

Nomination: 8428

## Sustainability Learning Journey

### Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

### Name of Organization/Company

Limak Cement

### Additional Contacts

I do not wish to list additional contacts

### Page: Entry Information

### Entry Title

Sustainability Learning Journey

### Category

B01 - B64 Achievement > B51 - Best Use of Games and Simulations for Learning

### Achievement Submission Format

Written Answers

#### a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

The business need for implementing this journey and integrating gamification lies in fostering a culture of sustainability among employees at Limak Cement. By engaging staff in interactive and educational activities, the company aimed to enhance awareness, knowledge, and commitment to sustainability practices. Gamification served as a strategic tool to make learning enjoyable and rewarding, thereby increasing participation and motivation across all levels of the organization. This approach not only educated employees about crucial sustainability issues but also encouraged them to apply sustainable practices in their daily routines. By aligning individual actions with corporate sustainability goals, Limak Cement aimed to reduce environmental impact, improve operational efficiency, and strengthen its reputation as a responsible corporate citizen.

Overall, the journey and gamification initiative were essential in instilling a sense of responsibility and collective effort toward achieving sustainable development targets within the company's operations and beyond.

#### b. Outline the team's or organization's achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required

Limak's journey in utilizing gamification to promote sustainability achieved several notable milestones and successes. Primarily, the initiative significantly raised awareness and knowledge among employees regarding sustainability issues, empowering them to adopt environmentally friendly practices both at work and in their personal lives. Through engaging and interactive activities spread over several weeks, participants gained practical insights into waste reduction, energy efficiency, and environmental stewardship.

The structured approach of weekly missions and gamified elements ensured high participation rates and sustained interest throughout the program. Employees enthusiastically completed tasks such as learning modules, interactive games, and practical challenges, earning badges and points for their achievements. This motivated individuals to excel and fostered a collective sense of accomplishment and commitment to sustainability goals.

Moreover, the initiative enhanced internal communication and collaboration across departments. Employees shared their experiences and best practices through dedicated social groups, fostering a community of practice around sustainability within the organization. This peer-to-peer interaction facilitated knowledge exchange and innovation, leading to the implementation of new ideas and initiatives aimed at further reducing the company's environmental footprint.

Externally, Limak's commitment to sustainability through gamification garnered positive attention and recognition from stakeholders and the wider community. It reinforced the company's reputation as a leader in corporate social responsibility and sustainability practices within the construction materials industry.

Overall, by integrating gamification into its sustainability journey, Limak achieved measurable improvements in environmental performance and strengthened employee engagement, teamwork, and corporate citizenship, positioning itself as a role model for sustainable business practices in the industry.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's or organization's past performance (up to 250 words). Required**

Firstly, raising awareness and knowledge among employees about sustainability issues is crucial as it empowers them to make informed decisions both at work and in their personal lives. By instilling a deep understanding of concepts like waste reduction and energy efficiency, employees become active participants in the company's sustainability efforts, contributing to tangible environmental benefits such as reduced carbon emissions and resource conservation.

The high participation rates and sustained engagement observed throughout the journey underscore the effectiveness of gamification in driving behavior change. Gamified elements such as badges and points not only incentivize individual effort but also foster a competitive spirit that motivates employees to excel. This enhances employee morale and satisfaction and cultivates a culture of continuous improvement and commitment to sustainability goals.

Internally, the initiative's success in promoting collaboration and knowledge sharing across departments is pivotal. By creating dedicated social groups and platforms for sharing experiences and best practices, Limak facilitates peer-to-peer learning and innovation. This collaborative environment not only accelerates the adoption of sustainable practices but also drives operational efficiencies and cost savings over the long term.

Externally, the positive reception and recognition from stakeholders and the community validate Limak's leadership in corporate social responsibility and sustainability. It enhances the company's brand reputation, attracting environmentally conscious customers, investors, and partners who prioritize sustainable business practices.

In summary, these achievements are significant as they demonstrate Limak's proactive approach to addressing global sustainability challenges while fostering a culture of responsibility, innovation, and continuous improvement within the organization and beyond.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

In this nomination, attachments such as the Sustainability Learning Journey Details document and the Delivery and Achievements document serve as critical evidence supporting the claims made about Limak Cement's sustainability program.

Sustainability Learning Journey Details document:

This document outlines the weekly process of the sustainability journey, detailing each week's objectives, activities, and outcomes. It includes visuals such as screenshots of gamification interfaces, task descriptions, and participant engagement metrics. These visuals demonstrate the structured approach to learning and engagement, showcasing how gamification elements like badges, points, and challenges were integrated into the program. They provide concrete evidence of participant involvement, task completion rates, and the educational content covered, validating claims of increased awareness and knowledge among employees.

Delivery and Achievements document:

This document provides a comprehensive overview of the gamification elements used throughout the sustainability program. It showcases achievements such as high participation rates, badge distributions, and specific outcomes like behavioral changes and innovative ideas submitted by employees. These details substantiate claims of effective gamification strategies driving employee engagement, learning outcomes, and sustainable behavior change within Limak Cement.

**Webpage Link**

<https://www.limakcemento.com/tr/en/> (<https://www.limakcemento.com/tr/en/>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/20758/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDc1OCwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9B51%20Best%20Use%20of%20Games%20and%20Simulations%20for%20Learning%20-%20Sustainability%20Learning%20Journey%20Details.pptx>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/20759/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDc1OSwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9B51%20Best%20Use%20of%20Games%20and%20Simulations%20for%20Learning%20-%20Delivery%20and%20Achievements.docx>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 3**

Download File ([https://stevies-sage.secure-platform.com/file/20760/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDc2MwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm951bs\\_3kOTs?B51%20Best%20Use%20of%20Games%20and%20Simulations%20for%20Learning%20-%20Limak%20Cement.pdf](https://stevies-sage.secure-platform.com/file/20760/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoyMDc2MwiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm951bs_3kOTs?B51%20Best%20Use%20of%20Games%20and%20Simulations%20for%20Learning%20-%20Limak%20Cement.pdf))

**Would you like to add an additional supporting document?**

No

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