

June 1, 2016

Re: Letter of Affirmation - Innovation Credit # 3

The Emergent Media Center (EMC) at Champlain College is a laboratory/studio environment in which students work with partnering organizations to create transformative media approaches to serious games, social media, mobile, and digital platforms on topics that include social causes, health and medicine, business, communication, education, and training. The EMC was founded upon the belief that media communication plays a pivotal role in addressing real-world problems, while recognizing that technology alone isn't an answer. When correctly designed, technology amplifies positive action. The EMC partners with private companies, non-profits, foundations, and entrepreneurs through grants, contracts, and exploratory sponsorships to create positive impact in the local and global community. EMC collaborations include Ford Foundation, IBM, Robert Wood Johnson Foundation, and the United Nations. Students at the EMC gain real-world experience and EMC partners have the opportunity to work with talented young professionals developing cutting edge technology.

Projects currently at the EMC qualify it for an Innovation Credit under the AASHE STARS guidelines. These include the following:

- Two media initiatives addressing environmental sustainability:
 - On contract with the Vermont Agency of Natural Resources, EMC students are creating media to help individuals and businesses understand how to comply with Vermont's Act 148, a universal recycling and composting law. The first phase of Act 148 took effect in 2014 and its final phase will go into effect in 2020.
 - On June 13 & 14, along with Smarter Shift, the Emergent Media Center will host a brainstorming session with the goal of creating an interactive climate change game, bringing students together with experts in climate science and technology.
- Two systems-based games around the topic of inclusive wealth and fiscal sustainability.
 - "WealthBuilders," a game developed for the Ford Foundation, in partnership with Yellow Wood Associates is a web-based game through which players create value chains that expand livelihood opportunities for low-income individuals in regions of persistent poverty.
 - "Wealth Generator," a game developed for the UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP), is a simulation game to help people learn the concept of inclusive wealth.
- Two interactive narrative game initiatives addressing human rights and gender inequity:



- “*Make a Change*,” is a serial interactive story and set of mini-games for college students addressing of harassment, bystander awareness, and rape on college campuses.
- *BREAKAWAY* is an online game and facilitator’s guide designed with [Population Media Center](#) and the [United Nations Population Fund](#) to address the issue of violence against women. The goal of *BREAKAWAY* is to match the power of digital media tools with on-the-ground community-led youth programs to successfully change attitudes and behaviors. *BREAKAWAY* has already been played in over 185 countries. Currently a mobile version is in development.

These initiatives fostered by the EMC make it eligible for Innovation Credit #3.

Sincerely,



Professor Ann DeMarle, Associate Dean
Director, Emergent Media Center

