



A magic solution: Mission meets revenue

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Increasingly the Vancouver Aquarium recognises that achieving our conservation objectives involves engaging people and helping them to become more aware, to understand their involvement in what is happening to nature, and to start changing personal behaviours. For every 1-million visitors we engage with at the Aquarium, we connect with over 5-million through two-way digital interactions, and 100-million through conventional “one-way” media coverage.

This paper describes a new way of engaging the public through nature-oriented games that can be played by children and parents on smart phones. A company has been set up to develop ‘positive games’ based on topics relating to nature and the aquarium. Positive games are age-appropriate and developmentally sound, and lack features considered negative by concerned parents, such as violence and undue competition.

The company will work with aquariums to produce positive games relevant to their contexts. A royalty will be paid to the aquarium for each game purchased there. The games will enable aquariums to engage more parents and children, while generating revenue for the organization. In this presentation, the concept of these games will be described, games will be demonstrated, and a business proposal for partner aquariums will be presented.