.
8. Each team can call on different resources (list). For example climate and water consultants with technical knowledge. They can also use a designer who can help them present the sketches in an attractive way and make them digital available.
9. The plans of the various streets must be pitched on ... (date) to a jury, which is composed of residents of the surrounding streets, experts from Climate Campus, a press representative and the Mayor or Alderman of the municipality.
10. On ... (date), it will be announced which plan has won the budget for implementing their ideas. (Alternative: the Mayor/ Alderman will visit the winner/teams in the neighborhood and present the prize). Suggested is to also reward the second plan with a smaller amount of money for implementation.

11. The plans will go into effect in the two neighborhoods. A film impression will be made which the residents will be offered and which they can spread on their Facebook, etc. other social media. Press coverage will also be organized and the climate councilor will visit.
12. Can a serious game help to raise awareness among residents about climate change? And can such a game activate residents to take action in their own street together with their neighbors? That is the aim of the Catch pilot. What lessons can we learn from the pilot and how will we collect these lessons?
13. First of all, residents are approached that play the climate escape room as experts by experience. They can tell us better than anyone whether they think the approach we use could work for fellow residents of Zwolle elsewhere in the city. This means that throughout the process, we will make them participants in the experiment and what we want to learn from it. Aspects which are assessed are:
14. Playing the climate escape room, the puzzles, are they easy/too easy/difficult? Content relevance: do participants find the information in the escape room (the consequences of climate change and what you can do about it yourself) relevant? What else can be done to make it more relevant according to them, for fellow Zwolle residents?
15. Fun: do participants find it fun and special to participate in this experiment, the escape room but also the bicycle excursion, the meeting and the plan implementation? If so, what makes it fun? If not, what is needed to make it more enjoyable?
16. Do residents see opportunities to collect and share their own input on a central website about weather extremes and e.g. water nuisance, heat stress, etc.? By doing so, they and fellow residents make information available and the whole is more than the sum of its parts. Can the experiment be a start of Citizens Science around Climate Adaptation?