

MBenefits Workshop

**Dr Catherine Cooremans
University of Lausanne**

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Goal and program of the Mbenefits workshop

The general purpose of the MBenefits workshop is to enable participants to understand and apply the Mbenefits method for analysing in a cross-cutting way energy and carbon investment projects and present them in a convincing way to companies' decision-makers.

The MBenefits workshop is aimed at an already highly qualified audience of energy professionals. Its purpose is not to communicate the importance of energy savings, but the need to take into account operational, strategic, financial, organizational and human factors in order for energy and carbon projects to be approved by top management. Thus, the workshop trains participants to take a systemic and cross-cultural¹ view in order to gain high-level support for energy and carbon projects.

At the end of the Mbenefits workshop, participants will be able to:

- Understand the MBenefits Methodology.
- Identify, and evaluate in operational, financial and strategic terms, the full benefits (i.e., energy & non-energy benefits) of energy & carbon projects.
- Present their projects in a more convincing way.

The workshop is built around two key activities: interactive teaching of the key concepts of the MBenefits method with presentation of documented examples; serious game playing to apply the method to a real case.

The detailed program and schedule of the workshop are presented in the table on the following page.

¹ “Cross-cultural” in the sense of being able to adapt to diverse business-professional cultures to develop and communicate their projects.

Identifying - Assessing - Communicating the Benefits of Energy & Carbon Efficiency

OBJECTIVES

- Understand the MBenefits methodology and underlying concepts
- Become familiar with the methodology and its concepts
- Be able to analyze and communicate an energy & carbon performance action using the MBenefits method

WHEN	WHO	WHAT
08h30 - 08h45	Dr. Catherine Cooremans	INTRODUCTION: - Context and challenges of energy & carbon projects - MBENEFITS project + Toolkit: an effective tool for investment decision support
08h45 - 10h00		Step 1 - COMPANY ANALYSIS Step 2 - OPERATIONAL ANALYSIS Step 3 - STRATEGY ANALYSIS
10h00 - 10h30	Break	
10h30 - 12h30	Participants in teams	Pickles! Mbenefits Serious Game Steps 1-3
12h30 - 13h30	Lunch break	
13h30 - 14h15	Participants in teams	Pickles! Mbenefits Serious Game Steps 1-3 (continued)
14h15 - 15h00	Dr. Catherine Cooremans	STEP 4 - FINANCIAL ANALYSIS
15h00 - 15h15	Break	
15h15 - 16h45	Participants in teams	Pickles! Mbenefits Serious Game Steps 4 and 5
16h45 - 17h00	Break	
17h00 - 17h15	One selected team	Presentation of Pickles energy-efficiency project to investment selection committee
17h15 - 17h30	All	Discussion
17h30 - 17h45	Dr. Catherine Cooremans	Conclusion

MBenefits Serious Game

The MBenefits serious game² is an educational tool, used for training purposes during workshops, webinars or online courses. It is a deliverable of the EU project MBenefits (task 4.4 of Work Package 4 “Toolkit Development”).

The serious game Mbenefits is a simulation game, i.e. a game which produce a simplified, but realistic representation of a real-world complex system. Participants can thus “live” situations. As they play in a virtual environment, they have the opportunity to manage

² A serious game is a game designed for a primary purpose other than pure entertainment, e.g. awareness-building, learning, health promotion, advertising, applied training, etc. It is a training tool that uses game mechanics for achieving the training purpose. It is based on a mix of virtual and real activities (teamwork and oral presentations).

complex problems, make mistakes and learn from these experiences. Serious games allow players to directly apply any theoretical framework in a fun and unconstrained way.

The serious game Mbenefits has been used many times for the past two years, in the class room or in virtual sessions, in many European countries and in the US and Canada, to the satisfaction of the participants.

Serious Game Development

The development of the game was guided by a search for consistency between the MBenefits method and the activities within the serious game. On the other hand, the mechanisms and interfaces of the Serious Game have been developed taking into account its future use by multiple trainers in different countries.

The University of Lausanne (UNIL) provided the content of the serious game: a description of the company, its managers, management system and business model; texts of the interactions between the managers and the player (questions and tasks to perform); stages of the game; all documents provided to the player, including an energy audit. The content is based on the Mbenefits analytical framework developed and on the information given – on condition of anonymity – by a real industrial company³.

The real case study was adapted to best serve the training objectives of the serious game, which are to get the participants to: 1) understand the importance of non-energy benefits to increase the attractiveness of energy & carbon projects for business leaders; 2) apply the MBenefits methodology to identify, value and communicate these benefits.

Haute Ecole d'Ingénierie et de Gestion du canton de Vaud (HEIG-VD, a university of applied sciences of the Swiss HES-SO network) was responsible for the development of the Serious Game content integration and gamification, in collaboration with UNIL. The Serious Game is developed with the open-source environment Wegas.

Players' interfaces and activities

Training participants join the serious game through online access. They form teams of 3-5 players, which take on the role of a newly hired energy manager in a canned food production company.

The objective of each team is to identify the two most relevant energy-efficiency measures (out of six described) for Pickles company. While playing the serious game, players can virtually meet different managers of the company (e.g. general manager, HR manager, financial manager, sales director) and ask them questions. At the end of the game, players, in the role of the energy manager, prepare a real presentation of their project (outside the software simulation) for the internal project selection committee in order to get their energy & carbon measures approved. The presentation is made based on a template provided by the Game.

³ This information concerned the company's business model and management systems, production processes and figures, and included an in-depth energy audit.

Your Situation

You have just been hired as an **Energy Manager at Pickles**, an international food company active in the production of prepared foods.

Your goal is to convince the company **Project Selection Committee** to fund your Energy-Efficiency Measures (=EEMs).

The Committee meets twice a year to **select the most interesting projects** among those submitted by the various departments of the company.

Competition between projects is **intense**: proposals are numerous and budget is limited.

So you have to gather **convincing arguments and develop good relationships** in order to get support!

Next