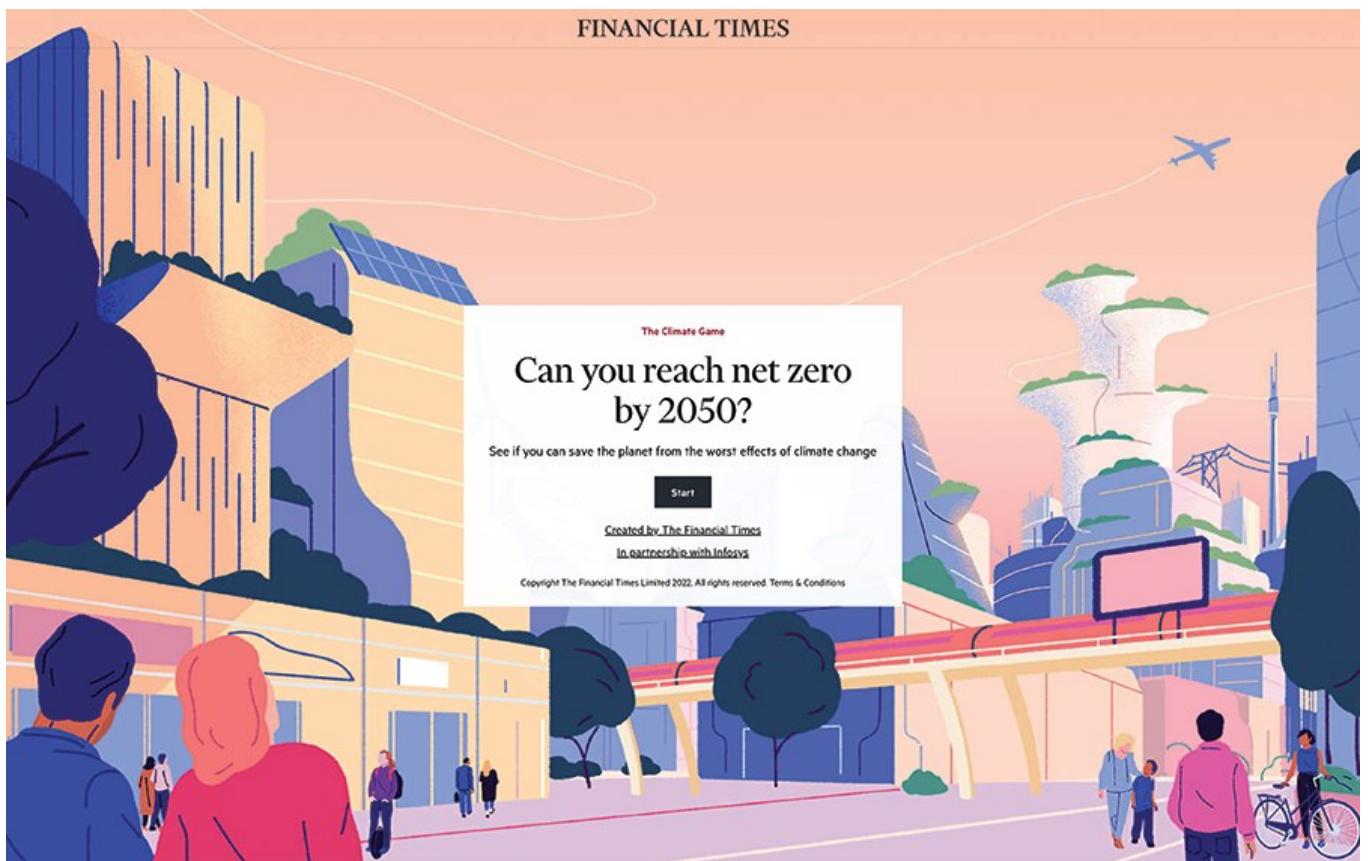


*Interactive / Websites/Microsites / Business*

## The Financial Times Climate Game

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**Effort** 100 pts

**CO2** 34.2 gts

**2022** 2050

0/5

ROUND 1 OF 3 - Q1/7

**Electricity**

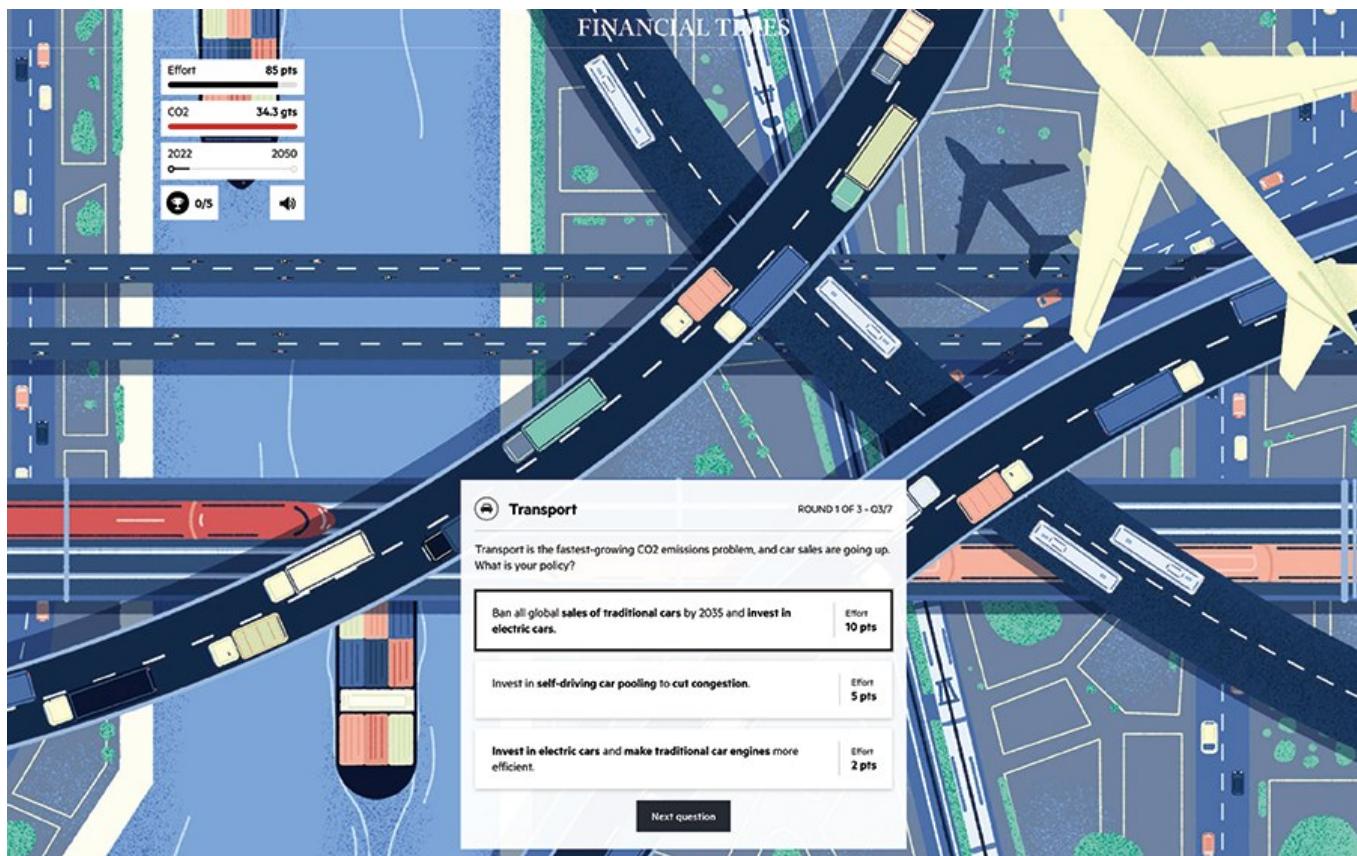
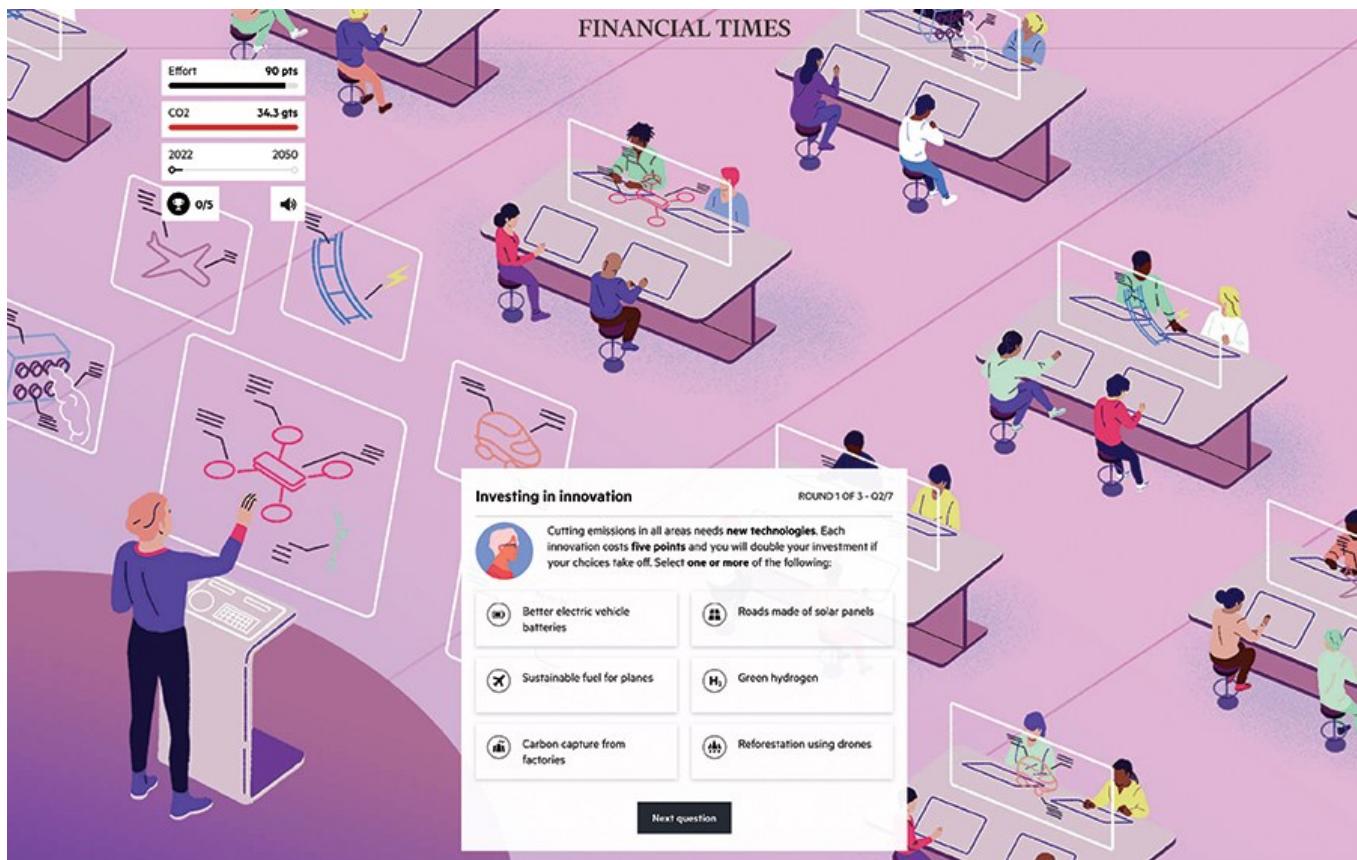
Coal makes up three-quarters of the CO2 produced by electricity. Will you:

Phase out coal plants in wealthy countries over 10 to 20 years. **Effort 5 pts**

Let the market take its course and coal demand will fall. **Effort 2 pts**

Stop all new coal plants globally and close those in wealthy countries. **Effort 10 pts**

**Next question**



**FINANCIAL TIMES**

**Buildings** ROUND 1 OF 3 - 04/7

Buildings and construction make up almost one-third of energy use. Cities are growing fast in developing countries. What will you do?

- Ban global coal and oil boiler sales by 2025 and roll out heat pumps. Effort 2 pts
- Improve efficiency standards for cooling and other appliances. Effort 1 pts
- Mandate that cities must knock down all poorly insulated homes and replace them with highly efficient equivalents. Effort 5 pts

**Next question**

**FINANCIAL TIMES**

**CLIMATE TIPPING POINT**  
**West Antarctic ice sheet disintegration**

Well done for your hard work so far! Unfortunately, the carbon dioxide already in the atmosphere is changing the earth dramatically. Tipping points are looming — these are critical climate thresholds that, once passed, can lead to irreversible changes to our planetary systems. The more you cut emissions, the fewer tipping points you'll have to face.

In Antarctica, a giant iceberg almost the size of Greater London has broken off — a sign that the West Antarctic ice sheet may be becoming more unstable. Let's find out what has happened.

???

**FINANCIAL TIMES**

**Methane** ROUND 1 OF 3 - Q5/7

Your goal is to keep global warming to 1.5C, and this means dealing with greenhouse gases other than CO2. Global methane emissions account for about one-third of human-caused warming. Do you want to deal with methane now?

Cutting CO2 is the number one priority. Deal with methane later. Effort 0 pts

Focus on methane — the problem is urgent. Effort 20 pts

**Next question**

**FINANCIAL TIMES**

**Summary round two: 2026-2030**

All sectors Electricity Buildings Transport Industry

**Energy-related CO2 emissions**  
Annual gigatonnes

Year	Electricity (gigatonnes)	Buildings (gigatonnes)	Transport (gigatonnes)	Industry (gigatonnes)	Total (gigatonnes)
2025	~12	~5	~5	~10	~32
2030	~15	~6	~6	~10	~37
2035	~18	~7	~7	~10	~42
2040	~20	~8	~8	~10	~46
2045	~22	~9	~9	~10	~50
2050	~25	~10	~10	~10	~55

Restart Round three: 2031-2050

**All sectors**

You are not doing enough to cut energy-related emissions. Select a sector for more detail on why.

**CO2 (gigatonnes)**

Change	Remaining	Spent	Remaining
↓ 11.6	22.5	135	25

**Net zero tracker**

You are doing well, but not quite on track for net zero. Redouble your efforts in the final round.

**Awards**

- A green transition can have global benefits. You won both awards available in round two, for responsible growth and increasing equality.

**Methane**

- Your decision to tackle methane emissions is paying off. Landfill sites are being covered, gas pipeline leaks blocked and flaring from fossil fuel production facilities banned.

**Land use**

- Millions of hectares have now been rewilded, while collaboration between indigenous communities, agribusinesses and investors has drastically slowed deforestation.

Anthony Cooke, design director

Ralf Gehrig, chief creative officer

Sam Joiner/[Alan Smith](#), Financial Times, strategists

Anthony Brooks, developer

[WONGDOODY](#), project design and development

[Financial Times](#), client

[Launch Site](#)

DISCIPLINES   GALLERY

LAUNCH THE INFORMATION ON A DEEPER LEVEL. —AURELIA EIJERI

“A fascinating and thought-provoking interactive experience, prompting the user to really think about all the factors that can affect climate change.” —Laura Hobson

**Overview:** The *Financial Times* wanted to invite its readers to imagine our world in 2050 based on today's decisions regarding climate change. Partnering with technology consultant company Infosys and the London office of creative agency WONGDOODY, the newspaper developed *The Climate Game*, a choose-your-own-adventure website that puts the reader in the driver's seat as the “global minister for future generations” and lets them make all policy decisions to lower CO<sub>2</sub> emissions to net zero by 2050. Using predictive AI, the game simplifies the road to climate preservation with a playable experience that appeals to not only policymakers but to younger and nonspecialist audiences alike.

The website is a front-end-driven, single-page web app built in JavaScript.

Since its launch, *The Climate Game* has received more than 8 million impressions with more than 650,000 playthroughs, 100,000 views on the *Financial Times*'s LinkedIn page, 4,000 tweets and numerous requests from worldwide news organizations to translate the game.

*The Climate Game* was developed in ten weeks with an agile team of seven from the *Financial Times* and WONGDOODY.

*Comments by WONGDOODY:*

**What would you say are *The Climate Game's* core features?** “Interesting game-play powered by predictive AI that educates the players. Each player generates their own unique emissions trajectory for all types of greenhouse gases, but it's not a railway track where they're either on one branch or another. They jump between different pathways and can explore the space connecting them. At the end of the game, players see their total emissions cuts, how close they are to net zero and what changes to the planet have taken place during their time in office. The game results also show what the Earth's median temperature is projected to be in 2100. Players can share their experience at the end and challenge others to try their hand at reaching net-zero emissions by 2050.”

“*The Climate Game* uses bespoke emissions modeling developed by the International Energy Agency (IEA) in its ‘Net Zero by 2050’ report to give players a realistic response to their policy decisions, tracking the temperature outcomes for the game's specific pathways. These climate outcomes were calculated using the IEA's World Energy Model and Energy Technology Perspectives, coupled with version seven of the Model for the Assessment of Greenhouse Gas Induced Climate Change—which is used by scientists and integrated assessment models.”

**What are the site's navigational features?** “*The Climate Game* is a guided challenge where the players' choices across 400 decision points and four stages drive the journey to net-zero emissions. The satisfaction of playing the game comes not only from the sense of control over the results but

also from the puzzle of working out how things interact. There are numerous ways to affect the emissions model to amplify different outcomes, and this might tempt players to play it again."

**See the gallery**