



PlayEnergy 2022

The teaching of the future



Gen Z was born surrounded by technology and appreciates an educational system that uses innovative, **digitally-oriented** methods, offering new, fun ways of teaching and learning.



Thanks to **digital teaching**, students are no longer limited to being "passive subjects" in school but rather can participate more actively in lessons. Digital learning increases opportunities for collaboration. Thanks to online video sharing, collaborative work on cloud-based documents, and the ability to remain operational outside the confines of the classroom, children can complete projects by choosing their own interaction times and enjoying immediate access to all the information available on the web. Images, audio, and video content can be easily integrated during lectures, thus boosting understanding and the assimilation of the subjects being taught.



PlayEnergy is an example of **immersive digital education** that adopts a competitive approach to engage youth between the ages of 14 and 20. PlayEnergy is a project with which Enel, in partnership with Campus Party, wants to speak to a generation that is sensitive to **environmental issues** and ready to get involved. The goal is to help them gain knowledge, think creatively, and make a positive impact on environmental issues. This is why we use the metaphor of playing – a method of communication familiar to GenZ – to increase the impact and effectiveness of content delivery.



Using the levers of **gamification** to introduce youth to the issues of sustainability and the transition to electric power represents an innovation in education because it allows the quests and stories of a **sci-fi** adventure game to be transformed into lessons where it is possible to develop a character and "save the world" through decarbonisation, with challenges resolved by cooperating with participants from different countries. Taken together, the topics featured in PlayEnergy provide a perfect framing that teachers can use to teach about the circular economy and sustainability. Instructional support will be available within the platform for teachers to facilitate this kind of use.



PlayEnergy 2021 reached millions of young people and saw great success in Europe and South America. Highly engaged on social media, GenZ actively interacted with the posts with likes, comments, and sharing the invitation link. Thanks to the participation of **teachers** and the trust they placed in the initiative, many classes of students played and learned about the **circular economy, renewable energy, electrification from renewable sources** and the **circular city**.



Registering on the platform is simple and free for both teachers and students: just sign up, choose an avatar, and start the adventure. Youth can complete PlayEnergy alone or in teams, going through various quests that earn points and win **prizes**, all while learning new concepts through an engaging story. Teachers can participate by supporting students with their own **endorsement** and by grading their work. Prizes are provided for both teachers and participants.

See you on **September 5th**: go to playenergy.enel.com, register, and have your students sign up to start this new adventure in digital education.

