

Accenture is a global leader in consulting.

GOALS

Fight the most common stereotypes and biases targeting women in corporate environments.

TARGETS

All managers, men and women.

FORMATS



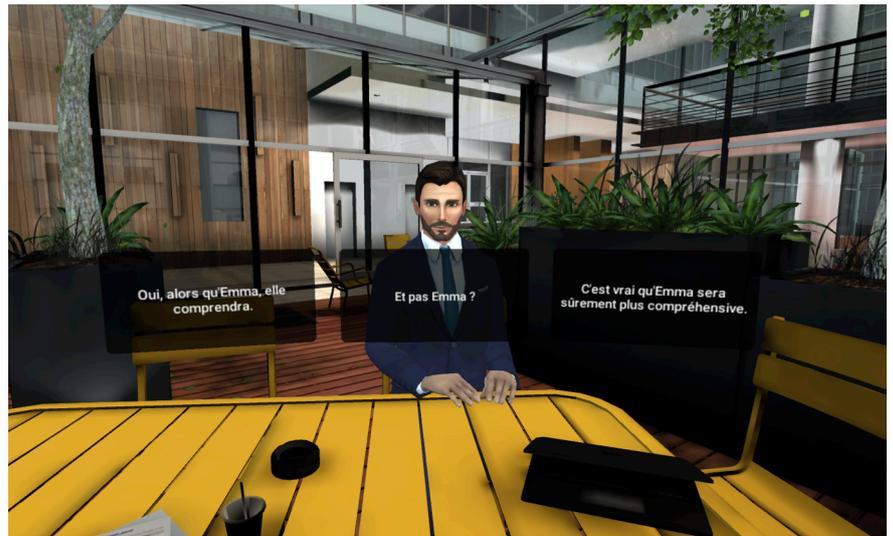
PRESS ARTICLES

L'OBS

Le Parisien

GENDER SWAP

FIGHT SEXIST STEREOTYPES IN CORPORATE ENVIRONMENTS



OUR SOLUTION

A behavioural VR Serious Game **at the end of which a male player might discover they embodied a feminine character.**

Six random scenes are available, each based on a common stereotype targeting women.

Within a superb, fully modelled environment, the game thus offers two types of challenges:

- **Spot** gender stereotypes
- **Guess** if the character just played was a man or a woman.

RESULTS

With this "identity swap" experiment, **VR proved an efficient way to trigger empathy.** Accenture and Manzalab are therefore working on extending this method to other stereotypes commonly witnessed in corporate environments.

Accenture and Manzalab will both distribute this "Swap" range of products to their respective clients.