Business case

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Community & UN SDG(s):	Life on Land (SDG 15)
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Proposed Project	EnviroFormer
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Background	In 2023 Unity announces it will no longer be free to download games made on the unity engine, they will now be charging companies 20 cents per install, excluding pirated copies, as all indie developers hear about this news, they quickly look towards alternative engines that can be used instead of unity, GoDot begins to shine, as they are a light, semi-optimized game engine used for many games around the world. Currently life on land being SDG 15, lacks exposure to the world for being such an important cause, the land we all use, is being poorly treated, and before we know it, the consequences to our actions may become irreversible. Which is why it is important to educate the coming new generation about the current issues going on in the world, as they progress in their lives they will come to see how they can contribute greatly to these causes, making for a better present and future.
Business Need/ Opportunity	With the widespread of games currently out in the world, not many target their focus on doing good in the world, majority of games now adays, focuses on maximising attention towards the game, or looking towards increasing their profit margins. With this game, it is intended to primarily focus on educating the younger generation on current issues for life on land, whilst also delivering an entertaining experience. There also comes the issue of current games being hardware intensive, this game plans to deliver an optimised experience to ensure minimal hardware issues. Allowing for everyone to enjoy without the need of spending thousands on new hardware.

Options	1. Create a 2D platformer game like Mario.
	
	   Instead of fighting mobs, we are fighting the litter on the ground, as they are trying to take over. Small scale PvE gams (Player vs Environment) each time a level is completed, there will be facts shown on the screen for more learning.
	
	2. Create a passive simulator game like cookie clicker.
	
	   Simpler games that allow people to not pay much attention yet still progress, on the side, there can be links to charities, and more SDG's which will allow for more exposure to all SDG's as a whole because they are all important.
	
	3. Focus on making a small-scale mobile game which focuses on simulation of planting trees, and plants to simulate the workers in industry.

Cost-Benefit Analysis

Option 1: Developing a 2D platformer game akin to Mario, where players combat litter on the ground, presents several benefits. First and foremost, it fosters environmental awareness and education, serving as a creative platform to communicate important facts about littering and its impact on the environment. This educational aspect can potentially inspire players to adopt more eco-friendly behaviors, yielding long-term benefits for society and the planet. Additionally, such a game can cater to a wide audience, attracting players of all ages, contributing to its accessibility and potential popularity. The potential benefits of increased environmental awareness, positive behavior change, and the game's popularity make it a worthwhile venture in the long run.

Option 2: Creating a passive simulator game inspired by the likes of Cookie Clicker offers a promising cost-benefit scenario. The low engagement required for players to progress in the game makes it accessible and appealing to a broad audience, potentially leading to a sizable user base. The integration of links to charities and the promotion of Sustainable Development Goals (SDGs) serves a dual purpose, both educating players about crucial global issues and potentially driving support and donations to these causes. The potential benefits in terms of increased awareness, donations, and engagement with SDGs make this venture a cost-effective way to make a positive impact on a global scale.

Option 3: Developing a small-scale mobile game centered around simulating the process of planting trees and managing plant growth, as a representation of workers in the industry, presents a favorable cost-benefit proposition. The game can serve as an educational tool, raising awareness about the importance of reforestation and sustainable industries while engaging players in a fun and interactive manner. In terms of benefits, the game can contribute to increased ecological awareness and potentially encourage players to support real-world reforestation efforts. While the initial investment in development is required, the long-term potential for educational impact.

Recommendation

I plan to focus on Option 1 mainly, and if that does not work out, then option 2 should be more feasible. My main goal with option 1 is to allow for spreading the message while maintaining an entertaining experience.

In Todays Day and age, the best way to spread the message about something is through the media, whether that's from games, memes, social media, etc. All of these are effective ways to spread the message for a better cause. This is why I want to focus on spreading awareness from a game, as it allows for a more rewarding experience while also educating the audience about how to make a change in their lives