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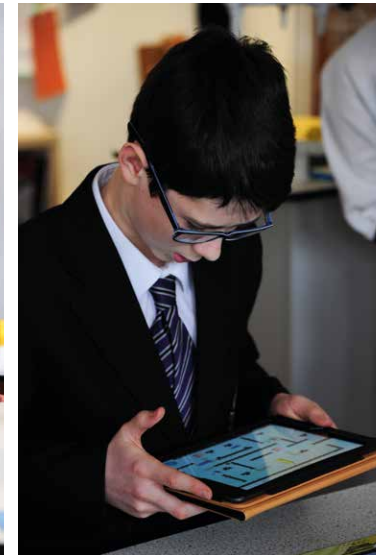
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Thank you W&P for all your hard work. We love the game and are looking forward to rolling it out in schools.

We've had our sustainability team play it internally and you would be amazed at how competitive they became!

Marcia Davies,
Community Education Team Manager



Words&Pictures Case Study

GO WITH THE FLOW – ANGLIAN WATER

Anglian Water supply water and water recycling services to more than six million domestic and business customers in England and Wales. Avoidable blockages in their drainage systems cause thousands of pounds of damage every year, as well as flooding and other environmental dangers. The organisation needed to connect with students across the country to raise awareness about these issues and encourage the right behaviours around waste disposal.

Words&Pictures produced 'Go with the Flow': a

fast-paced, engaging board game with an accompanying app. Students compete to collect pipework and rebuild a water-recycling centre to learn about the environmental and monetary impact of blockages. The game is designed to keep them interested and alert, while delivering key facts and practical information about how to avoid these problems. Working as an integrated digital element, the interactive app also has the potential to be developed as a stand-alone game in the future.

When the pilot was delivered to students across a range of ages, the results demonstrated an increased awareness about the subject and the correct behaviours around disposing of waste. Feedback showed that the participants engaged well with the game, enjoying the fun, competitive aspects, and came away having "learnt a lot".

See the workshop in action here:

<https://vimeo.com/166063210>