ICE’s CityZen: a real-world sustainability game

Institution of Civil Engineers
Planning and implementation

Our aims

**Inspire 16-18 year olds** to choose civil engineering, through:

- **Prolonged meaningful engagement**
- **Exciting digital delivery**
- **Key messages: sustainability and improving lives**
- **Inspiration from a real-life civil engineer**
Planning and implementation

Designing the game to provide a **first-hand experience of civil engineering**

- Multiple rounds & team roles allocated to each student
  – showcase the **variety of roles**
- Aim is to improve **sustainability** and citizens lives
- Creativity, problem solving and communication skills
Engaging schools

Key messages:

• Fun, easy to run STEM Club activity
• Curriculum linked
• Aimed at students interested in sustainability, improving lives, construction, technology
• Builds communication and team working skills
• Certification from respected institution and great prizes.
How was the game received?

“I really enjoyed play the CityZen game as it included real-life scenarios and showed the social, environmental and economic impacts that civil engineers need to consider during a project.”

“I really liked developing a local project. It felt quite realistic and allowed us engage more with our environment.”

“I enjoyed doing the research on how we can make our lives more sustainable in many different ways”
Outcomes, results and evidence

How was the game received?

Around one third of students interested in civil engineering before taking part in CityZen.

70% of participants have applied for civil engineering at university.

Game rated 4.5 out of 5 stars
Outcomes, results and evidence
And what did we learn?

Students relished the opportunity to get involved in their local area.

They are interested in the social, economic and technical aspects of finding civil engineering solutions.
Outcomes, results and evidence

What do we do next?

We’ve got a clear mandate to…

- Weight the game more in favour of sustainability
- Broaden participation in the award
- Give students a greater platform for their ideas
Find out more: ice.org.uk/CityZen

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