

The Future of Mobility – A serious game

CIVITAS Mobility Match Session #2
5th October 2021

James Gleave, Director
james@mobilitylab.org.uk



Mobility
Lab

How does scenario gaming add value to your mobility strategy

1. It makes you think about the future differently because it puts you 'in the shoes' of other people
2. It makes you think about how the actions of others can influence what you are doing
3. It challenges your assumptions about the future in a way that is participatory and friendly



Some happy players debating the future of mobility



Some vital statistics from our version of the game

15 Different versions of the game created, including an online version

133 Participants from a variety of different sectors

1600 Times that the game has been downloaded from our website



Mobility
Lab

The key lessons that we have learned from this experience

- ✓ Getting teams and participants into the exploration mindset is as much the task as it is to play the game
- ✓ It is useful as a game in its own right, as well as part of the scenario development process – it gets people thinking differently
- ✓ Do not underestimate its use as a communication tool



Download the Game at
<https://www.mobilitylab.org.uk/toolset>



Mobility
Lab