

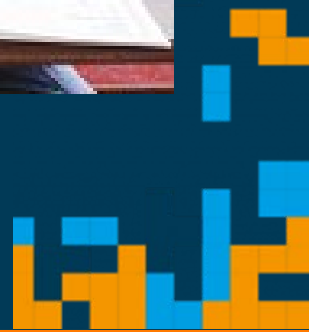


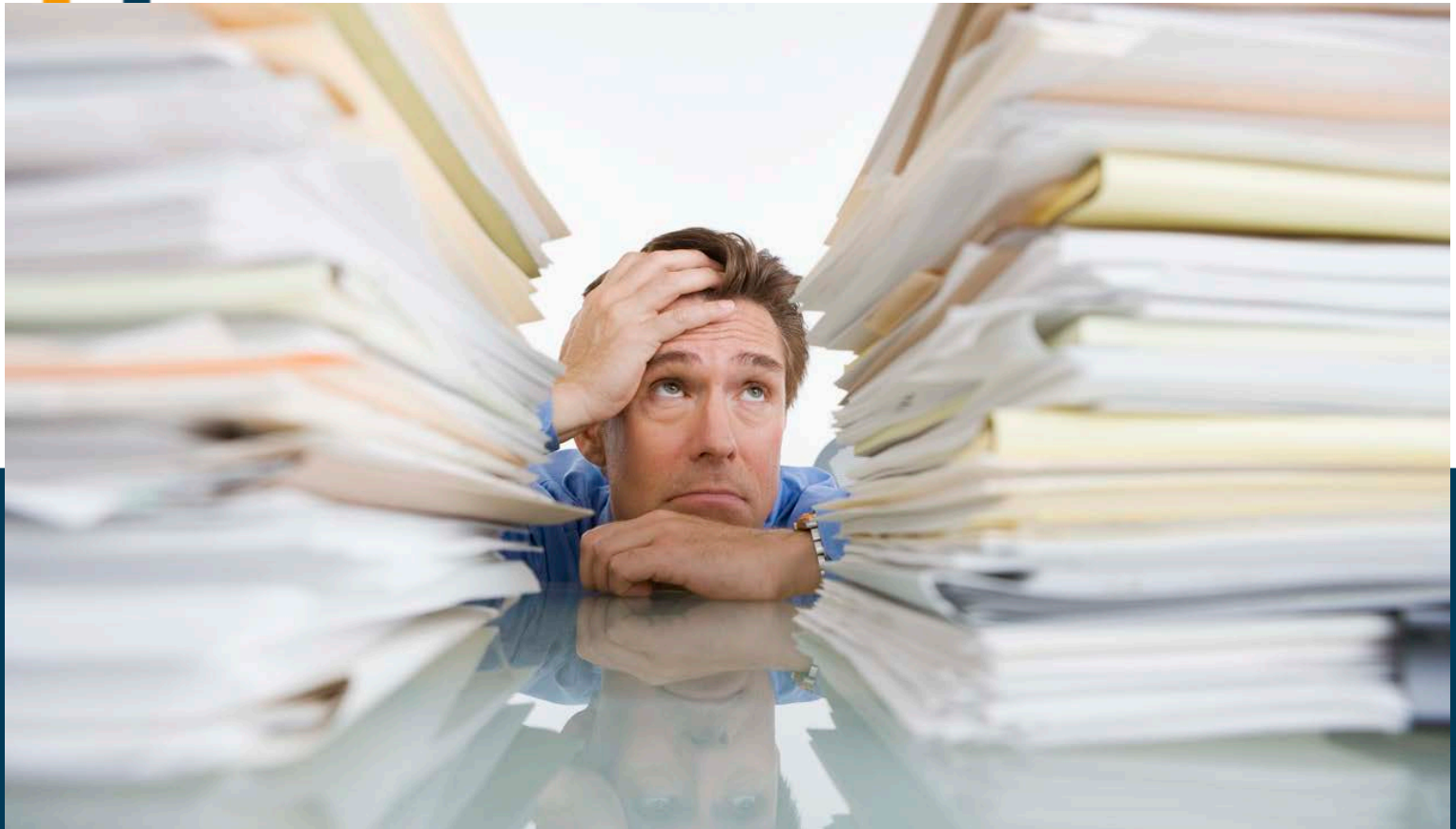
LOGISTICS GAME ON



Serious Gaming in Logistics

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**WHY WAIT
FOR
THE WEEKEND**

TO HAVE FUN

Loesje

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The Netherlands

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www.loesje.org

Anything can be fun!

Serious gaming and gamification can seduce employees into other behaviour and create situational awareness for other roles in the supply chain



In the Netherlands, gaming is part of logistics innovation;

- condense and present complex information
- experience lasts better than reading or hearing
- more fun at work, breaking up routines
- games can simplify processes and increase efficiency
- serious games teach people desirable behaviour
- Gaming allows role play and commitment

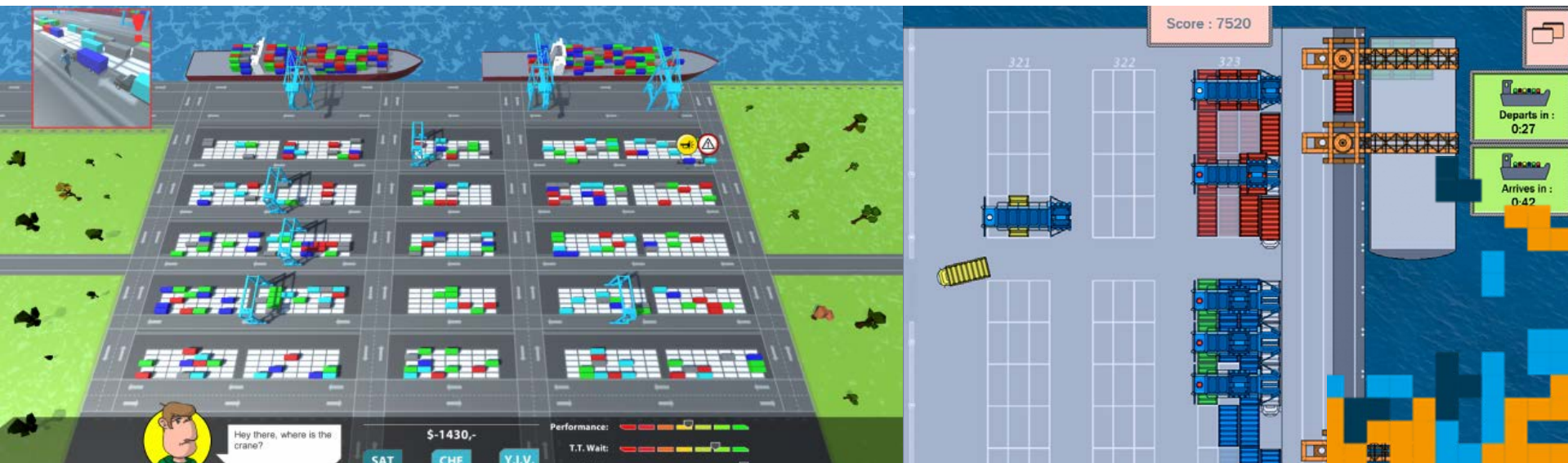
Variations in serious gaming;

- Online vs offline
- Knowledge transfer vs behavioral change
- Individual learning objectives vs strategic goals
- Soft skills vs hard skills
- Cooperation, competition and recognition

Yard Crane Scheduler

- Microgame to optimize terminal operations on ship arrival
- Individual play possible
- Train skills and situational awareness

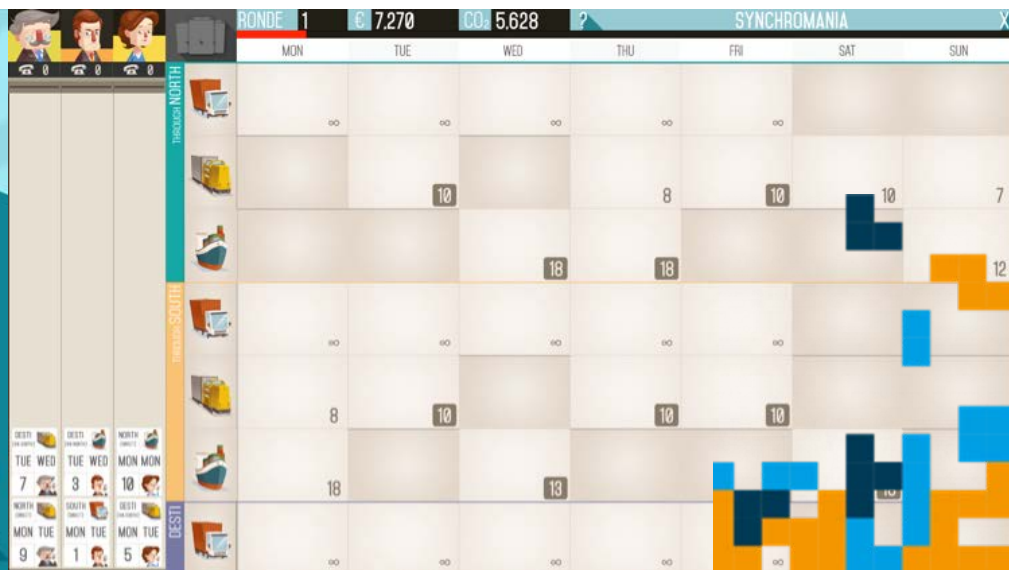
www.InThere.nl



Synchromania

- Game to decide on modal split based on order information
- Individual play possible, different scenarios, high scores ranking
- For business and education

www.tno.nl

The image shows the game interface for 'Synchro Mania'. At the top, it displays 'RONDE 1', a budget of '€ 7.270', and a score of 'CO: 5.628'. The main part of the interface is a grid representing a weekly schedule from Monday to Sunday. The grid is divided into two sections: 'traject NORTH' and 'traject SOUTH'. Each cell in the grid contains a number representing the cost of a specific mode of transport for that day. The numbers are: NORTH (Mon: 00, Tue: 00, Wed: 00, Thu: 00, Fri: 00, Sat: 10, Sun: 7); SOUTH (Mon: 00, Tue: 10, Wed: 18, Thu: 18, Fri: 00, Sat: 10, Sun: 12). The interface also includes a sidebar with icons for different modes of transport and a small calendar at the bottom left.

		MON	TUE	WED	THU	FRI	SAT	SUN
traject NORTH	00	00	00	00	00	00	10	7
	10				8			
traject SOUTH	18				18			
	00	00	00	00	00	00		
	8	10			10	10		
	18			13				
	00	00	00	00	00			

The Fresh Connection

- Cross functional business simulation
- Team competition, business and education
- Align strategy and operation

www.thefreshconnection.biz



Service Supply Chain Game

- Understanding supply chain operation dynamics of asset owners and users
- Board game
- Simulation logistics parts supply chain
- Collaboration and information sharing

www.sscgame.nl



Solve it!

Meike Hopman

TNO

Freight Transportation

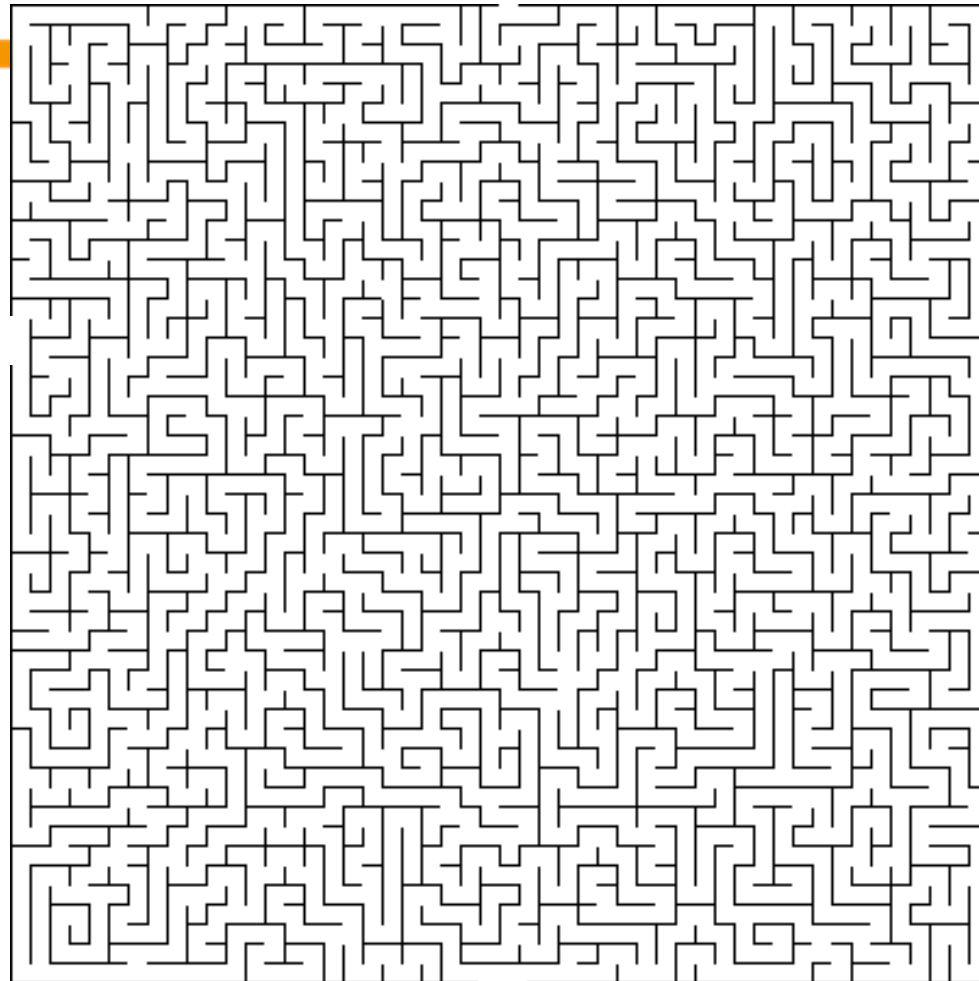
Mariam Lafkihi
Shenli Pan

Mines Paristech

MasterShipper

Jorrit Harmsen
TNO

Solve it!



MasterShipper

Freight Transportation

Solve it! ←

[#12]

[#20]

→ MasterShipper

[#10]

Freight Transportation



Let's play!

Solve it!

A902

Freight Transportation

A901

MasterShipper

1313.multimedia3
Harmonie building