



## Business case

Name:	Adam Metz
Community & UN SDG(s):	Youth Learners/Gamers learning about Climate Change: SDG 13 - Climate Action, SDG 7 - Affordable and Clean Energy, SDG 12 - Responsible Consumption and Production
Date:	October 16th, 2023

<b>Proposed Project</b>	Sustainify
<b>Date Produced</b>	October 16th, 2023
<b>Background</b>	Sustainify is a video game that aims to educate players on climate change through topics such as: sustainable development practices, clean energy sources, and causes and effects of climate change. By facilitating the learning experience through a video game, the goal is to provide a more entertaining, and alternative way for the younger audience to learn about and engage in these topics. Sustainify will be a 'Cookie Clicker' genre game, where the player clicks to gain points, and invests into passive point generators. With this style of game, the game will be easy to pick up and play, require low hardware requirements to play the game, and easy to provide educational tidbits that aren't overly impeding to the gameplay.
<b>Business Need/ Opportunity</b>	With the constantly increasing urgency of climate change, it becomes more and more crucial to mitigate the effects of it. One of the first steps to making a change is education on the topic in question. There are few video games currently that focus on providing an educational experience around sustainable development and climate change, especially in the genre of idle/cookie-clicker games. Sustainify aims to provide a tool in that gap, that provides an easy to play game, with a core educational component surrounding sustainable development, and climate change.
<b>Options</b>	<ol style="list-style-type: none"><li>1. Create a platform for small educational web games</li><li>2. Create an educational cookie clicker game</li><li>3. Create an educational automation/base-building game</li></ol>
<b>Cost-Benefit Analysis</b>	

### 1. Create a platform for small educational web games

#### Benefits:

- Easy to provide small and quick educational experiences through smaller games
- Possibilities to add new games that relate to other SDGs

#### Costs:

- With this approach, I'd have to develop both the platform and a few small games. Large amount of time investment.
- Platform hosting costs
- There's already existing platforms such as [games4sustainability](#), and [NASA Climate Kids](#) that achieve a similar goal



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2. Create an educational cookie clicker game

Benefits:

- Easy and intuitive game to play if the player has played any other cookie clicker game before. Otherwise it is quick to learn even if it's the player's first time playing a game in this genre.
- No other cookie clicker games similar to this idea
- Great type of game for a web based game, which I could either host myself, or upload to itch.io for free.

Costs:

- Possible hosting costs if I plan to host the game myself
- Reasonable scope for one month of development time, simple game with room for complexity and depth.

3. Create an educational automation/base-building game

Benefits:

- Not many similar games in this genre, especially with an educational focus

Costs:

- Not easy to learn if the player is brand new to this genre, which is likely
- Even a simple implementation of this game is quite complex. Large amount of time investment.
- No hosting costs, as a game like this would be a desktop game

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## Recommendation

2. Create an educational cookie clicker game

My reasoning for this choice is:

- Reasonable scope for 1 month of development
  - Easy game to learn and play
  - Unique game in the genre
  - Great type of game for players of all ages
  - Low hardware requirements to play the game
  - With this being a web-game, it'll be easy for players to simply go to a link and start playing.
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