

# Get Ready Game

## Climate Communications Case Story



Gamification



Positive Framing



Visual Storytelling

### PROJECT AT-A-GLANCE

**Project Title:** Get Ready Game

**Location:** Canada

**Project Partners:** ICLEI Canada and  
Co-operators

**Date:** Launched in 2017

**Climate Issue:** Natural hazards and  
extreme weather

**Action Area:** Climate adaptation and  
climate solutions awareness, emergency  
preparedness, resilient homes and  
properties

**Behavioural Theme(s):** Gamification,  
Positive Framing, Visual Storytelling

**Audience:** Homeowners, youth, and  
residents



*Designed to engage and educate on practical actions that can be taken to make an individual's home and neighbourhood more resilient to the impacts of climate change, the games provide a lot of information in a fun package.<sup>15</sup>*

## IMPACT STORY

The Get Ready Game is an engaging mobile game designed to educate homeowners, youth, and residents about the impacts of natural hazards and extreme weather, as well as how they can prepare for these events in their homes. In the game, players navigate through six communities and are challenged to prepare for a variety of hazards along the way. They choose from real-world home improvement and lifestyle adaptation actions, earning points and testing their knowledge of preparedness. As players progress, they can see how their finances, quality of life (including day-to-day functionality), health, and psychological aspects (such as happiness and stress) change based on their investment in resilience. The game illustrates that investing in preparedness actions is important and that there are many different ways to take action to build resilience.

## PROJECT OBJECTIVES INCLUDE...

- Helping residents, homeowners, and youth recognize the risks posed by natural hazards and extreme weather;
- Increasing awareness of the real-life impacts of natural hazards and climate risks; and
- Inspiring action by showing practical ways to reduce risks through home improvements and lifestyle changes.

## COMMUNICATION & ENGAGEMENT ACTIVITIES

- **App Store:** The Get Ready Game is available for free download on both the Apple and Android app stores, making it easily accessible to a wide audience.
- **In-Person Promotion:** Printable postcards were designed to advertise the game and were distributed by ICLEI Canada and Co-operators at conferences, workshops, and networking events.
- **Partner Distribution and Online Promotions:** E-flyers and emails were created to promote significant milestones including the app launch and contest announcements. These materials were shared with ICLEI Canada partners, who further promoted the game through websites, social media platforms, and organizational networks.
- **Launch Event:** The game was officially launched at ICLEI Canada's Livable Cities Forum in 2017. Attendees, including representatives from local Canadian governments and organizations, had the chance to try the game and explore strategies to promote its use within their communities.
- **Social Media Contest:** ICLEI Canada launched a contest on Twitter, encouraging players to share their game results using the hashtag #GetReadyGame for a chance to win prizes, engaging audiences in an interactive and fun way.
- **Website:** The game can be played in both English and French on ICLEI Canada's website, ensuring accessibility for a diverse audience.

## BEHAVIOURAL STRATEGIES & TAKEAWAYS

- **Gamification:** The game encourages action and raises awareness about preparedness by engaging users through an interactive interface featuring status updates, risk profiles, challenges, and tracking overall progress toward building resilience and winning the game.
- **Positive Framing:** The game highlights the positive outcomes of preparedness, emphasizing how taking action can enhance quality of life, improve health, and increase safety.
- **Visual Storytelling:** Graphics in the game offer visually engaging ways to convey climate risks and their impacts, making complex information more accessible and impactful.

## CONCLUSION

The Get Ready Game provides an example of how interactive games can raise awareness of climate risks and encourage community members to take action to build resilience at home. By combining fun gameplay with real-life scenarios, it makes climate preparedness accessible and motivates users to take meaningful action in their lives.

## SOURCE

ICLEI Canada. (2017). Get Ready Game. <https://icleicanada.org/project/get-ready-game/>

## MORE CASE STORIES AND RESOURCES ONLINE

This case story was developed by ICLEI Canada through the Ontario Resource Centre for Climate Adaptation (ORCCA) as part of a Climate Communications Toolkit. Find more case stories and additional climate communications resources online at [icleicanada.org/project/climate-communications-toolkit](https://icleicanada.org/project/climate-communications-toolkit)

ORCCA is a pilot initiative led by ICLEI Canada and supported by the Ontario Ministry of Environment, Conservation and Parks alongside financial support from the Government of Canada through the federal Department of Environment and Climate Change Canada.

## CLIMATE COMMUNICATIONS TOOLKIT

