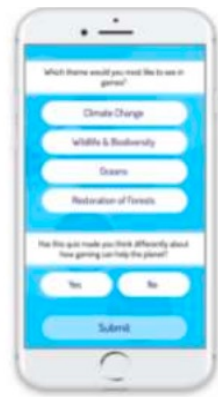
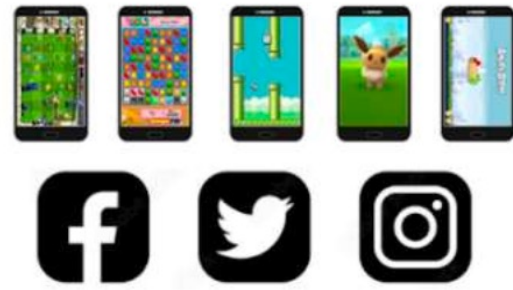


Games, Climate Emergency, Transformation



**Creative & Engaging
Quiz Game**



**Distribution Of the Game
(In-game = main channel)**



Data & Analytics



Real World Impact

Source: playmob.com

Dr. Jane Yau

DIPF Leibniz Institute for Research and Information in Education

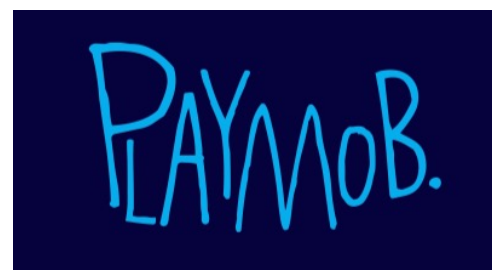
Frankfurt Am Main, Germany



Co-funded by the
European Union



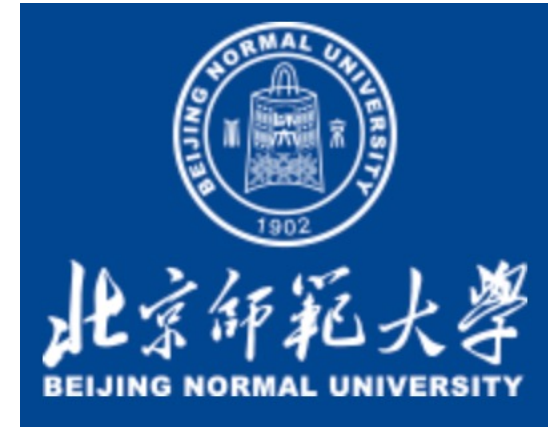
**UK Research
and Innovation**



Games Realizing Effective and Affective Transformation (GREAT) in societal and cultural domains



ZENTRUM FÜR SOZIALE INNOVATION
CENTRE FOR SOCIAL INNOVATION



Website: www.GREATProject.GG




Co-funded by the European Union



UK Research and Innovation

- Largest Climate Change Survey – “**People’s Climate Vote**” – 50 countries – half of world’s population – policies (world’s largest survey)
- Innovative way of gathering data
- Published UN Report (2021)
- **“Games give us a global platform to engage, drive action and evidence progress, all supported by hard data”** (Jude Ower).
- 64% of world’s population believed that climate change is global emergency. Analysis by Oxford Uni.
- Reach 3 million citizens
- 30s – 1 minute in game ads, QR codes advertised in public places



To address the climate crisis, what do you think your country should do about nature? Choose all that apply.

NATURE

Conserve forests and land

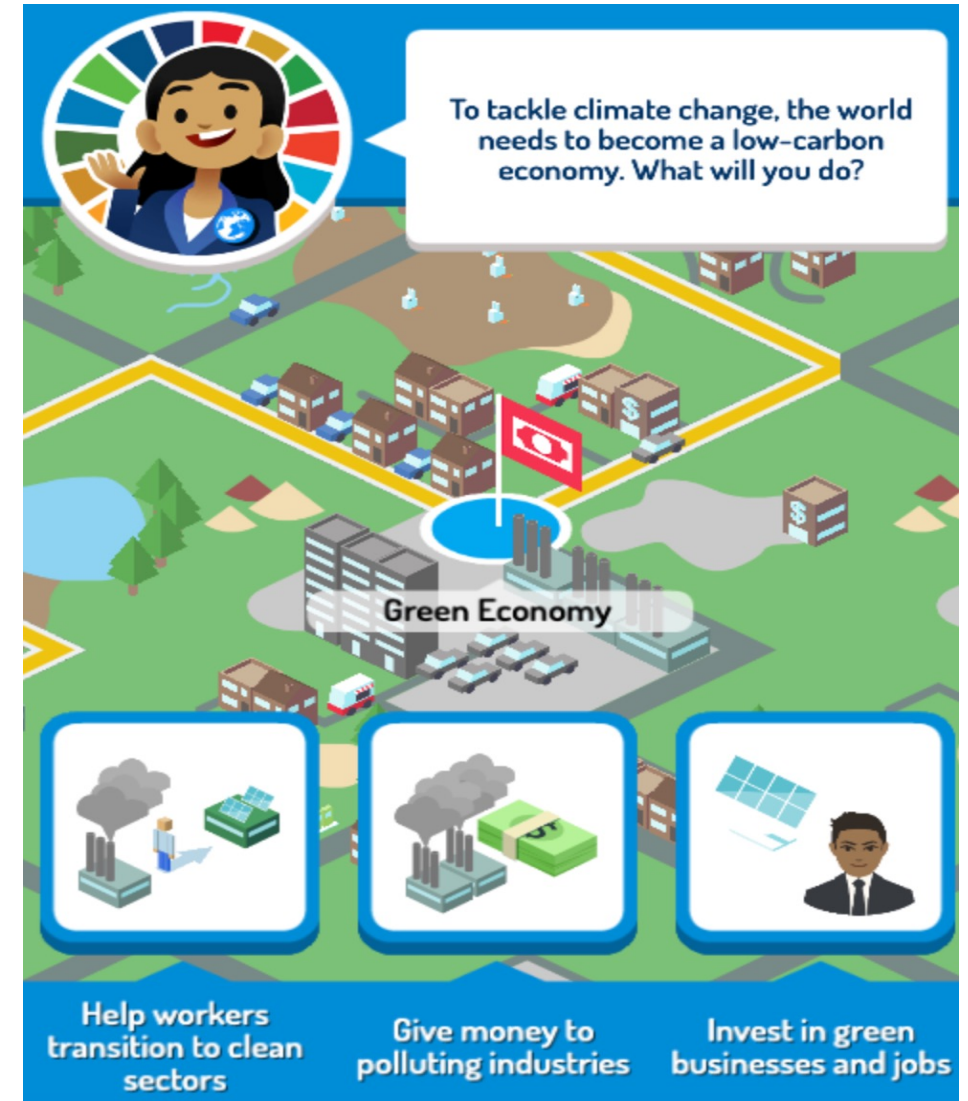
Keep the ocean and waterways healthy

Support local communities, indigenous peoples and women that are environmental stewards

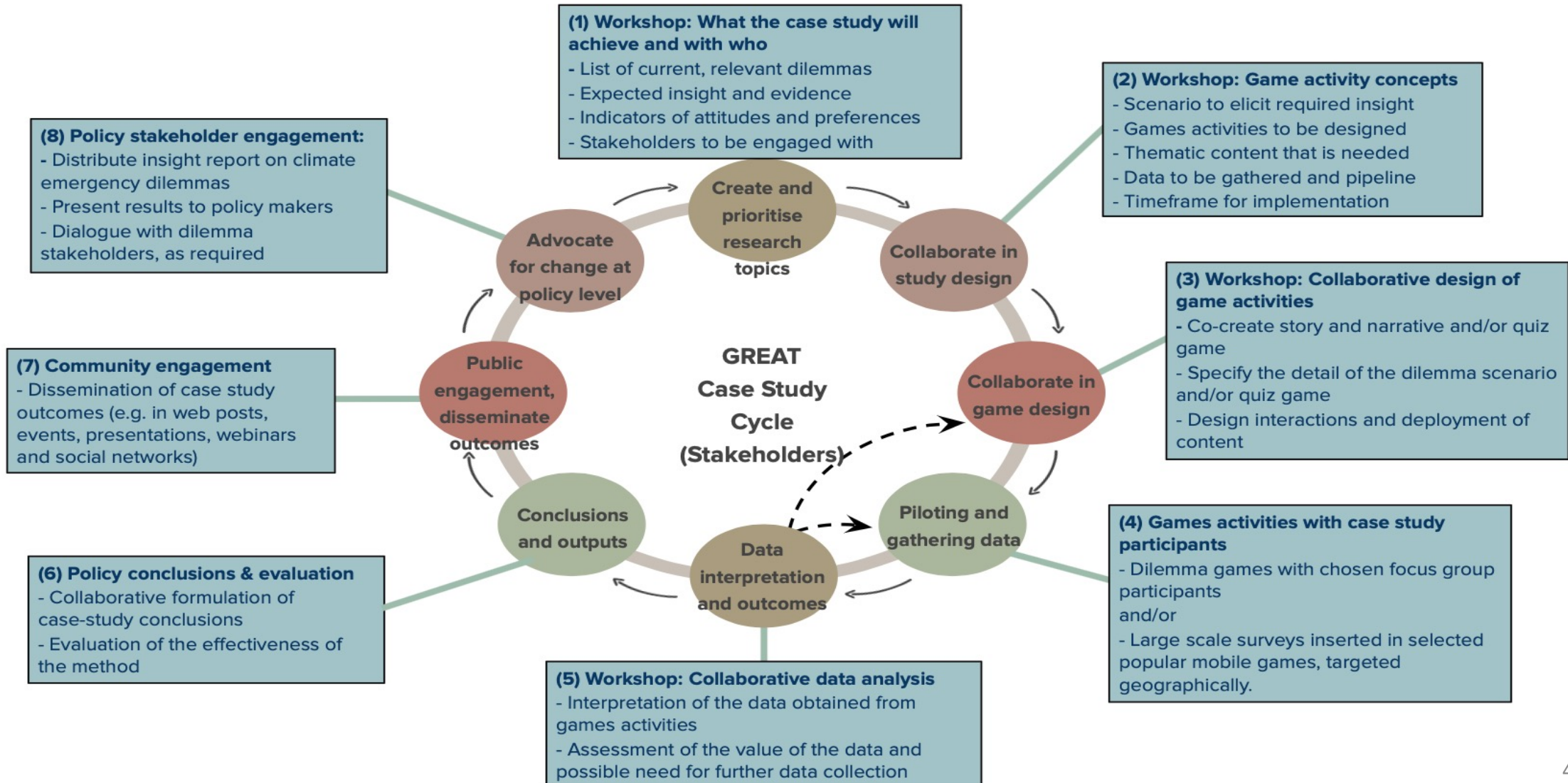
None of the above

Responses will be used by the United Nations Development Programme to help governments develop and implement climate plans and policies. All answers are anonymised.

Cast Your Vote!



Source: <https://www.mission1point5learn.org/>





Case Study 1 – UN - SMITE (400m players)

In-Game: 400k unique users at week 12-19 Feb, ~4000 completion



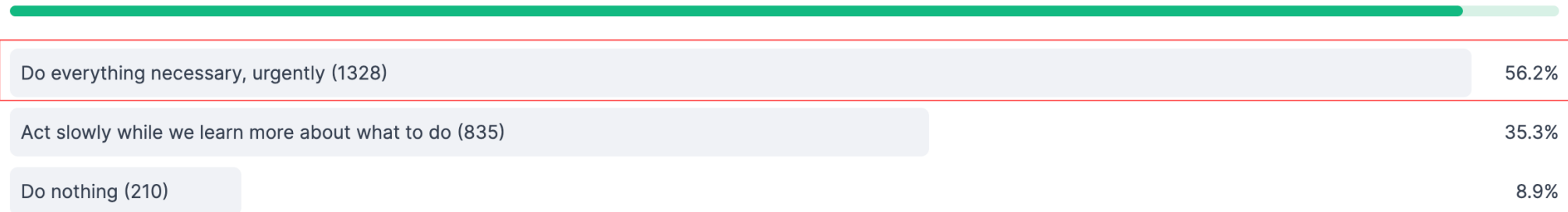


UN Question Responses

Q1: What should the world do about climate change?

2,365 responses

93.8% of engagements

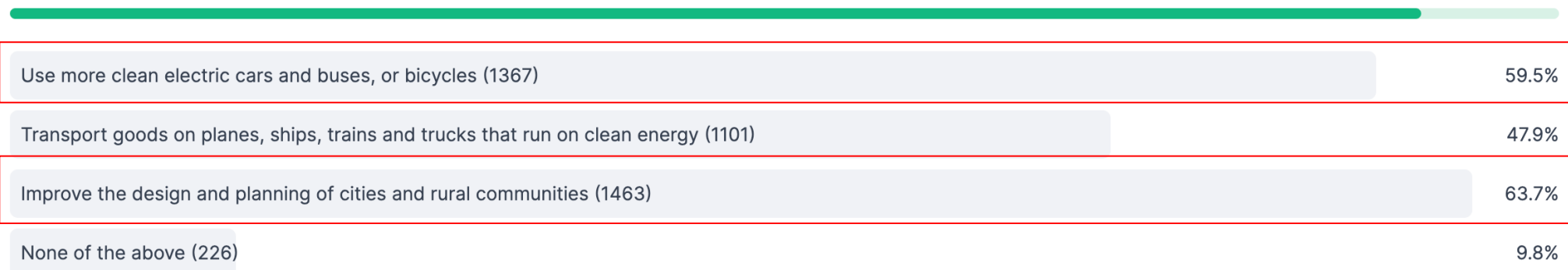


Q2: To address the climate crisis, how should your country improve transport? [↗](#)

2,297 responses

91.1% of engagements

multiple choice





UN Question Responses

Q7: How can your country better protect people from extreme storms, flooding, droughts, forest fires and other climate impacts?

2,165 responses

85.9% of engagements

multiple choice

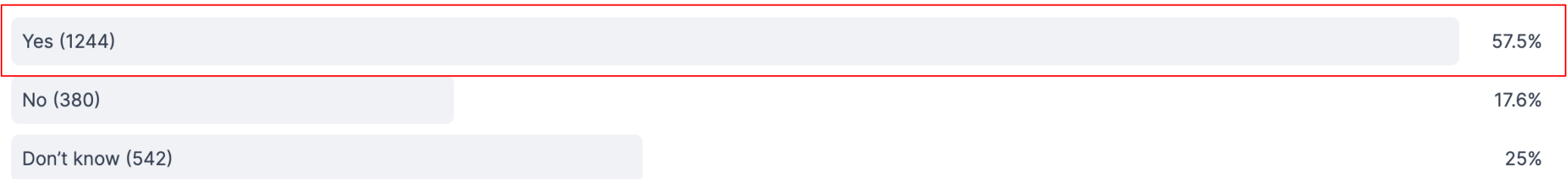


Q8: Do you think that games can contribute to solving climate change? [↗](#)

2,164 responses

85.8% of engagements

multiple choice





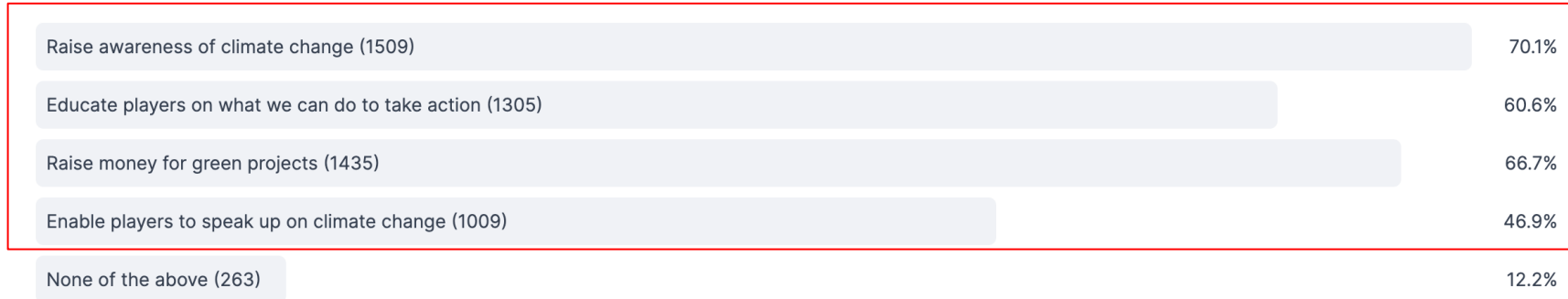
UN Question Responses

Q9: In your view, how can games best help tackle climate change? [↗](#)

2,153 responses

85.4% of engagements

multiple choice

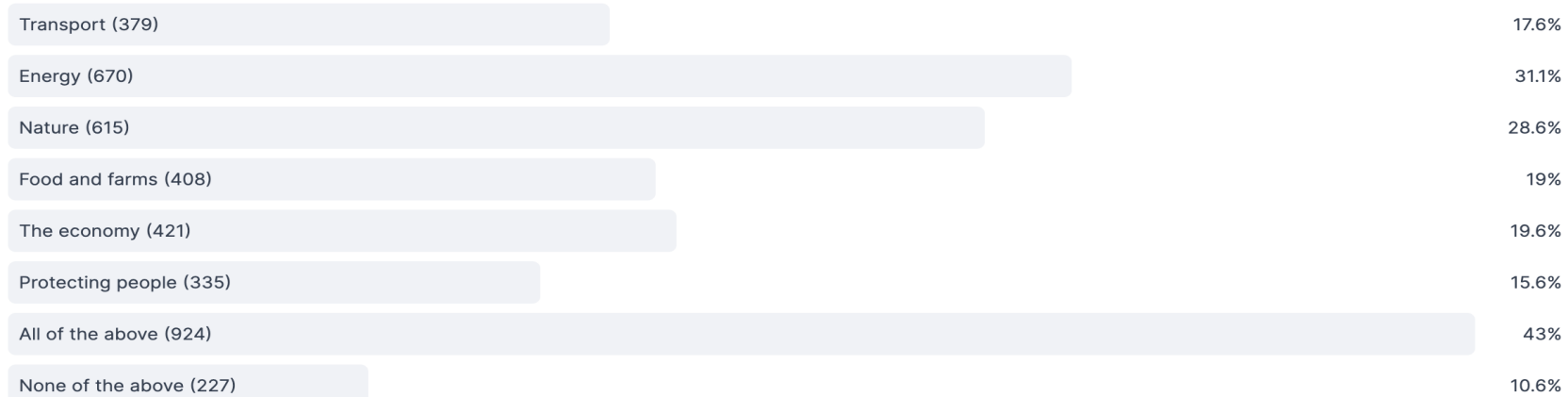


Q10: What climate topics do you think games can best cover? [↗](#)

2,151 responses

85.3% of engagements

multiple choice



Partners

For context, Rovio's 3 largest games will give us weekly reach of 10m+ players)

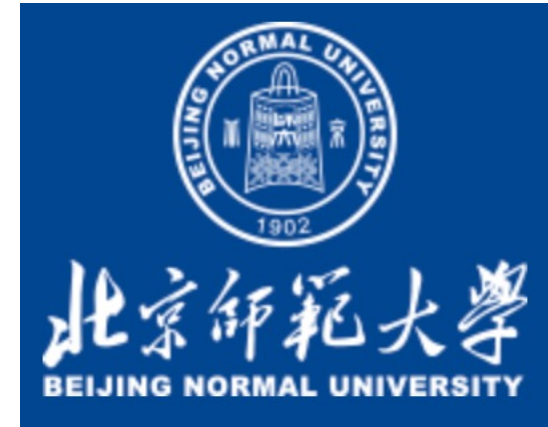




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