



Project Summary

Fall 2011 – Spring 2012

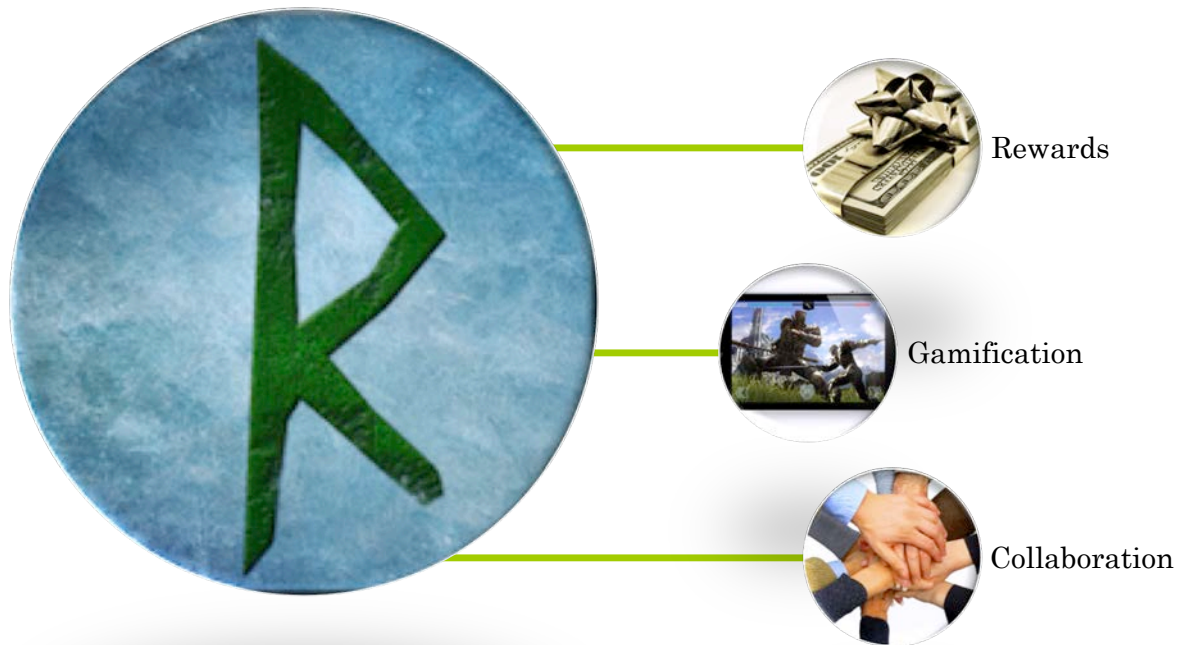
Peter Meng, Steve Burdic

Mizzou Sustainability Office
W112 Virginia Avenue Parking Garage
Columbia, MO 65211

Phone: (573) 884-9319
Email 1: pmeng@trellium.com
Email 2: mucfsustainability@missouri.edu

REBOOT Overview

During the Fall 2011 and Spring 2012 semesters, a cross disciplinary effort was developed and executed to release a groundbreaking new platform for educating the Mizzou/Columbia community about sustainability. REBOOT was a ten week long game-based event that began on February 12th and ended on April 22nd (Earth Day Weekend). REBOOT was well received by participants as well as media due to its innovative development and use of a platform technology to engage community members and students in challenges that were fun as well as educational. Over 7 different departments on Mizzou's campus were involved in making the project come to life. The foundation of the project was built on 3 critical components that were ultimately tied together and leveraged through the use of Internet and mobile technology:





The REBOOT platform was designed for and met two objectives:

1. Developing a reusable mobile platform

- Interactive game events are delivered through this platform to change the way users think about a particular idea or topic through engaging them in fun events. Scoring, tracking and feedback are all provided to participants of gaming events.

2. Increasing campus wide awareness of sustainability

- Fun events creating gaming environments for participants to learn small things each of us can do, which when added up, dramatically reduce our negative impact on our immediate environment and actually increase our quality of life.

Weekly Games

Each week, a specific topic was chosen to create gaming-events around. One main game event would teach a core lesson, and it would be supported by a number of secondary games. Below is a summary of the main games from each week:

REUSE - Week 1: Feb. 12-18

- **MAIN GAME – “Over and Over”**

Attend one of the following “REUSE” events. Prove a team members attendance by taking a picture of that team or team member at the event.

- **Craft Studio** – go to the studio and make one of their craft projects that integrates reusable materials
- **The Biggest MIZZOU Clothing Swap Ever**
Sat. Feb 18 - bring at least 1 item - check in with Reboot Staff – event will be in Student Center.
- **Surplus Property Auction** - auction on the Feb 15 at the Auxiliary Services Building

RECYCLE - Week 2: Feb 19-25

- **MAIN GAME – “Walking in Circles”**

- **ID RECYCLE BINS** – Participants identify various recycle bins throughout campus bins. All bins have QR code to identify its location. Tag as many QRs as you can. Different containers receive different points

RE-ENGAGE (Community Awareness) - Week 3: Feb 26-Mar 3

- **MAIN GAME – “Poor Choices”**

- Participants will be tested on the “lifestyle” choices they make if they had dramatically limited income. As they travel to different parts of the community they may be asked to pick between purchasing healthy food or buying enough energy to keep their home warm enough to be healthy. Etc.

REROUTE (Transportation) - Week 4: Mar 4-10

- **MAIN GAME – “An Imaginary Trip”**

- Participants are given clues as to where they must ride a bike. When they arrive at their first destination they find they are at a bus stop and must load their bike onto the bus and take it to another location. After they get



off they ride their bike a bit farther until at the designated destination they use their smart phone to find an “alternative reality” creature and snap a picture of it. To be sent back to REBOOT Central. They then have to reverse course and return to the starting point.

REINHABIT (Built Environment) - Week 5: Mar 11-17

- **MAIN GAME – “Old is New and New is Old”**
 - Participants are taken on a self-guided tour of Mizzou’s new and old building. Each building has two secrets – the first is its relationship to its environment and the second is a secret word that needs to be identified to earn points from the visit.

RE-WET (Water and Water Management) - Week 6: Mar 18-24

- **MAIN GAME – “X-Ray Vision”**
 - Students are given clues to six locations around campus. When they arrive they are told to point their smart phones at a point on the ground at which time they will “see” what lies under the ground at that location. They then capture an image of the “X-Ray”. They earn points by submitting their x-rays. All the items pertain to storm water management.

RESEARCH (Education) - Week 7: March 25 - 30

- **MAIN GAME – “Holiday HOMEWORK”**
 - Participants will be assigned a series of simple to complex “HOMEWORK” challenges the can accomplish wherever they happen to go on spring break. For example
 - Photograph an example of a LEED building
 - Record the audio of a bunch of motorcycles.
 - Submit the menu from a local foods restaurant.
 - Photos of a farmers market in another city.

RENERGIZE (Dashboard) - Week 8: Apr 1-7

- **MAIN GAME – “Power Mad”**
 - Students and staff on campus are challenged to drive down the levels of power consumption between different buildings that are tracked on a web based energy consumption dashboard. Players will “bet” on which building they believe will win. The better your building does the more points you earn.

REAL FOOD (Local Food) - Week 9: Apr 8-14

- **MAIN GAME – “A Trip to the Market”**
 - Teams are given clues as to a particular item found at a local Farmer’s market. They then have to go to the market and purchase enough of the item to cook an assigned recipe for their whole team. They submit pictures of their dish and dishes are compared “hot or not” style. Winner wins a special prize

REAL WORLD (The Natural World) - Week 10: Apr 15-21

- **MAIN GAME – The Forest and the Trees**
 - All students who want to participate pick up a free tree on April 20th at the bookstore. On April 21st they meet at a designated location to plant the trees in a new “forest”. If they pick up and plant a tree – they get super bonus points. Need lots of pictures.

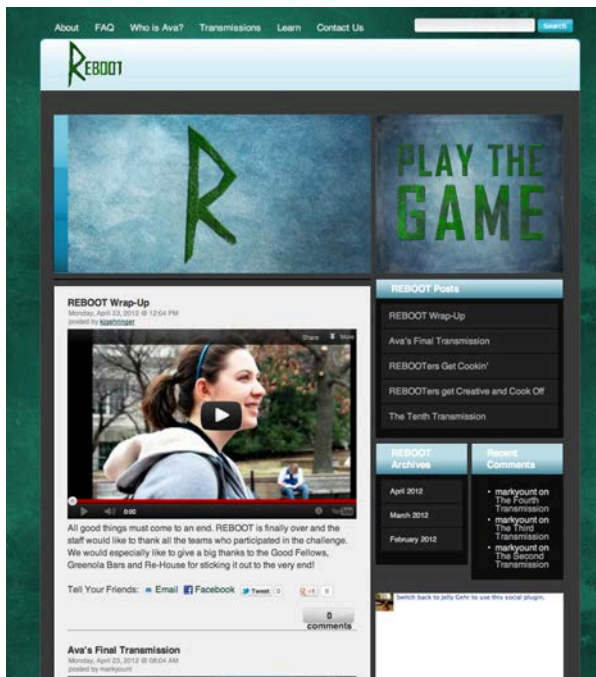
REBOOTED

- APRIL 22nd – Celebration & Party at Peace Park



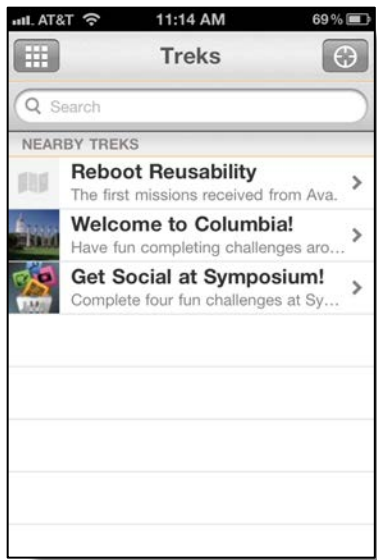
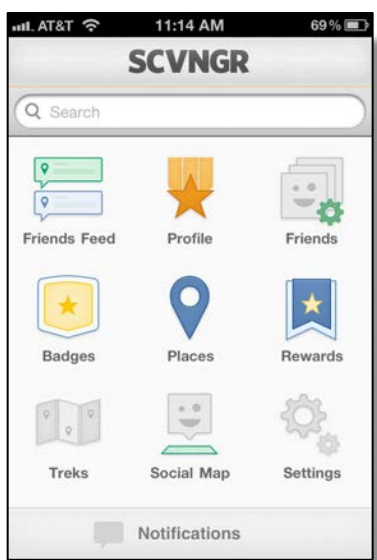
User Engagement

The REBOOT platform was designed from the ground up using web and social technology to encourage participant international and collaboration. The REBOOT website (<http://www.rebootmizzou.com/>) was built on a social networking platform called Student Life Network, which is a Facebook-like tool that allows users to create profiles and engage in conversation and upload media. Participants uploaded many types of content during the course of the game including text messages, photos, videos, etc. Users were encouraged to comment and give feedback on media and interaction throughout the 10-week game. Each week, a YouTube video (<http://www.youtube.com/user/AvaReboot>) was released to assign the weekly missions. Using a geo-based, mobile gaming platform called SCVNGR, we were able to engage participants through the use of smartphones. This allowed users to view mission updates, complete events by scanning QR codes we place, and access all team information all through mobile devices. Over 25 teams signed up for the event, and by the end of the 10 weeks, there were 5 teams that were still competing for the final prizes. A weekly leaderboard was updated to show how the competition was faring against the others. A snapshot of the technology and media we leveraged can be seen below.

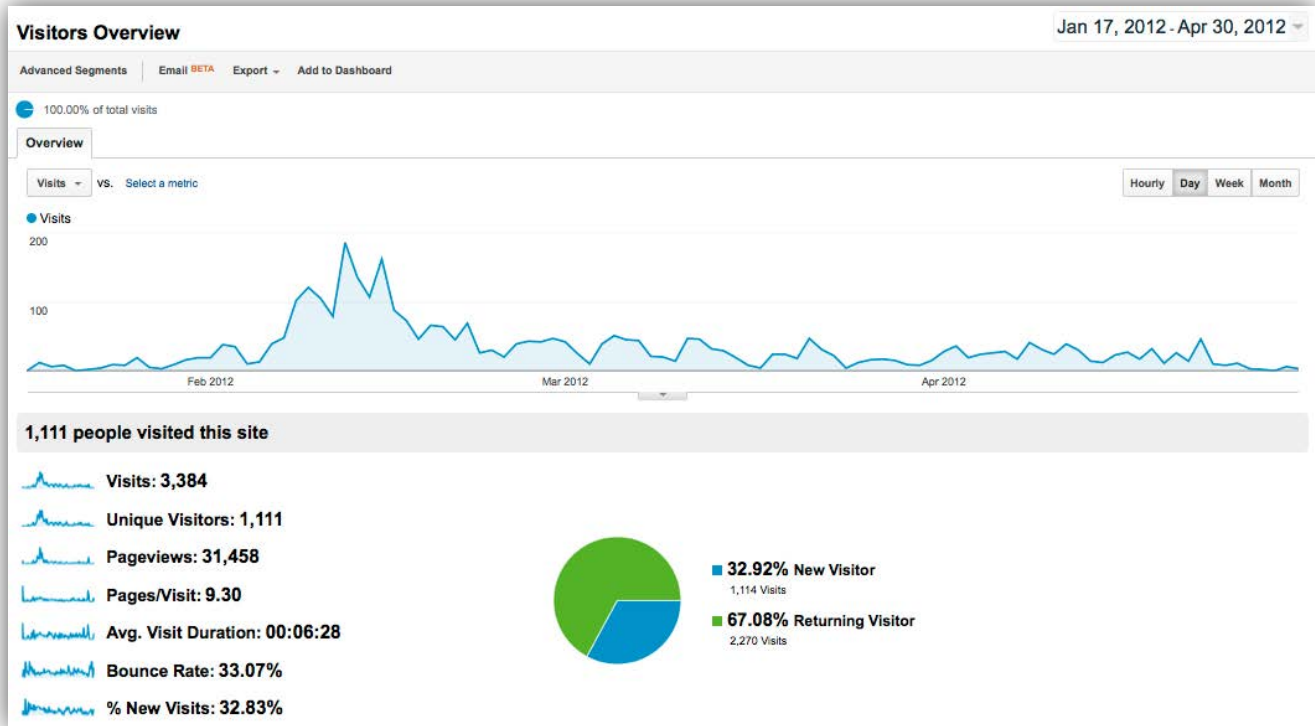


Rank	Team	Points
1	ReHouse	448
2	Greenola Bars	326
3	Good Fellows	320
4	Undefined	76
5	H.Badgers	69
6	Effindub ain't nothing to eff with!	49
7	Reboot and Rally	46
8	minx	36
9	Team Pinterest	20

YouTube



User traffic analytics showed the level of engagement of participants over the 10-week period. Over the course of the game, over 1,100 unique visitors were brought to the site, with an average of nearly 6.5 minutes and over 9 page views per visit. The level of interactivity seen on user pages and commenting on multimedia content throughout the website provided led to what we consider a very successful implementation of our website. The chart below shows some of the major highlights of the web analytics from our webpage.



We also ran an engagement survey to better understand how participants had been recruited and their feedback on REBOOT. Below is a summary of some of the key takeaways we found.

- What form of advertising created interest in joining REBOOT? Primarily word of mouth and secondarily, promotional events.
- Why did participants join REBOOT? The biggest reason was for the cash prizes and the element of “fun” that was perceived from the advertising and word of mouth.
- What was the most effective medium for delivering information regarding REBOOT weekly? The primary means was through email, and secondarily through our community website.
- How would you like to see the games structured next year? Shorten the duration down to 4 weeks and create exciting, impactful challenges for the games. Real-time updates on events would make the games even more engaging.
- Would you play REBOOT again next year? 80% of respondents replied positively to the prospect of playing again next year.
- How much did you learn throughout the game? A majority of respondents stated that they were learning a lot, though they didn’t expect this would be the case going in to the events and challenges.



Sponsorship & Media

REBOOT was well received by both community sponsors and media in the local community. Community sponsorship was limited due to the fact that not a lot of time was available to promote the event before the official launch. This was due to a very tight timeline in putting the software and gaming components together at the same time marketing and branding material was being developed. However, sponsorship interest from the community was very high, and a large number of businesses said they would be excited to sponsor if approached for next year's event. We also learned that a key to garnering sponsorship is approaching businesses early in the marketing budget cycle before moneys have been allocated. This years list of sponsors includes:

- Sustainable Farms & Communities
- Root Cellar
- Flat Branch
- RagTag Cinema
- T/F Film Festival
- Broadway Brewery
- Sparky's
- City of Columbia Storm Water Management
- Kinko's
- Missouri River Communities Net

The media community loved the idea and glommed onto the project over the course of the 10 weeks. Newspapers, TV and radio all featured REBOOT and discussed its impact on Mizzou's campus as well as the local community. Several interviews were done live on KOMU TV during the event, which provided further validation of the community's acceptance and support of the project. Below are some snapshots of media attention that REBOOT received.

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Reboot Mizzou players compete to save Earth

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New "Green" Game Launches for Smart Phones

Published Feb 17, 2012 9:25 PM by Hannah Sims
Updated Feb 13, 2012 11:25 AM

COLUMBIA - A new game for smart phones launched at Columbia Sunday. It's called REBOOT.

"Like a traditional scavenger hunt, REBOOT players will have to complete multiple missions and visit assigned locations," said Hannah Sims, the program manager for REBOOT.

Unlike a traditional scavenger hunt you played in elementary school, you need a smart phone or tablet to play. To sign up for the game, download the SCVNR app and sign up for REBOOT here.

"Weekly themes come from Aes, a young MU researcher in 2117 who's trying to figure out how the Earth survived the negative trends of our time," said Sims.

The game will last ten weeks and end on April 22. Players will compete for weekly prizes and a \$1,000 prize at the end of the game.

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MU Engages Students, Community with New High-Tech Interactive Game

REBOOT Mizzou uses smart phone apps to interact with participants

BY RJA ON FEBRUARY 15, 2012 0 COMMENTS EXPERIMENTS

By Nathan Hurst, hurst@missouri.edu, 573-882-4217, MU News Bureau

This week, the University of Missouri begins a one-of-a-kind technology-based online game that will engage students and community members in a new way. The game, called REBOOT Mizzou, will last for 10 weeks, from Feb. 12 to April 22. Like a traditional scavenger hunt, Reboot players will complete multiple missions and visit assigned locations. Participants may travel by bus, bike, skateboard or on foot to specific locations where they can check in by scanning a Quick Response (QR) code with their smartphones or tablets. Hannah Sims, a REBOOT organizer and graduate student in the MU public health program, believes the game will teach participants new things about technology and the environment. "This project is about getting people to interact with each other in ways they haven't interacted before," Sims said. "REBOOT" uses technology as a vehicle to improve relationships, the environment and the community.

Teams can consist of MU students and members of the local community. Only one person on each

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CAMPUS OUTLOOK FORUM ARTS SPORTS MOVE BLOGS MULTIMEDIA WORK FOR US CLASSIFIEDS

REBOOT Mizzou app makes debut

160 people are participating in the 10-week program

By Beth Hassan
Published Feb. 17, 2012

No tags for this article.

REBOOT, an app-based game that blends the virtual world with reality, has enjoyed a smooth start since its introduction to the MU community Sunday. A 10-week-long scavenger hunt that ends on Earth Day, REBOOT participants complete missions assigned to them via the REBOOT website.

This week's challenges centered around a theme of reuse. They included documenting a team member drinking from a non-disposable container, donating or purchasing an item at the local Salvation Army and making repurposed team T-shirts. Teams must check in with a smartphone at various locations near campus and take pictures as proof of their participation.

"Technology has become a part of our lives, but not a part of our whole environment," REBOOT organizer Peter Meng said in a news release. "We want to show people that technology can free you from your office, so you can get out and discover more of what is around you. We hope this game will teach people about the health and well-being of the environment and an appreciation for what is around us."

The program was introduced to the public Sunday, just a month after preparations started in December. REBOOT project manager Hannah Sims said though project development began later than was ideal, REBOOT has experienced a successful first week.

REBOOT MIZZOU BEGINS
Starting Feb. 12, students compete against each other to help the environment.

160 REBOOT participants
27 teams
\$1,000 prize

Design: Purvika Graphic Designer | View large image browser

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SEARCH COLUMBIA

Reboot Mizzou educates and entertains

Now playing: Reboot Mizzou, a sustainability game to get green

BY BETHANY CHRISTO
MARCH 22, 2012 | 12:05 A.M. CST

Don't be alarmed by groups of people running around Columbia saying they're on a mission to save the world. They're helping the truth: being to work, donating an old shirt or even going to the library can make Mizzou a more sustainable place through a new game, Reboot Mizzou.

Teams with a minimum of two players can play the game by registering at reboottmizzou.com and downloading the free SCVNR app. Mission transmissions appear on the website each Sunday instructing teams to complete tasks themed around sustainability, such as registering a bike at the On Street Fire Station or taking part in a Fadranch Creek cleanup.

The Greenleaf Bar, made up of 10 MU students who work at the Information Desk in the MU Student Center, are in fourth place. Greenleaf Bar member Max Smith says the decision to participate was essentially an excuse to hang out with his friends while helping out a good cause.

"Our team motto is: We do what we can," Smith says. "We're in it with the objective to win, but we also realize there are other teams out there gunning for it."

Running, biking, shopping, playing — however tasks are completed, team members earn points.

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Opening Coverage: Election 2012 - The 40/40 Project - The China Connection

Under the Microscope
8:50 PM (M-F) 03/15/2012

MU project engages students through games

By REBECCA FUNKENBERGER

In the year twenty-one wilderness, Earth is a much drier and more energy efficient place. And it all started because of the actions of MU students, so the tale goes in the new game "REBOOT Mizzou."

Each week, for the last six weeks, a group of MU students has been intercepting video transmissions — from the future. Aes, a future MU researcher, is always speaking to a high-tech-looking computer that asks her quest with what she calls "The REBOOT."

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Conclusion

In the end, the REBOOT project was viewed as a success by the team, the participants and the community. There were many lessons learned along the way, and ideas that have been refined for next year's event. The software that was created, the processes put into place, the relationships formed and the reaction of the community all lend to continuing this effort. What is exciting about this project is the creation of the platform we used to host the events and games. It is a versatile platform that can be used for different types of events by different organizations, and the possibility to license the technology platform is a consideration going forward. We look forward to the possibility of running the REBOOT event in the future and incorporating all of the gathered knowledge and resources to make it a better and more impactful event.