

## Section 3

# Chapter 14 - From Videogames to Work: Interactive Languages and Three-Dimensional Environments as Reference Models in Tomorrow's Professions.

## Exemplary case 3

Title: ***A Virtual Reality game dedicated to innovation in agriculture: McDonald's future farmer***

### Description:

*Future Farmer* is an experience of *gamification* in Virtual Reality dedicated to innovation in agriculture, carried out by McDonald's Italy under the patronage of the Ministry of Agriculture, Food and Forestry Policies. This is a VR application that, through a series of 360 videos shot at the farms of young farmers and breeders, presents a series of innovations and then turns them into games that test the level of learning. The initiative was presented to students of agriculture to promote innovation in the sector and the dissemination of concepts such as sustainability and animal welfare.

McDonald's suppliers, some of the farmers selected through "Future Farmer", McDonald's project launched with the aim of accompanying and helping young farmers in the development of their farms, provide virtual guidance on farms. The *edutainment* project in Virtual Reality was carried out by *Carraro LAB* under the scientific supervision of *Qualivita*. The initiative consists of a digital dissemination project dedicated to the agriculture of the future, based on the technologies and content of virtual reality. It is aimed at the general public, and in particular young people, through a series of physical events in various Italian cities, where users can make an interactive journey to the most innovative farms in the country, wearing virtual reality viewers.



The public is invited to visit the farm: in a 360-degree video he meets one of the young farmers selected by McDonald's, explores the environments of the farm, witnesses the production processes, discovers the technologies. Then the user is invited to a cognitive game: returning to the different environments of the farm, they must respond to a series of contextual quizzes, always in 360 degrees, until they show that they have acquired the basic knowledge to become an innovative farmer.

The project is based on virtual reality viewers, helmets that once worn "tele-transport" the user to the farms. The content is immersive: looking around 360 degrees you can explore the environment with a high level of realism, through spherical images. The interaction takes place with an eye-controlled interface: just look at the icons in the virtual environment to activate the navigation and the game.

The initiative represents an innovative model of *Edutainment* (educational game), which uses the frontier solutions of the *immersive media*. The process as a whole becomes a *Gamification* experience that reproduces a path of "*learning by doing*": first the user visits the farm virtually, sees and discovers innovative solutions, then is invited to interact with the same environment in a cognitive game.

