

Meet Stan, Culver City's Spokesmonster

The City of Culver City's Environmental Programs and Operations Division teaches recycling best practices through an innovative augmented reality game featuring the new spokesmonster, Stan, funded by CalRecycle's Beverage Container Grant program for this interactive teaching tool.

As packaging and regulations change, community members often ask, "What goes where"? Culver City sought to answer this question through gamifying the recycling experience. The City created a virtual spokesmonster character and hosted a naming competition. Over 100 name suggestions were received, and the social media community voted on the top 8. Over 300 people voted in the contest, in which Stan, as in "sustainability", was chosen. The name sparked minor controversy due to the flawed premise resulting from the misspelling of "sustainability."

The Stan experience begins with the user allowing access to their camera. Stan then appears in the room and can be "set" wherever the camera is pointing. The user can play a game in which they sort beverage containers into either the trash or recycling. The virtual double-sided trash/recycle pedestrian can is a replica of the pedestrian cans installed throughout Culver City. When a user correctly identifies whether a beverage container belongs in the recycle bin or the trash, Stan does a happy dance. If the user chooses incorrectly, Stan will tell them it's incorrect and allows them try again.

This is just the beginning of Culver City branching into the world of instructional games. Try Stan out for yourself at CulverCityRecycles.com.