



PLAYING FOR THE PLANET ANNUAL IMPACT REPORT 2020



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01 INTRODUCTION

A Message by Sam Barratt

Playing for the Planet Alliance Objectives



Sam Barratt, Chief of Education, Youth and Advocacy at UNEP and Co-Founder of the Playing for the Planet Alliance

The Playing for the Planet Alliance is the first of its kind. A partnership entered into by a group of video gaming companies who have made voluntary, specific, time-based and increasingly ambitious commitments for both people and planet.

Despite their reach and depth of audience, video games are still often seen outside the cadre of media-that-matters. The games industry is now the biggest entertainment medium of our time and it deserves a seat at the top table.

Not only does gaming have the potential to reach 1 in 3 people on the planet, but the facets of levelling up, going faster, scoring higher and taking on the impossible, are all critical ingredients we need to gather from gameplay and direct into the greatest multiplayer challenge of our time: climate change.

2020 raised the curtain on what could lie ahead if we don't act. This COVID-19 pandemic continues to have a tremendous impact on the world and our lives. It also offers a moment for us to reset our relationship with carbon while at the same time urging us to reconnect, revalue and reinvest in nature.

If the pandemic wasn't keeping us up at night, then it might have been the wildfires ripping across Australia and California, ice shelves collapsing

in the Arctic, or the running down of our biodiversity balance sheet.

Of course, there is hope. The EU has committed to slash its carbon emissions, major Asian economies are pulling out of coal, and in the boardrooms of large corporations, there have been promising signs of a new net-zero reset. Is it enough? Not yet. Is it a promising shift? Definitely.

So where does Playing for the Planet fit in? An idea that came together in discussions between UNEP, GRID-Arendal and Playmob in 2019, has in 12 months led to 29 companies signing up on a shared mission to harness the power of this sector to explore the power of gameplay and to begin to rewrite the industry away from carbon.

Already, two-thirds of Alliance members have committed to decarbonize their platforms. With new tools, partnerships, and a major climate summit looming in Glasgow this year, this will only grow, along with commitments to restoring and protecting the forests of the world.

The 2020 Green Game Jam, led by Space Ape and Sybo, was a great big petri-dish for exploring how to leverage gameplay for the environmental agenda.

Not only has it reached more than 100 million people but it has also led to the planting of thousands of trees, raised funds for wildlife conservation, and secured commitments from players to change the way they light their homes.

Inside the Alliance there is a humanity and kinship among members that is what I think matters most. In 2019, one senior member of the Alliance went out of his way to secure the support of "their mortal enemy" to join. It's this spirit of collaboration and shared interest - not competition - that will yield the greatest returns for all of us to learn and replicate.

The facets of levelling up, going faster, scoring higher and taking on the impossible, are all critical ingredients we need to gather from gameplay and direct into the greatest multiplayer challenge of our time: climate change.

We have all the right tools close to hand: urgency, creativity and inspiration pour out of the gaming industry. In 2021 we intend to show how we can deploy all of these in harmony so that together we can support the industry to play for the planet. To our Alliance members, thank you for all your work and efforts in the first year of this initiative. And to everyone else in the industry, come and join our mission!



The Playing For The Planet Alliance was created to support the video gaming industry to achieve four core objectives:

- 01 To rally the industry to reduce its carbon footprint so that it has the tools to measure, reduce and set targets to decarbonise.
- 02 To inspire environmental action through green activations in games.
- 03 To share the learnings of the initiative so that others within the industry can follow suit.
- 04 To explore new strategies for the future around new games and approaches to storytelling.

With the support of GRID-Arendal and Playmob the United Nations Environment Programme (UNEP) facilitated the launch of the Alliance in September 2019 when 21 of the biggest companies in the video gaming industry formally committed to harness the power of their platforms to take action on the climate crisis. Since then, the Alliance has grown to include 29 major gaming companies with more set to join this year. UNEP's role has been to co-create, convene and provide strategic guidance to the Alliance with members leading workstreams and making in-kind contributions to this initiative.

This first-ever impact report explores the following three aspects:



COLLECTIVE IMPACT
Report on the progress that the Alliance has made as a collective in meeting its Annual Objectives.



LEARNING FOR OUR SECOND YEAR
Extract the wisdom from 2020 to take it forward into 2021.



INDIVIDUAL ACTION
Track the progress the Alliance members have made in the last 12 months.

We hope that this report will serve not only as a useful accountability mechanism for current Alliance members but to also attract other companies to join the initiative and benefit from the chance to learn, develop and evolve their businesses on this agenda.

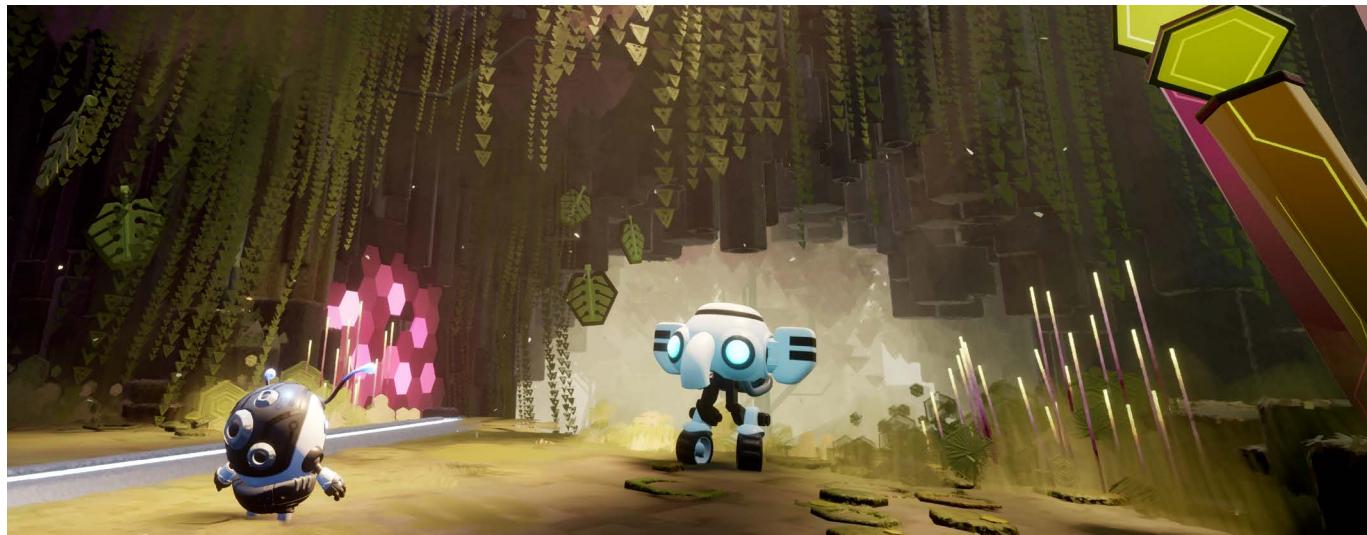


02 WHAT DID WE ACHIEVE TOGETHER? 🌱

Key Objectives and Progress
Green Game Jam 2020 Overview

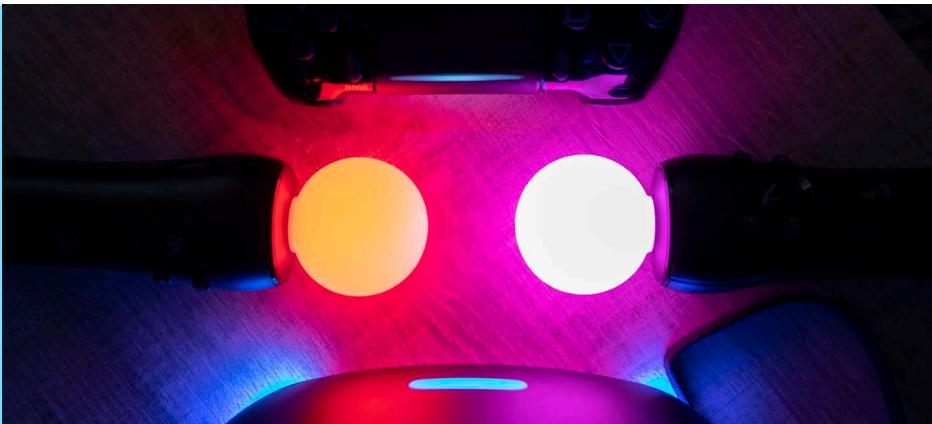
These are the key objectives for the Alliance in 2020

- Reduce carbon footprint
- Integrate green activations
- Focus on environmental agenda
- Grow Alliance active user base
- Set the Alliance foundations
- Foster a spirit of collaboration



Support gaming companies to reduce their carbon footprint

► ON TRACK



- ◆ Five new companies joined the Alliance with commitments made to decarbonise their businesses.
- ◆ A new toolkit containing guidance for companies on how to decarbonise (for Scope One and Two emissions) was shared with the Alliance members, with plans for Scope Three underway for 2021.
- ◆ For the launch of PlayStation®5, Sony Interactive Entertainment (SIE) has been able to create energy efficiencies in the device that mean that power consumption in rest, media and home screen modes is lower than PS4 was at launch.



To inspire companies to integrate authentic green activations in games

► SURPASSED

- ◆ Under the leadership of Space Ape and Sybo, the 2020 Green Game Jam was held with 11 companies that led to activations being placed in live games.
- ◆ Activations have already reached more than 110 million players and the games that were involved in 2020 were promoted on the Google Play Store.
- ◆ For 2021, 15 major studios have already agreed to participate in the Green Game Jam including Sony and Microsoft first party studios, Ubisoft, Niantic, Supercell, Sybo and Rovio.

Encourage companies to make commitments on the environmental agenda, with a focus on the themes of nature and restoration

► UNDERWAY



- ◆ A working group of 10 companies have come together to collaborate on a new initiative around the protection and restoration of tropical forests. The aim of this group will be to aggregate commitments to achieve climate neutrality as a part of a new Green Gigaton Challenge for 2021.

Grow the Alliance to reach a total Monthly Active User base of 2 billion

► NOT MET

- ◆ Eight new gaming companies agreed to join the Alliance and made the following commitments:
 - ◆ **Unity:** will run an inventory carbon emissions associated with its cloud operations, and will create a framework to measure the environmental impact of the Made with Unity experiences. The company will also support P4P Alliance efforts, including research and the Green Game Jam.
 - ◆ **MAG Interactive:** has agreed to integrate green events and notifications in games, work on reforestation through game play and to have a zero carbon footprint.
 - ◆ **Bornholm Game Days:** has agreed to develop an online climate handbook for game companies.
 - ◆ **Tigertron:** has agreed to uphold green practices in game development and to donate a percentage of its net profits to environmental organizations.
 - ◆ **Future Games of London:** has agreed to design and launch environmental in-game content and to complete a carbon footprint assessment.
- ◆ Engagement with trade bodies is underway with discussions with The Association for UK Interactive Entertainment (UKIE) and Interactive Software Federation of Europe (ISFE) now taking place for trade bodies to support the initiative with their members.
- ◆ Combined, these new members mean the Alliance now has a combined reach of 1.2 billion.

Set the Foundations of the Alliance with a new website and member support materials

► ON TRACK

- ◆ Playing for the Planet was represented at a range of events including:
 - ◊ [Gamescom](#)
 - ◊ [GDC](#)
 - ◊ [Unity for Humanity](#)
 - ◊ [Pocket Gamer](#)
- ◆ The Alliance was covered in media including **BBC**, **Business Insider** and **GamesIndustry.Biz**, in relation to the work that has been undertaken.
- ◆ Playing for the Planet was shortlisted for the **2020 Women in Games Global Games Advocacy Awards**. Women in Games is a not-for-profit looking for equity and parity for all women and girls in the video games industry and esports.
- ◆ The Playing for the Planet website was updated with a new homepage and landing page for the Green Game Jam.
- ◆ A Welcome Kit for new members was created and shared to help onboard and support members joining the initiative.







Green Game Jam 2020 Overview

The Green Mobile Game Jam was born off the back of the video game industry's commitments at the UN Climate Summit in September 2019. Playing for the Planet Alliance members gathered in London to find ways to leverage the power of the medium for greater impact.

What were the goals of the Jam:

- Act as first responders within the new Alliance.
- Activate 1 billion gamers towards climate action.
- Prove or disprove the concept so it could be rolled out more broadly in 2021.

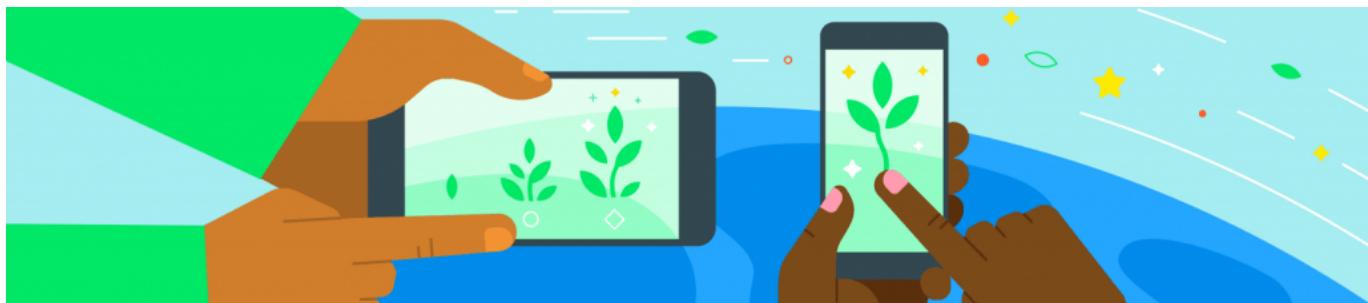
Why did we focus on mobile:

- The group of members organising the Jam run mobile studios and have an expertise in that particular platform.
- Iterating for mobile games is faster and more agile, and also allows ideas to be tested with players quickly due to shorter development cycles.

What were the objectives of the Jam:

The Alliance worked hand in hand with UNEP to create the following objectives for the Jam:

- 01 What **individual commitments** can be catalyzed to combat climate change through gameplay?
- 02 How can we activate players around the theme of **reforestation** and restoring nature through gameplay?
- 03 How can we educate people about **renewable energy** in our games?
- 04 Sandbox Mode: A wild card to allow teams the freedom to explore impactful ideas not captured in the above objectives.



Who participated in the Jam:

- Creative Mobile (Zoocraft: Animal Family)
- FGOL (Hungry Shark World)
- Fingersoft (Hill Climb Racing/2)
- GameDuell (Belote.com)
- MAG Interactive (WordBrain/2)
- Pixelberry (Choices)
- Playdemic (Golf Clash)
- Rovio (Angry Birds/2)
- Space Ape Games (Transformers: Earth Wars)
- Sybo (Subway Surfers)
- Wildworks (Animal Jam)

What was the outcome of the Jam:

The Alliance managed to bring together some of the biggest names in mobile gaming to deliver implementable pitches for in-game activations to 250 million players.

Studios settled on some common themes:

- Pooling players and resources to make a greater impact on reforestation (MAG + TreesPlease, Rovio).
- Making renewable energy more accessible. (Sybo, Space Ape, Wildworks).
- Broaching this potentially contentious subject matter with certain audiences. (Playdemic, Pixelberry, Fingersoft, GameDuell).
- Land/sea-life conservation (Creative Mobile, FGOL).

For descriptions of each studio's activation and more in-depth results, please see the Appendix.

Implementation and Early Results Snapshot

STUDIO	IMPLEMENTATION DATE OF ACTIVATION:	EARLY RESULTS OF THE ACTIVATION:	HAVE THEY COMMITTED TO GGJ 2021?
Creative Mobile	May/October 2020	Reach: 156K unique players 1,500 players raised \$14,410 for Wolf Conservation Trust within first 2 weeks of event	
FGOL	April 2021	TBA	
Fingersoft	-	-	TBA
GameDuell	August/October 2020	Reach: 800K players have seen the mini-game overlay	
MAG Interactive	October 2020	Reach: 111K players Planting 5,000 trees via players so far	
Pixelberry	October 2020	Reach: 145K players have played the first chapter so far	TBA
Playdemic	TBA	TBA	TBA
Rovio	October 2020	Reach: 4.1M players participated in the in-game event	
Space Ape	October 2020	Reach: 200K active players with new campaign Received 16K+ renewable energy surveys	
SYBO	September 2020	Reach: 98M players played the Subway Surfers Bali content / 2B Total Daily Green Nudges	
Wildworks	June/October 2020	Reach: More than 6.6M players have engaged with the new ecosystem so far	

Combined reach = **110,001,000**

03 LEARNINGS/REFLECTIONS





MOTIVATION

Within the first year of the Playing for the Planet Alliance, we have seen that the gaming industry is motivated to act for the environmental agenda.



COLLABORATION

The Alliance has brought together companies who normally compete to collaborate for a common cause. Through the Alliance, the companies are finding creative ways of working together to address some of our biggest environmental challenges.



SHARING

Being a member of the Alliance means that you get the opportunity to learn from others and share experiences and best practices with your peers to maximise your environmental impact.



COLLECTIVE ACTION

Combined, the members of the Alliance have the ability to reach over 1.2 billion people every month. If you have a reach of millions of monthly active users, you are in position to have an impact far beyond just reducing your own environmental footprint.



04 WHAT LIES IN STORE FOR 2021

2021 Deliverables

01 Insight and research

The Playing for the Planet Alliance will seek to deliver the following outcomes in 2021:

02 Integrating authentic green activations in games

03 Thematic focus

04 Communications and Community

- ◆ A new working group within the Alliance will be set up to build out research and insight for the Alliance.
- ◆ Building on the success of the 2020 Green Game Jam, the aim for 2021 is to reach 1 billion monthly active users with environmental messaging and focus on restoration as the core theme.
- ◆ Decarbonisation: Guidance on decarbonisation was issued in 2020 with a Scope 1 and 2 measurement tool. For 2021, the aim will be to add Scope 3 to the tool for Alliance members to use.
- ◆ Restoration: The Green Game Jam will coalesce around restoration, working groups on offsets, restoration investments (on land and under ocean) to be taken forward.
- ◆ Support current Alliance Members to meet their objectives and scale through others. 8 new members joined the Alliance in 2020. For 2021, the objectives are:
 - ◆ Provide adequate member support by setting up an online member area and quarterly check-ins.
 - ◆ Focus on stronger communications for the Alliance.
 - ◆ Showcase the work of the Alliance at least in 4 events and meet twice a year.
 - ◆ Set up working groups for key areas.
 - ◆ Federate through new membership categories such as trade bodies.
 - ◆ To explore a multi-year funding solution to support the initiative.
 - ◆ To extend the reach of the Alliance with up to 10 new members joining.



05 HOW DID INDIVIDUAL MEMBERS DO? 🌎

Summary of Actions

Individual Alliance Member Progress



Companies joining the Alliance must make specific and measurable commitments to act for the environment and report on progress each year. Outlined below is an overview of the commitments that were made in 2019, a status update on their completion and whether new outcomes were added.

Out of all the 21 Alliance Members, 19 have shared the progress that they have made, with only 2 still to respond. These Alliance Members will be given 6 months to update on their activities and make new commitments, or they will be asked to reconsider their role within the Alliance.

Ensuring women are well represented in leadership roles in the gaming industry is an on-going challenge. While the Alliance didn't pursue this as a core objective in 2020 - as there are a number of other gaming initiatives that are dedicated to this work - there is a strong baseline to build from given the Alliance's work in 2020. Nearly a third of the representatives in the Alliance are women, 45% of the Green Game Jam leads were women and two-story lines from Alliance members had female protagonists. For the 2021 Impact Report, the Alliance will be reporting on the gender balance in their companies, their policies on zero-tolerance for sexism and exploring how they are representing all elements of society through game play.



Member Objectives



DECARBONIZATION



GAME ACTIVATIONS



RESTORATION

Summary of Actions

19

companies
reported back

45+

actions were
undertaken

8

companies have
agreed to explore
how they will
reduce their carbon emissions
as a commitment for 2021

Together, these Alliance
members have the ability
to reach

1.2 billion people.

Creative Mobile



What did they say they would do?

Promote environmentally conscious choices across its gaming products by using climate related themes for game updates and live events, explaining the reasons behind an ecological disaster in a game set in its aftermath and encouraging play mechanics that model eco-conscious behavior.

Did they do it?

Yes.

Did they do anything else?

Creative Mobile participated in the Green Game Jam and implemented the activations.

What will their new commitments for 2021 include?

- Creative Mobile is committed to become carbon neutral by 2022.
- Creative Mobile will be expanding their environmentally focused in-game live events and is committed to participate in the Green Game Jam 2021.
- Creative Mobile will support and promote ideas and actions around climate change and biodiversity. Creative Mobile is also exploring how to connect their leading automobile racing game to the Green Gigatonne messaging.

E-Line



What did they say they would do?

Share best practices for aligning environmental themes with game projects, explore how video game franchises can raise awareness around environmental themes, explore how to leverage youth game-making platforms to offer game creation challenges around environmental themes and to explore how gaming technology can present visions of sustainable futures.

Did they do it?

Yes. E-Line has been sharing best practices in the gaming industry for aligning environmental themes with game projects by appearing on multiple gaming panel discussions. E-Line is also pursuing a potential slate of games that gives urgency to more diverse voices, environmental sustainability and exploration of conservation as a theme. The company also co-developed and launched a global youth video game competition with XPrize and the Endless Nework featuring grand prizes around the environment, exploration and equity. In addition, E-Line has continued working with leading ocean scientists and research groups on Beyond Blue's gameplay.

Did they do anything else?

Beyond Blue was launched during World's Oceans week on PC, bBox, PlayStation and Apple Arcade. Virtual events that highlighted the role of science in the design of the game and the importance of our ocean's health were organized.

What will their new commitments for 2021 include?

- E-Line is actively exploring how to better integrate ocean-themed activations into the core game loops and to inspire a generation of marine and citizen scientists as the company works on extending the franchise on to new platforms and with new updates.
- E-line is exploring the potential of a slate of commercial social impact games designed to bring diverse voices to the medium and to explore critical challenges facing the planet through compelling gameplay.



Google Stadia



What did they say they would do?

Craft a sustainable game development guide, fund a study on the science of inspiring behavioral change through video games and advocate for it to the games industry, alongside continued use of Google Cloud, which uses 100% renewable energy.

Did they do it?

Google Stadia is crafting a sustainable game development guide in collaboration with the IGDA Climate SIG and is working on a study on the science of inspiring behavioral change through video games. Stadia is powered by Google Cloud, which uses 100% renewable energy.

What will their new commitments for 2021 include?

- Google Stadia will commit to delivering insights and outcomes from the seminal study exploring the inter-relationship between online play and offline behaviour change, due late Summer 2021.

Green Man Gaming



What did they say they would do?

Start a restoration programme to raise funds to plant trees to absorb 324,000 tonnes of CO2 by 2030.

Did they do it?

Green Man Gaming engaged with restoration but the plans were delayed due to the impact of COVID-19. Their plan for a carbon neutral accreditation for the office was on track prior to lockdown, and will be reconsidered in 2021.

What will their new commitments for 2021 include?

- Green Man Gaming will continue to implement their Carbon Neutral plan to future workspaces.
- Green Man Gaming will continue to progress their restoration program, implanting plans delayed by COVID in 2020.
- Green Man Gaming will join the restoration working group to share learnings and progress as well as support initiatives.
- Green Man Gaming will support the Alliance with communications and PR assistance.

Internet of Elephants



What did they say they would do?

Contribute with their learnings from the use of world-scale AR, explore and share scientific foundation as part of the game design and to explore how gaming products can help increasingly urbanized populations maintain a connection with the natural world.

Did they do it?

Yes. Internet of Elephants (IE) has conducted multiple talks and articles and published a wildlife focused mobile game called Wildeverse.

Did they do anything else?

Internet of Elephants launched “Run Wild 2020” in partnership with Adidas to engage urban runners with animals in the wild. The campaign reached over one million runners and was presented at the UN General Assembly.

What will their new commitments for 2021 include?

- IE will connect players to organisations through in-app messages, inviting players to join local conservation activities.
- IE will donate a percentage of the profits to their conservation partners.
- IE will publish their next game, Unseen Empire, a gamified data visualization about camera trapping, in January and will conduct a formal study on the conservation benefits of Wildeverse.

Microsoft



What did they say they would do?

Reduce their carbon emissions across scopes of activity to become carbon negative by 2030, reduce emissions by 55 percent by 2030 and to continue engaging gamers in sustainability efforts in real life through game narratives produced by Microsoft Studios, such as through the Minecraft 'Build a Better World' initiative.

Did they do it?

With the goal of reducing their carbon emissions across scopes of activity to become carbon negative by 2030, for Xbox, the goal is still to accurately track their CO₂ footprint. Microsoft published new carbon reporting/reduction requirements in its Supplier Code of Conduct and expanded its internal carbon fee to include all of Scope 3 emissions.

What will their new commitments for 2021 include?

- For Xbox, the goal is still to accurately track their CO₂ footprint and then deliver on the company-wide goal of being carbon neutral by 2030.
- The programme in Microsoft Studios continues to seek sustainability projects.
- Microsoft will continue to drive activation of initiatives in Xbox and align with overall Microsoft opportunities to use gaming as an influencer on the topic of Sustainability. As they make progress, they will continue to feed their learnings back into the Alliance.

Niantic



What did they say they would do?

Engage 100,000 players to partake in sustainability efforts.

Did they do it?

Unfortunately Niantic was forced to cancel a massive annual campaign because of COVID-19. Their aim is to reorganize the campaign in 2021.

What will their new commitments for 2021 include?

- Niantic will commit to create a plan outlining how they could become net zero.
- Niantic will join the Green Game Jam 2021.
- Niantic will also engage 100,000 players in sustainability efforts and create guiding principles for the Niantic business unit.



Pixelberry



What did they say they would do?

Launch an interactive book designed to mobilize players to get more involved with environmental activism in 2020.

Did they do it?

Yes.

Did they do anything else?

Pixelberry also participated in the Green Game Jam and implemented its activations in October.



What will their new commitments for 2021 include?

- Pixelberry will explore going carbon neutral for studio activities with the hope of being carbon neutral in 2021.
- Pixelberry will commit to lead a working group on educating other companies on how to offset carbon emissions. In addition, Pixelberry will create directions that make it easy for smaller game and technology companies to evaluate their carbon footprint.

Playmob



What did they say they would do?

Activate an audience of 1 billion people to take climate action by 2030 and achieve carbon neutrality as a business by 2025.

Did they do it?

Yes. Playmob reached more than 10 million people who took action to vote on climate action.

Did they do anything else?

Playmob also committed to fully offset all corporate travel from 2020 onwards.

What will their new commitments for 2021 include?

- Playmob will roll out Mission 1.5 across the games industry in order to gather votes on climate action and share with world leaders.
- Playmob will reach the mainstream and hard to reach communities, to give context and a voice to climate action.

Rovio



What did they say they would do?

Offset the carbon emissions generated by Rovio games' daily active users each charging one top-end mobile device once per day. They will also share best practices with other gaming companies.

Did they do it?

Yes.

Did they do anything else?

Rovio participated in the Green Game Jam, and shared the activities with the players in October 2020.

What will their new commitments for 2021 include?

- Rovio will continue to offset the carbon emissions generated by their games' daily active users and commit to adding server-side carbon footprint to the total offsetting.
- Rovio will continue to share best practices with other gaming companies.
- Rovio is evaluating the possibility to join the Green Gigaton Challenge.

Reliance



RELIANCE GAMES

What did they say they would do?

Raise awareness on environment-related initiatives, calculate and make reasonable attempts to reduce their carbon footprint and integrate soft nudges in games.

Did they do it?

Reliance ran multiple awareness messages in a few games. COVID-19 caused significant challenges to studios in India. Activities to calculate and reduce the carbon footprint will take place in 2021.

What will their new commitments for 2021 include?

- Reliance will support the outreach to studios to join the Alliance within India.

Sony Interactive Entertainment



What did they say they would do?

- Committed to PlayStation®4 energy efficiency measures that will result in around 30 million tonnes of avoided carbon equivalent emissions by 2030.
- Complete a carbon footprint assessment of their different gaming services.
- Prepare advice for consumers on efficient console setup and use.
- Committed to support the industry, experts, and the UN to develop a resource pack for game developers to understand climate change issues.
- Investigate the use of VR to raise awareness of climate change.

Did they do it?

Yes. Sony Interactive Entertainment (SIE) is on track to achieve this commitment with estimated 17.5 million tonnes emissions avoided since the launch of PS4. In line with their commitment, PlayStation®5 includes the possibility to suspend gameplay with lower power consumption. SIE also completed a comprehensive carbon footprint of the life cycle of PlayStation®4 gaming.

Did they do anything else?

SIE collaborated with UNEP to produce a VR360 educational video, developed using Dreams on PlayStation®4, and additionally SIE co-created a game about cleaning beach litter with Sustainable Coastlines New Zealand. SIE also substantially reduced plastics used for PS5 packaging, and launched a new environmental website to better inform users on the environmental impacts of gaming.

What will their new commitments for 2021 include?

- SIE commits to achieving a zero environmental footprint throughout the lifecycle of their products and business activities by 2050.
- SIE will continue its commitment to energy efficiency for PS4, avoiding an estimated 30 million tonnes of CO₂ equivalent emissions by 2030 for PS4. As for PS5, SIE has targeted to introduce further new energy efficient technology, avoiding around 32,300 and 39,000 tonnes CO₂ equivalent every year for every million consoles sold.
- SIE will develop and launch a specific VR application, to raise awareness of climate change, available free of charge to their consumers.
- SIE will participate in the Green Game Jam 2021.
- SIE will further develop a carbon footprinting tool.

Space Ape



What did they say they would do?

Offset 200% of their studio's carbon footprint, as well as the footprint generated by playing their games. They also committed to reducing their carbon footprint by 10% in 2020.

Did they do it?

Yes.

Did they do anything else?

Yes. In addition, Space Ape co-ran and took part in the Green Game Jam in April 2020. Space Ape also implemented their green activations in September 2020.

What will their new commitments for 2021 include?

- For 2021, Space Ape will continue to offset 200% of their studio's carbon footprint as well as offsetting the footprint generated by playing their games.
- Space Ape will also design a green-themed activation in one of their newly launched titles in 2021.
- Space Ape commits to be carbon negative from 2020 through participation in the Green Gigaton challenge and from 2021 through additional investments in carbon removal projects.



Sports Interactive



What did they say they would do?

Change packaging for the Football Manager series to be using less plastic, more recycled material and to reduce their carbon footprint.

Did they do it?

Yes. Football Manager 2020 was launched with new packaging, featuring recycled board, and fully recyclable. Twenty-five tonnes of CO₂ equivalent was reduced, alongside 13 tonnes of plastic and a 5.2% fuel saving in the first 6 months. SEGA, the games publisher, has decided to move all of its PC packaging to this new format, meaning more savings.

What will their new commitments for 2021 include?

- Sports Interactive will continue to push the rest of the PC games industry to move away from unnecessary packaging.
- Sports Interactive will start a project to reduce the carbon footprint of their products.
- Sports Interactive will invest in a restoration project in West Africa that will lead to economic dividends for the local community.

Strangeloop



What did they say they would do?

Create experiences that better equip players to face global challenges, commit to going carbon neutral by 2022 and to use a significant percent of profit to plant trees.

Did they do it?

Yes.

What will their new commitments for 2021 include?

- Will continue to pursue carbon neutrality and work on the theme of restoration.

Supercell



What did they say they would do?

Became carbon negative by September 2019, offset 200% of their direct carbon footprint, offset 100% of carbon emissions generated by players and to pledge to open sourcing offsetting process and data for other gaming companies.

Did they do it?

Yes. Supercell achieved carbon negativity in September 2019. The company calculated their carbon footprint and offsetted their emissions including those coming from their players' devices as they run their games.

Did they do anything else?

- Supercell developed a tool together with SouthPole for mobile game companies to calculate their carbon footprint and to help other companies become carbon negative by open-sourcing their offsetting process and data.
- Supercell also supported outreach to companies who have since joined the Alliance.

What will their new commitments for 2021 include?

- Supercell will keep offsetting their carbon emissions.
- Supercell will continue to support the recruitment of more members.
- Supercell will join the Green Game Jam in 2021.

Sybo



What did they say they would do?

Organize an impact Game Jam, continue to offset more than double their office carbon footprint and continue their impact investment philosophy.

Did they do it?

Yes.

Did they do anything else?

Sybo co-ran and took part in the Green Game Jam in April 2020. Sybo implemented their green activations from August to October.

What will their new commitments for 2021 include?

- Sybo's Subway Surfers will continue to add green nudging and will explore additional activations. Through Subway Surfers, Subo will explore engaging with themes of renewable energy and restoration of nature.
- Sybo will participate in and support the organization of the Green Gigatonne Challenge and will support Playing for the Planet Alliance in different communication efforts.

Ubisoft



What did they say they would do?

Create games to inspire players to take environmental action, continue the digital transformation of their business, select partners based on rigorous environmental criteria and optimize their energy consumption.

Did they do it?

Yes. "Future Games of London," a Ubisoft Studio, participated in the Green Game Jam 2020. In addition, by March 2020, 77% of Ubisoft's electricity will come from renewable sources.

What will their new commitments for 2021 include?

- Ubisoft commits to accelerating their progress toward net zero.
- Ubisoft commits to actively participating in the joint effort to improve the calculation of the industry's carbon footprint.
- Ubisoft commits to encouraging their teams to participate in the Green Game Jam 2021.

WildWorks



What did they say they would do?

WildWorks committed to planting a tree for every new Animal Jam subscription, offset the carbon footprint of charging the devices used to play their games, launch an in-game campaign to educate their players on climate science and to work with other companies to develop guidelines to reduce the carbon footprint of the industry.

Did they do it?

WildWorks has cooperated with WeForest to plant 16k trees in Zambia. For Earth Day, WildWorks re-decorated an entire world in one of their games highlighting tree planting in game. In addition, WildWorks launched a restoration themed in-game feature.

Did they do anything else?

WildWorks participated in the Green Game Jam and implemented the activations in July and August 2020.



What will their new commitments for 2021 include?

- WildWorks will be completing an internal carbon impact study by December 2020.
- Wildwork will commit to their operations being at net-zero emissions by 2024.
- WildWorks is expanding their “green energy” themes and gameplay in Animal Jam.
- WildWorks will participate in the Green Game Jam in 2021.
- WildWorks will be organising in-game events with new educational content related to reforestation and the carbon crisis.
- WildWorks will also make art assets available to the Alliance.

Any questions?

Contact us at siiiri.maekelae@un.org 

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APPENDIX

APPENDIX - GREEN GAME JAM ACTIVATIONS BY STUDIO

Creative Mobile

Creative Mobile devised a special event and fundraiser for the Wolf Conservation Trust. The center teaches people about wolves, their relationship to the environment, and the human role in protecting their future.

FGOL

Future Games of London, a Ubisoft Studio highlighted melting polar ice with an update to Hungry Shark World called Extinction Arctic. The update shows the effects of climate change and actively informs players about the impact of pollution on polar marine environments. As they explore a radically changed Arctic level, players compete to eat various fish species and swim large distances. Players will be able to fight off the corrupt humans invading their under-water world. To drive engagement players earn pearls and access new content, including a new shark character. The Extinction Arctic update and its marketing campaign aims to expand players' knowledge of the polar pollution problem and empower them to make a difference.

Fingersoft

In Hill Climb Racing 2, Fingersoft explored adding a new electric/hybrid vehicle tune—for super acceleration—and a recharge station with solar panels for the events.

GameDuell

To inform active players about the main climate change issues and convince them to take action, GameDuell introduced a daily trivia quiz into Belote.com - Free Belote Game with two to three questions about environmental topics. To keep the participants motivated, incentivize participation, and keep it on a personal level, the quiz is concise rather than abstract. The quiz answers might surprise people and therefore encourage them to reflect on their own situation and on changing their behavior, and, hopefully, go on to share their learnings with others.

MAG Interactive

MAG used the TreesPlease API to enable players to make donations to tree planting and reforestation charities. They added the API to Wordbrain—then devised events to highlight environmental issues and encourage players to support tree planting.

Pixelberry

In Choices: Rising Tides, Pixelberry created a storyline around a family fishing business affected by a major fish die-off. As the player, you and your activist-minded sister try to raise awareness about climate change and end up going toe to toe with a large corporation whose practices are damaging the environment—you find yourself unintentionally cast as the face of an eco-activist movement.

Playdemic

Playdemic is looking to develop game agnostic technology that enables them to deliver incentivised content on the topic of climate change and sustainability. By segmenting the audience through an initial survey, the technology delivers content to players based on their stance on climate change.

Rovio

Rovio formulated two events for Angry Birds 2. In the community event players work together to “pop pigs” and donate trees for planting.

Space Ape

Space Ape added a campaign to Transformers: Earth Wars to encourage players to think about renewable and green energy. The campaign drew parallels between the fate of the Transformers’ home planet, Cybertron, and planet Earth. Cybertron was ravaged by the unsustainable harvesting of Energon. The campaign presents players with key messaging about renewable energy, while they work together to find the Helio-Harvester, a new solar-powered building that boosts Energon production. At the end of the campaign, in collaboration with renewable energy organization REN21, players are encouraged to fill out a survey that will help build a more accurate picture of the renewable energy options in different parts of the world. Finally, players we asked to pledge to switch from incandescent to LED bulbs, saving roughly 4kWh energy per day per player.

SYBO

SYBO chose renewable energy as their theme and looked to normalize positive green-thinking in the Subway Surfers community. They did this with additions to the game’s 3D environments that celebrate natural wonders, renewable energy, and increased urban reforestation. As part of this plan, Subway Surfers introduced new environmental assets that saw players running past wind turbines and surfing through a recycling station during a recent game event based in Bali (released at the end of summer 2020). Players were also rewarded for picking up plastic bottles during their run. SYBO supported this activation with a social media campaign that encouraged educational discussion around green topics.

Wildworks

Wildworks updated Animal Jam so players earned Eco-Credits for creating energy efficient Dens using wind turbines, solar panels, and other renewable energy items. Eco-Credits are then used to power an entirely new class of items within Animal Jam. Also, when engaging with the Ecosystem, players receive educational facts about energy conservation, sustainability of the environment, and a variety of different ways they can have an impact in the real world.