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PLAYING FOR THE PLANET

Annual Impact
Report 2021



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Game: © Goodgame Studios / Big Farm: Mobile Harvest



Game: © Bandai Namco Entertainment Inc. / PAC-MAN



Game: © Woods / June's Journey

WELCOME

The world is in a race to preserve nature and reduce the worst climate impacts as a result of rising emissions. It's a race that we simply can't afford to lose. Nature is the web of life that sends water to our taps, puts food on our table, and provides a healthy climate that we can thrive in.

Yet humanity's footprint has altered 75 percent of the planet's land surface, 85 percent of wetlands, and 66 percent of its marine environments, degrading nature and undermining the foundations for our societies and economies (The Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services [IPBES] 2019). Our beautiful planet is creaking as a result of the pressure we are putting on it.

When it comes to climate, keeping all our emissions down will require all hands on deck. Right now we're on track to 2.7-degrees of heating, instead of the safe-limit of 1.5 degrees that governments agreed should be our collective goal to avoid the worst impacts of climate change (The United Nations Environment Programme [UNEP] 2021). We have a lot to put right, and fast. What was previously thought of as a distant issue is now on our doorstep, hammering at the windows.

The video gaming industry is a new ally in the race for a net zero and nature positive planet. The work that the Playing for the Planet Alliance has undertaken in 2021 - on a relatively modest budget and operation - is impressive and shows what is possible when the tools of collaboration replace the mindset of competition.

- **Stuff is getting done**

Well over 50 environmental actions were taken by the Alliance in 2021 and with the support of 7 major gaming trade bodies, these issues are set to be mainstreamed across the industry.

- **Net zero plans are coming together**

With the support of the Alliance, over 60% of the Alliance members have made a commitment to become net zero or carbon negative by 2030 at the latest with more commitments set to be made in 2022 once baseline research has been carried out. Now other entertainment sectors, such as the music industry, are interested in learning from the work of the Alliance.

- **Game design is being re-appraised**

The Green Game Jam has not only tripled in size with console and PC platforms engaged,

it has also influenced studios to explore how environmental themes can be integrated in mainstream games in a way that has never been seen before.

- **Restoration is being championed**

Whether it is on land or at sea, the theme of restoration was built into games that reached over 130 million gamers with 80% of gamers responding positively to these themes being placed in play.

While a lot remains to be done, 2022 is set to be another exciting year for the Alliance, unleashing more growth, more action, and more impact.

We're looking forward to what comes next.



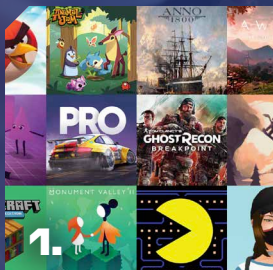
Sam Barratt, Chief of Education, Youth and Advocacy at the UN Environment Programme and Co-Founder of the Playing for the Planet Alliance

PLAYING FOR THE PLANET ALLIANCE

10 THINGS WE'RE PROUD OF FROM 2021

2021 was a year in which the Alliance excelled in several different areas.

Over 50 environmental actions were taken by over 30 Alliance members but the top 10 things that we're most proud of in 2021 include:



The Green Game Jam tripled in size: The Jam welcomed 30 studios, mobile and console, with a combined reach of 1 billion players.



Real-world impact was achieved: Not only did 130 million players engage in the forest and ocean themes, close to \$800,000 in donations were made to charities.



The Alliance grew by 14 new members: 7 major gaming trade bodies as well as 7 mobile studios, with a lot of interest from new members for 2022.



Progress on decarbonisation is underway: 60% of the Alliance members have committed to become net zero or carbon negative by 2030 with further work on targets, definitions and increased ambition set for 2022.



Tree-mendous work by ustwo: Ustwo's game Alba led to over 1 million trees being planted in the real world, with a further 266,000 planted as a result of the Green Game Jam.



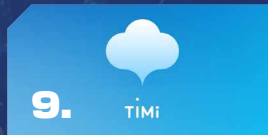
New guidance: Ukie published the Green Games Guide, which helps gaming companies with the first steps towards reducing their carbon footprint.



Better baseline numbers for mobile: Microsoft conducted a report that details the amount of energy in Watt hours (Wh) that mobile devices use while playing mobile video games, the last time these numbers were updated was nearly ten years ago.



Raising the profile of this agenda within the industry: The Alliance's work has been represented at a range of events including the 2021 United Nations Climate Change Conference (COP26) Green Zone, the Green Games Summit, and gamescom.



A new Youth Jam began: Timi Studio Group organized their own Green Game Jam for Youth with 200+ students getting involved with the winning climate-related game set to be developed and published globally in 2022.



Big ideas for 2022: New work on a Plastic Protocol, strengthening the decarbonisation work and scaling-up the Green Game Jam have been identified as growth areas for 2022.



1

BACKGROUND



The Playing for the Planet Alliance was created to support the video gaming industry to achieve the following core objectives (UNEP 2020, p.6):

1.

To rally the industry to reduce its carbon footprint and to ensure it has the tools to measure, reduce, and set targets to decarbonise.

2.

To inspire environmental action through green activations in games.

3.

To share the learnings of the initiative so that others within the industry can follow suit.

4.

To explore new strategies for the future around new games and approaches to storytelling.

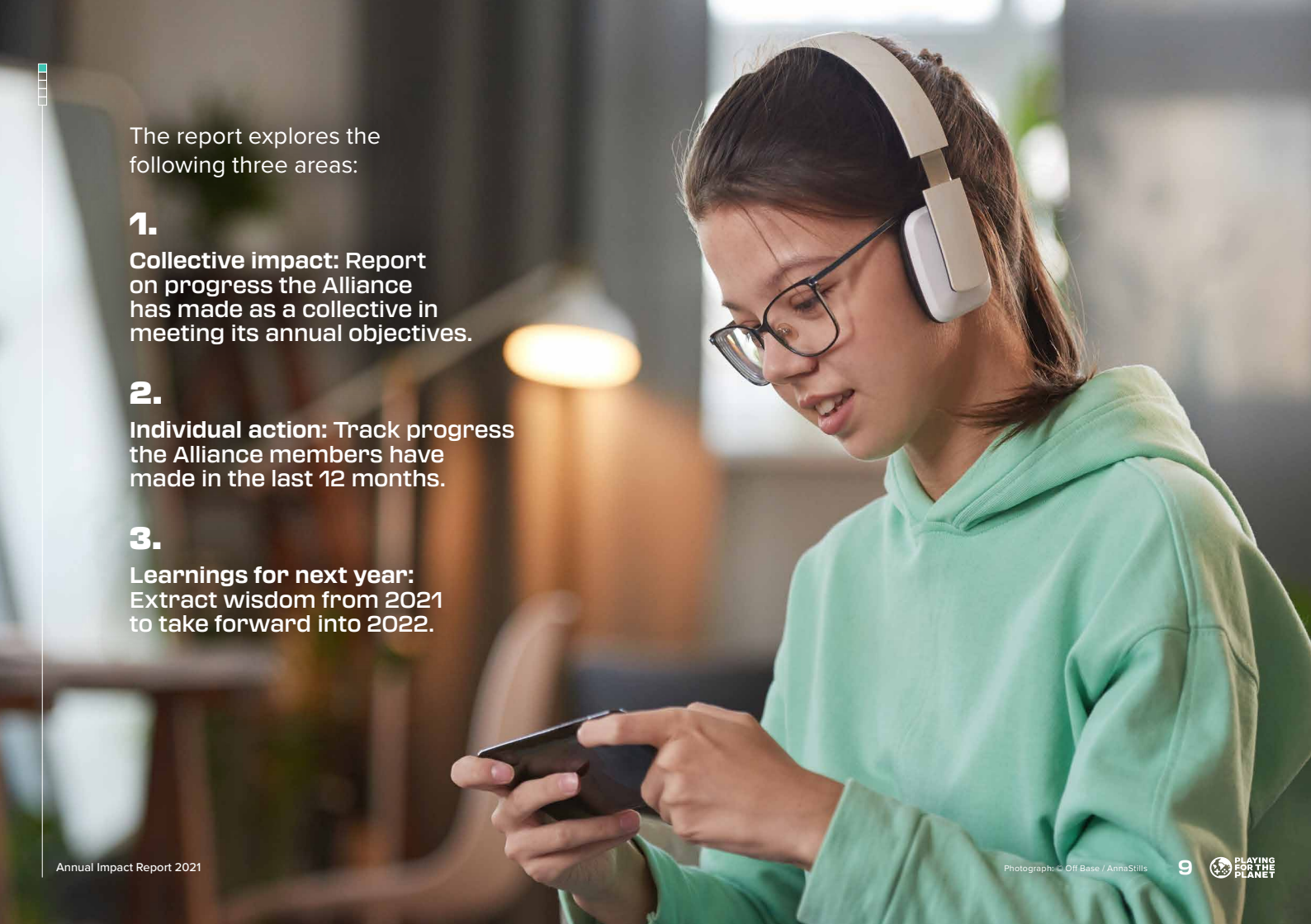


TO JOIN THE PLAYING FOR THE PLANET ALLIANCE, COMPANIES NEED TO:

- ~ **Make specific and measurable commitments.**
- ~ **Secure the support of colleagues and peers.**
- ~ **Share learnings and join at least one working group.**
- ~ **Report once a year on progress and provide a new set of commitments.**

Since its launch in 2019, the Alliance has expanded to include more than 30 major gaming companies and 7 trade associations, with studios now joining the Alliance from China. The United Nations Environment Programme's (UNEP) role has been to co-found and facilitate the Alliance and to provide strategic guidance with members leading different workstreams and making in-kind contributions to this initiative.

This 2021 Annual Impact Report is, first and foremost, an accountability mechanism for current Alliance members, ensuring commitments are met and new ones are made. It also steps back to look at the impact of the initiative to date and offers the opportunity for others, outside of the Alliance, to learn, develop and evolve their businesses on this agenda.



The report explores the following three areas:

1.

Collective impact: Report on progress the Alliance has made as a collective in meeting its annual objectives.

2.


Individual action: Track progress the Alliance members have made in the last 12 months.

3.

Learnings for next year: Extract wisdom from 2021 to take forward into 2022.

2

WHAT WAS ACHIEVED IN 2021



Outlined below are the key objectives which the Playing for the Planet Alliance set and achieved in 2021. We've included a short summary and status update of the group's progress as well as an overview of the commitments members made.

OBJECTIVES FOR 2021 INCLUDED

- ~ **Develop new research and insight for the Alliance around key thematic areas.**
- ~ **Build on the success of 2020 to inspire companies to integrate authentic green activations in games. Green activations refer to educational content related to different environmental topics, integrated in video games.**
- ~ **Encourage companies to make commitments on the environmental agenda, with a focus on the themes of climate and restoration.**
- ~ **Strengthen the communications of the Alliance through member support and trade bodies.**
- ~ **Extend the reach of the Alliance with up to 10 new members joining.**



Develop research and insight for the Alliance around key thematic areas

Underway

Working groups:

A new working group on Research & Insight was established to build out a new research agenda for the Alliance.

Alliance member research:

Unity, Microsoft, and Ubisoft are collaborating on a study to cross analyze gamers' profiles, including their beliefs, behaviors, and motivations, with their attitude toward the environment. Sony, Microsoft, and Unity have conducted research in regard to the decarbonization of the gaming industry (see further details in the following sections).

Green Games Guide:

Ukie published [the Green Games Guide](#) to help the games sector tackle the climate emergency.

PlayCreateGreen:

An online climate platform was published and continuously updated by Bornholm Game Days.



Build on the success of 2020 to inspire companies to integrate authentic green activations in games

✓ On Track

Scope:

30 mobile and console companies joined the Green Game Jam 2021.

Reach:

Studios with a combined reach of 1 billion players participated in the Jam.

Engagement:

130 million players engaged with the content.

Thematic focus:

Conserving and restoring forests and oceans was selected as the key theme for the Green Game Jam.

Promotion and visibility:

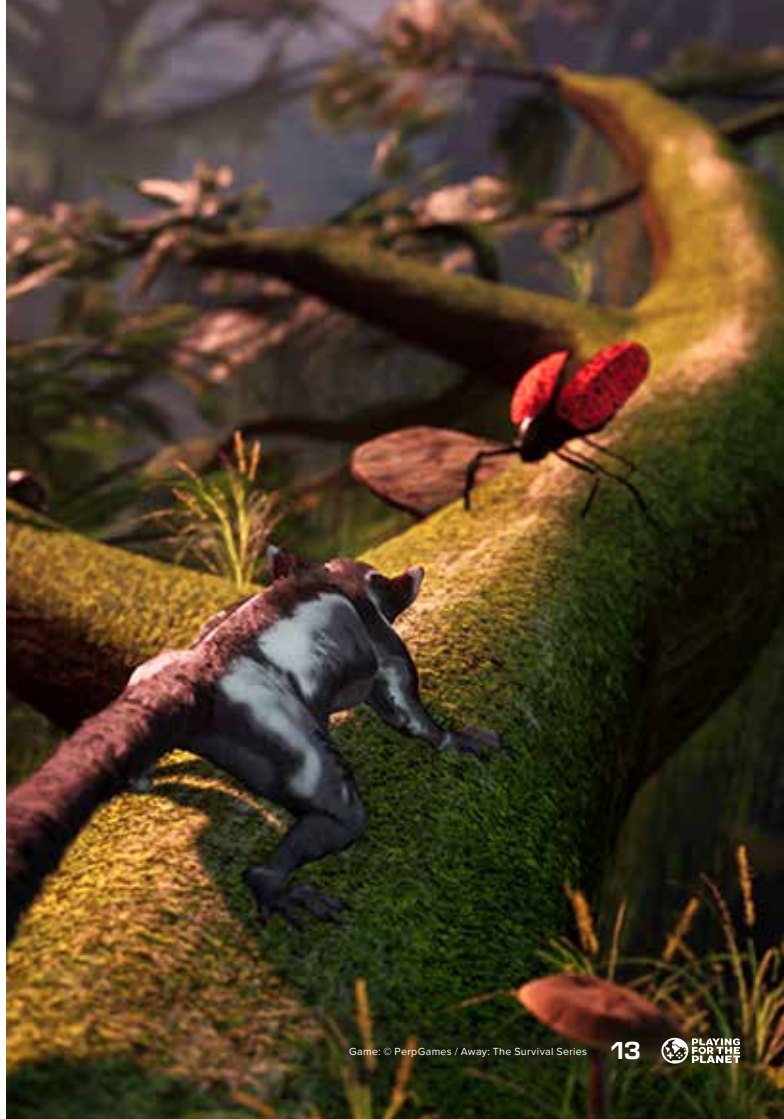
The results of the Green Game Jam were featured in the [Apple Store](#). A new Players' Choice Award category was established with almost 100,000 votes from the video game community and at least 920,000 were reached on social media.


Results:

Close to \$800,000 in donations to charities reported with real-world outcomes leading to 266,000 trees planted, more than 60,000 pledges have been made. 80% of players' attitudes were positive or very positive towards the studios' activations.

Green Game Jam for Youth:

This was initiated by Alliance member TiMi Studio Group, and ran from June through October 2021 on the back of the Playing for the Planet Green Game Jam.





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

 On Track

Agree on new decarbonisation targets:

60% of all Alliance members have a commitment to become net zero or carbon negative by 2030 at the latest with more set to be made in 2022 once baseline research has been carried out.

Real-world impact on restoration:

Not only were 266,000 trees planted as a result of the Green Game Jam, ustwo's Alba game led to a remarkable 1,022,000 trees and 3 habitats restored through their game, with this number set to grow.

Decarbonisation framework:

UNEP DTU Partnership (JDP), hosted by the Technical University of Denmark, is conducting a working paper to support the members of the Alliance to accelerate their progress on net zero gaming. The paper provides a comparative analysis of existing reporting schemes and definitions of scopes 1-3 in the context of gaming. Based on the analysis, the report provides policy recommendations, recommendations for net zero transition strategies and guidance for designing a common net zero framework.

Sony:

Sony created a carbon foot-print tool on the carbon impacts of the gaming sector and is looking at adapting the tool to be consistent with the Science Based Targets initiative framework.

Microsoft:

Microsoft conducted a report that details the amount of energy in Watt hours that mobile devices use while playing mobile video games in a 30 minute period of gameplay. The previous study that was being used for calculation was from 2012 so this new data-set will allow companies to make more accurate calculations of gamers' energy use through mobile gaming.

Restoration and conservation of forests and oceans:

This was the theme for the Green Game Jam 2021. 30 studios engaged with the themes by supporting the Play4Forests pledge and Glowing, Glowing Gone campaign.

Strengthen the communications of the Alliance through member support and trade bodies

★ Surpassed

Member support:

A new member section with further materials was created for the Playing for the Planet website.

Working groups:

Four working groups on Green Activations, Decarbonisation, Communications, and Research and Insight were created as planned.

Funding and structure:

A new funding model was proposed for 2022 which has been discussed and supported in principle by the Alliance members. It aims to forge a sustainable funding model allowing for stronger and deeper support for Alliance members over the next three years.

Communications:

Playing for the Planet was represented in a range of events including the 2021 United Nations Climate Change Conference (COP26) Green Zone, the Green Games Summit organised by Ukie, the Alliance, and ISFE, with the support of many national trade associations globally as well as at [gamescom](https://www.gamescom.de/). The Alliance was also covered in media including [Euronews](https://www.euronews.com/), [Gamesindustry.biz](https://www.gamesindustry.biz/), Xinhua News Agency, BBC World Service, and many more. New plans to upgrade the website and communications outreach are underway for 2022.





Photograph: © Off Base / seventyfourimages

Extend the reach of the Alliance with up to 10 new members joining

(Part 1 of 2)

★ Surpassed

Seven new gaming companies and seven associate members have joined the Alliance and made the following commitments:

NEW GAMING COMPANIES

- **BANDAI NAMCO Entertainment Inc.**
They have committed to reduce carbon emissions by 35% by the year 2030 and be carbon net-zero by 2050. They participated in the 2021 Green Game Jam and will be part of the next one in 2022 as well.
- **Creative Assembly**
They have committed to run a new sustainability awareness focused Game Jam with their eco partner, Oceans Generation, lead a SEGA Studios team for the Green Game Jam 2022 and introduce carbon emissions data collection by 2022 with the aim of reaching net zero carbon emissions.
- **PerpGames**
They have committed to reach net zero carbon by 2030, partner with Eden Reforestation Project to plant trees with every copy of their games sold, participate in the Green Game Jam 2022, and reduce plastic packaging.
- **Pixel Federation**
They have committed to join the Green Game Jam 2022, work on restoration through concrete off-the-grid action, support a new off-the-grid educational innovation targeted at the circular economy, and map its carbon footprint with the aim of achieving net-zero emissions by 2030.
- **SEGA Europe**
They have committed to help reduce plastic usage in the game industry and beyond through the development of a packaging protocol for the Alliance. They have also committed to reducing their own carbon footprint, following an internal audit, and to bringing other areas of the business into the Alliance.
- **TIMI Studio Group**
They have committed to create educational experiences to prepare more than 110 million players to address critical climate challenges, encourage green game design proposals from youth, foster awareness of sustainability among next generation game developers, participate in the Green Game Jam 2021, and explore ways to reduce carbon emissions.
- **37 Interactive Entertainment**
They have committed to launch in-game content to raise 1 million player's awareness around environmental issues, launch campaigns to inspire ideas on green game designs by students in China, educate 10,000 children on environmental protection, and reach carbon neutrality before 2025.



Extend the reach of the Alliance with up to 10 new members joining

(Part 2 of 2)

NEW ASSOCIATE MEMBERS

- **European Games Development Association (EGDF):**
They have committed to reach carbon neutrality by 2022, encourage their members to reduce their emissions, support environmental projects that echo the Alliance's yearly themes, support the Alliance's communications, and provide the Alliance with opportunities to co-host events.
- **German Games Industry Association (game):**
They have committed to reach climate neutrality by 2021, help their members to understand how to reduce their environmental impact, amplify the visibility of the Alliance, support the recruitment of new members, and to provide the Alliance with opportunities to co-host events.
- **Interactive Software Federation of Europe (ISFE):**
They have committed to reach carbon neutrality by 2022, support environmental projects that echo the Alliance's yearly themes, amplify the visibility of the Alliance, support the recruitment of new members, and to provide the Alliance with opportunities to co-host events.
- **Neogames Finland Association:**
They have committed to reduce travel and calculate and compensate unavoidable emissions from it, build a roadmap for the Finnish game industry to reach lower emissions, support the recruitment of new members and support, and promote the Pelimetsa project which protects the Finnish forests.
- **Syndicat National du Jeu Video (SNJV):**
They have committed to reach carbon neutrality by 2023, create a sustainability working group to guide members on sustainability matters, support recruitment of new members, amplify the visibility of the Alliance, and organize dedicated sustainability conferences and workshops during "Game Camp".
- **The Interactive Games & Entertainment Association in Australia and New Zealand (IGEA):**
They have committed to reduce their environmental impact and work towards carbon neutrality by 2022, amplify visibility of the Alliance, support the recruitment of new members, and provide the Alliance with opportunities to co-host events.
- **The United Kingdom Interactive Entertainment Association (Ukie):**
They have committed to reach net zero carbon emissions by 2022, participate in the working groups of the Alliance, promote the work of the Alliance to gaming businesses in the United Kingdom, and collaborate with the Alliance on events such as 2021 United Nations Climate Change Conference (COP26).



Green Game Jam 2021 Overview

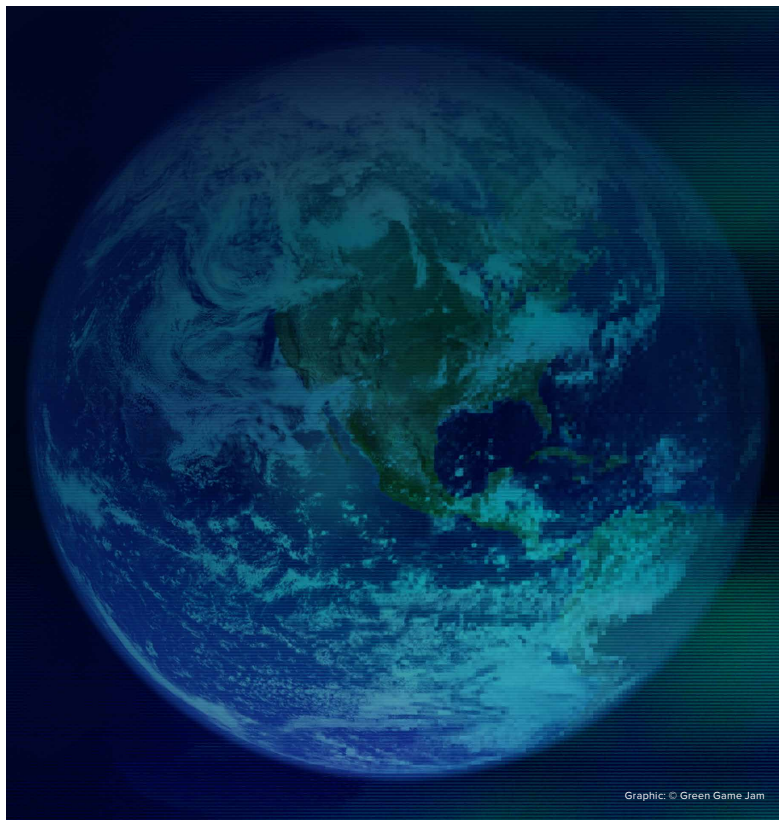
The first Green Game Jam was born out of the gaming industry's commitments at the 2019 Climate Action Summit, after which many of the members of

the Playing for the Planet Alliance wanted to do more to leverage the power of gaming. Building on the success of the Green Game Jam 2020, this year's Jam gathered 30 companies to showcase new green activations in their live games and to educate hundreds of millions of players with 26 companies committing to implement activations.

To extend the scope of the Green Game Jam it was opened up to all platforms for the first time. Conservation and restoration of forests and coral reefs were selected as the themes to aggregate the impact of the Jam. With a collective monthly active user base (MAU) of more than 1 billion gamers, the studios shared the importance of conserving and restoring forests and oceans through in-game and out-of-game touchpoints.

GOALS OF THE GREEN GAME JAM

- ~ Gather studios with a collective reach of 1 billion gamers.
- ~ Engage 100 million gamers through play.
- ~ Convert 10 million gamers to action.



Graphic: © Green Game Jam



HIGHLIGHTS OF THE JAM AT THE TIME OF THE REPORT

Reach:

Studios with a combined reach of **1 billion players** participated in the Jam.

Engagement to date:

130 million players engaging with studios reporting that the content led to a **92% engagement rate**, with 7 studios set to launch their activation in 2022.

Social media engagement:

- At least **920,000 reached** on social media.
- **77,000 likes, comments and shares** across Facebook, Twitter, Instagram and the like, related to the Green Game Jam and associated activities.

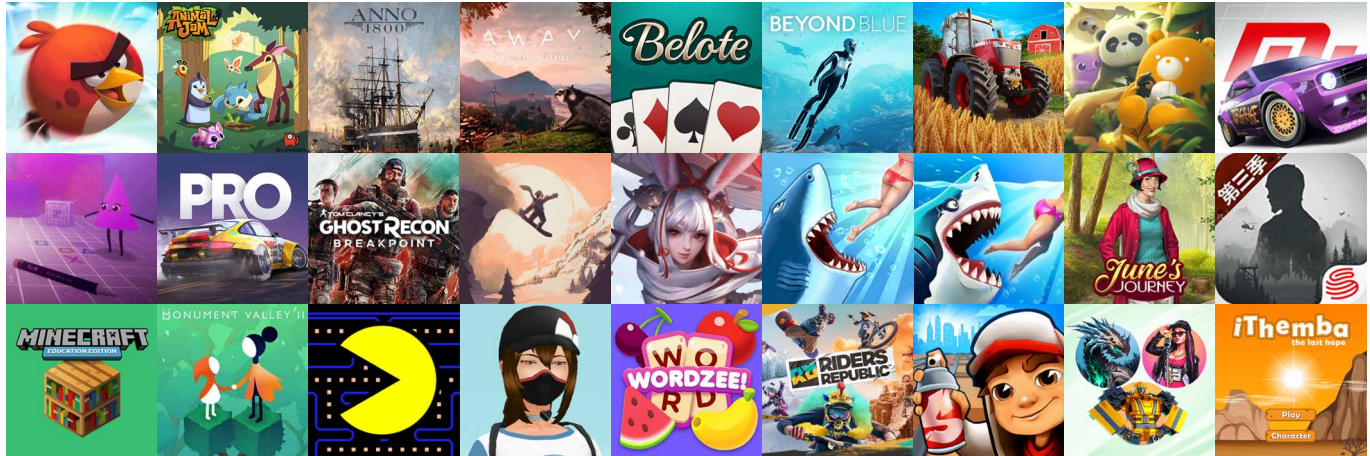
Actions taken so far:

- **2.75 million players** visited the website or clicked on the call to action.
- Over **266,000 trees were planted** in the real world as a result of the activations in games, with this number likely to increase.
- Close to **\$800,000 in donations** to different charities working with environmental causes reported.
- Some **60,000 pledges signed** for the Glowing, Glowing Gone campaign and Play4Forests which will be shared with policy makers at UN Environment Assembly in 2022.

PLAYER ATTITUDES:

- The majority of players' attitudes were positive or very positive towards the studios' activations.
- User comments show that the activations were well received with different communities engaging and showing general pride and support in the sustainability efforts taken, as well as wanting to see more related content.
- Players appreciated their actions being linked to reforestation efforts and having a positive impact, however small, on the environment.





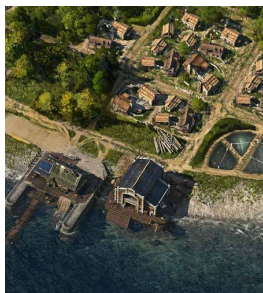
JAM PARTICIPANTS

- BANDAI NAMCO Entertainment America
- Creative Mobile OU
- E-Line Media
- GameDuell
- Goodgame Studios
- Hinterland Games
- MAG Interactive
- Mojang Studios
- NetEase Games
- Niantic
- PlayStation Studios Media Molecule
- PlayStation Studios Team ASOBI
- PerpGames
- Rovio Entertainment
- ShiftSpace
- Sony Interactive Entertainment Platform Team
- Space Ape Games
- Supercell
- Sybo
- TiMi Studio Group
- Tiramisu
- Toppluva
- Ubisoft Anney
- Ubisoft Barcelona Mobile
- Ubisoft Future Games of London
- Ubisoft Mainz
- Ubisoft Paris
- Ustwo Games
- Wildworks
- Wooga



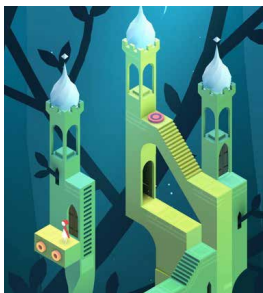
The winners of the Jam 2021

UNEP CHOICE



Anno 1800
Ubisoft Mainz

PARTICIPANT CHOICE



Monument Valley II
ustwo games

MOST ADOPTABLE



Away: The Survival Series
PerpGames

FIRST TO IMPLEMENT



Craz3 Match
TiMi Studio Group

PLAYER'S CHOICE



June's Journey
Wooga

Reactions of Green Game Jam 2021 participants

"We did see positive player feedback with regards to donations for tree planting and forests. We even had some players suggest creating a donation only purchase that isn't tied to in-game content."

"Our community received this activation very well. There were a lot of questions and discussions about these issues."

"Some positive mentions on our social channels such as that they were "Happy to see something positive" and "I will do my part for our community!"

THE OUTCOME OF THE JAM

Implementation and early results snapshot as of November 2021 are presented in the Table 1 below.

Game: © E-Line Media / Beyond Blue

TABLE 1. GREEN GAME JAM 2021 RESULTS.

Studio and Game	Implementation date of activation	Early results of the activation	Supporting topic
Bandai Namco Entertainment America, PAC-MAN	September 2021	The in-game event will be called “PAC-MAN FOR THE PLANET” which will incorporate a forest-themed Adventure Mode that includes: six stages, an album filled with collectibles and a PAC-MAN skin as the reward for event completion.	Forest theme
Creative Mobile, Zoo Craft & Drag Racing	June 2021/ January 2022	ZooCraft ran a special event for World Ocean Day on June 8, promoted on social media, and supported the Glowing Glowing Gone campaign around World Environment Day. Creative Mobile also plans to introduce electric cars into their racing games.	Glowing Glowing Gone
E-Line Media, Beyond Blue	June 2022	The game’s mission is to document the devastation of the coral as well as discover breakthrough technologies enabling coral restoration. The choices you make in the mission will enable you to explore alternative futures for these critical ocean ecosystems.	Coral theme
Ubisoft Future Games of London, Hungry Shark World	April 2022	A new Battle Pass season where players can win coral-reef-themed exclusive rewards. Additionally, players can add to their collection a cool new Coral Reef Pet.	Coral theme
GameDuell, Belote	October 2021	The game enabled users to plant trees by playing games on a specific table. Every game played by the end of the activation on that table increases the number of trees GameDuell plants. Users were also encouraged to sign the Play4Forests petition, which was presented at 2021 United Nations Climate Change Conference (COP26).	Play4Forests

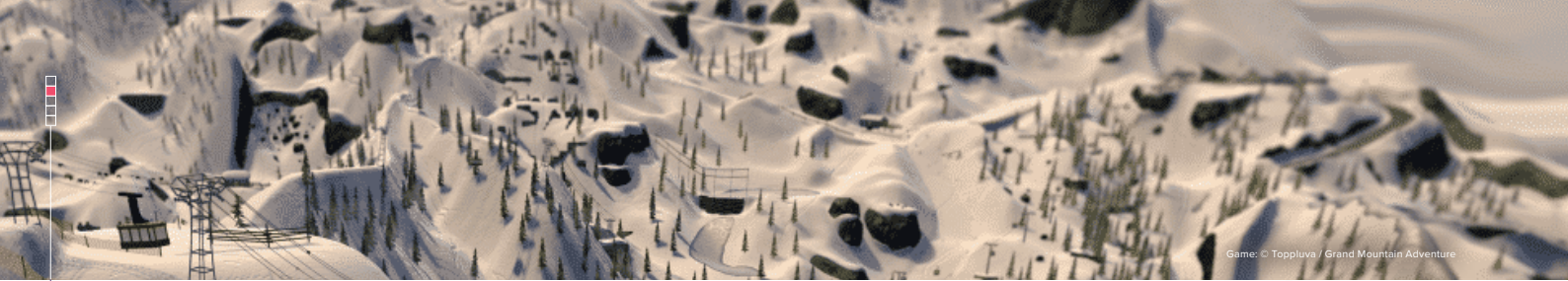


Studio and Game	Implementation date of activation	Early results of the activation	Supporting topic
Goodgame (Stillfront), Big Farm Mobile Harvest	October 2021	The game informed players about the current total of collected seedlings and shared links about reforestation and how to contribute to reforestation efforts.	Play4Forests
MAG Interactive, New QuizDuel, WordBrain, WordBrain 2, Ruzzle, Word Domination	October 2021	The idea is to create ocean themed events across the MAG portfolio using the Glowing Glowing Gone campaign's colour palette. Implemented functionality will be developed to encourage players to sign the Play4Forests petition which was presented at 2021 United Nations Climate Change Conference (COP26).	Glowing Glowing Gone
PlayStation Studios Media Molecule, Dreams	May 2021	Players created their own visions around the theme in the forms of music, art, short animations and games. 337 games were submitted by users in Dreams.	Forest Theme and Ocean Theme
Mojang Studios, Minecraft	April 2021	On Earth Day, an additional lesson plan on Radical Recycling was added and the map was promoted on Minecraft franchise channels. A \$100K donation was made to The Nature Conservancy.	Multiple
NetEase, Life After	October 2021	Players, after completing a series of tasks, received special saplings, which were planted on the fire-scorched land and grew into trees with their own name.	Play4Forests
Niantic, Pokemon Go	March 2021	Created first of its kind, evergreen avatar item for Pokémon GO players, focused on giving players a new way to voice their support for sustainability efforts.	Playing4Forests & Glowing Glowing Gone



Game: © Rovio / Angry Birds 2

Studio and Game	Implementation date of activation	Early results of the activation	Supporting topic
PerpGames, Away: The Survival Series	October 2021	In 'Away; The Survival Series', the planet has been devastated by global warming. Many species are no more, including humans and the ones that are left must fight over precious resources. Playing as a small Sugar Glider, these cute and sociable treetop-dwelling marsupials must find a way to survive, as the consequence of global warming threatens to destroy their natural habitat.	Play4Forests
Rovio, Angry Birds 2	September 2021	A specifically themed Mariner Hat Event in Angry Birds 2 gave players the opportunity to collect a special Mariner Hat Set and participate in the Old Bird and Sea Adventure. The event reached 5.8 million unique players and through the Angry Birds 2 Facebook page, Rovio reached over 280,000 individuals.	Glowing Glowing Gone
ShiftSpace, iThemba: the last hope	August 2021	Players took the role of characters in the past with their green progress having consequences for the future, represented by a world in the form of a Baobab tree.	Forest Theme
Space Ape Games, Transformers: Earth Wars Rival Kingdoms & Fastlane: Road to Revenge	June 2021	Play4Forests messaging was incorporated across all live titles, both via in-game newsfeeds and across social media channels, asking players to sign the pledge on the eve of World Environment Day.	Play4Forests
Sybo, Subway Surfers	November 2021	With their partners Ecologi, Subway Surfers managed to plant over 200,000 trees through their Vancouver update.	Climate theme



Game: © Toppluva / Grand Mountain Adventure

Studio and Game	Implementation date of activation	Early results of the activation	Supporting topic
Supercell, Boom Beach	February 2022	The Boom Beach team is partnering with the Sea Turtle Conservancy to engage players in the conservation of our oceans. An in-game turtle-themed event will be rounded out by an educational social media campaign, donation, and adoption of a Boom Beach turtle in real life.	Ocean theme
TiMi Studio Group, Honor of Kings & Cra3 Match	February 2021	With the activations already live in two games, TiMi reached players in China with engaging interactive content and educational information, guiding them to explore the relationship between humans and nature. In Cra3 Match , TiMi Studio Group and Tencent for the Planet partnered up to create an HTML5-based game campaign where players have to overcome challenges to save wildlife in the forest, engaging 20 million players within 3 weeks. Another activation was created for Honor of Kings' 100 million daily active users, to promote the climate agenda.	Forest Theme and Climate Themes
Tiramisu, Drift Max Pro	December 2021	The special event system was adapted into the concept of coral reefs, which is called "Reef Drift Special Event". Players had the opportunity to drift on an underwater map inspired by the Glowing Glowing Gone campaign's colors and received messages about coral reefs.	Glowing Glowing Gone
Toppluva, Grand Mountain Adventure	November 2021	Players discovered an environmentally themed splash screen in the game with a link to receive a free mountain with tasks containing information about the conservation and restoration of forests and oceans.	Play4Forests



Game: © Ubisoft Mainz / Anno 1800

Studio and Game	Implementation date of activation	Early results of the activation	Supporting topic
Ubisoft Ancey, Riders Republic	June 2021	Players will experience the reforestation of a part of the map by participating in a mass race with 50+ real-time players in the desert location, then repeating the race in the same location that has been completely transformed by trees and wildlife, with different gameplay and art.	Forest theme
Ubisoft Barcelona, Hungry Shark Evolution	September 2021	Players' mission is to clean up the map, which has been invaded with trash monsters and creatures. They will take their favorite shark and equip it with the latest generation of sea vacuums, ready to clean and bring life back to the ocean.	Glowing Gone
Ubisoft Mainz, Anno 1800	December 2021	Ubisoft Mainz will introduce a new Game Mode that places players on an untouched island with a low population, requiring them to create a sustainable city. The game environment will react to the players' actions: building mono-cultures depletes island fertility, overfishing destroys food supplies for future generations and deforestation leads to desertification. Players must find ways to counteract the negative impact of their city's growth to ensure success. Unlike in the real world, however, players will be able to try again and improve on their previous attempts to create even more sustainable cities.	Forest theme



Game: © Ubisoft Paris / Ghost Recon Breakpoint

Studio and Game	Implementation date of activation	Early results of the activation	Supporting topic
Ubisoft Paris, Ghost Recon Breakpoint	November 2021	Players will solve a series of nature-related riddles on a website, leading them to a specific location in the game world. There, they can plant a seed that will grow into a beautiful tree and they will earn a reward. Players can also purchase a cosmetic ghillie suit in the game store, with all profits going to a social enterprise dedicated to climate projects.	Forest theme
ustwo games, Monument Valley 2	October 2021	New forest-themed levels within the game which provided ways for players to take action by signing the Play4Forests petition.	Play4Forests
WildWorks, Animal Jam	June 2021	With every purchase of Animal Jam's new Green Bundle, WildWorks contributed toward its tree-planting efforts with WeForest. 690,000 players engaged in the jam content leading to 16,000 trees being planted.	WeForest
Wooga, June's Journey	October 2021	Special event was created where players had the opportunity to buy new exclusive tree decorations, and for the in-game trees they purchased, Wooga pledged to plant trees in the real world up to a maximum of 25K trees. The event ran on October 20th for 12 hours and after 71 minutes the goal had been reached. In total 47K players engaged with the event and the player sentiment around the event was very positive	Forest theme



SCALING UP IN CHINA

New members

2021 saw a major scale up of Playing for the Planet Alliance activity in China, the biggest gaming market in the world. TiMi Studio Group and 37 Interactive Entertainment joined the Alliance with ongoing discussions with other major public gaming companies in China. In addition, TiMi Studio Group and NetEase took part in the Green Game Jam 2021.

Green Game Jam for Youth

Green Game Jam for Youth was launched by the Tencent Games subsidiaries TiMi Studio Group and Tencent Institute of Games on the back of the Playing for the Planet Alliance's Green Game Jam. By encouraging green game ideas from youth around the world, the Green Game Jam for Youth seeks to raise sustainability awareness among next-generation developers.

Initiated from China, the Jam has attracted passionate young designers from 300 universities across China, North America, and Southeast Asia to enroll in the competition. Out of hundreds of brilliant submissions, 11 entries were selected as the final winners, with themes covering land degradation, climate change as well as marine and air pollution.

The Green Game Jam for Youth will continue to support, incubate, and release the award-winning games, meanwhile it will seek to further explore the potential of gaming and ignite social change in the near future.

3

LEARNINGS AND REFLECTIONS





Despite the long and deep impact of COVID-19, 2021 saw real progress for the Playing for the Planet Alliance with members committing to reduce their carbon footprint, integrate authentic green activations in games, and engage collectively on the environmental agenda.

1.

GREEN GAME JAM BEAT EXPECTATIONS, WITH A FOCUS ON MORE REAL-WORLD IMPACT FOR 2022

There has been encouraging new member growth, and with the scaling up of tentpole moments such as the Green Game Jam, operations are set to reach the next level in 2022. With that being said, more focus will be given to scoping out a collective goal for participants to mobilize action and awareness related to environmental issues, creating stronger branding, communication assets, and lead times, building on the involvement of player and streamer communities, with a focus on ensuring more real-world impact is generated in 2022.

3.

EXPLORING NEW POSSIBILITIES IN THE CHINA MARKET

The Alliance gained a lot of attention from the Chinese gaming market with some of the biggest public companies joining the Alliance, taking the combined active player base of the Playing for the Planet Alliance members towards 2 billion. Off the back of the Green Game Jam, a similar concept was created for youth by Alliance member TiMi Studio Group in China, which was joined by students from across China, North America, and Southeast Asia. How the Chinese gaming industry is on-boarded to support the initiative is something that will evolve in 2022 as a bespoke plan needs to be considered for this market.

2.


A BOLSTERED SECRETARIAT WILL BE KEY NEXT YEAR

The growth of the Alliance shows the gaming industry's sustained action for the environment. This year, 7 new gaming companies and 7 trade bodies came on board to broaden the reach of the Alliance and create a larger network of industry partners engaging in sustainability matters. The Alliance showcased its work at the 2021 United Nations Climate Change Conference (COP26) and organized a Green Games Summit together with Ukie and ISFE. The initiative will need further resources to strengthen and deepen the work of the Alliance so that the activities hit the kind of impact metrics desired with member studios held to account for their commitments and encouraged to go even further.

4.

CHOOSING WHAT MATTERS

Whether it is a plastics protocol or integrating citizen science into the initiative, there is no shortage of new ideas. 2022 needs to see the Alliance focus hard on landing a new version of the Green Game Jam with robust research outcomes and ensuring the decarbonisation tools work within the sector. Innovation and being opportunistic will be important, but these will have to evolve and grow with resources.



Said by Alliance members

“Partnering with the Playing for the Planet Alliance has given our company the chance to become better advocates for protecting the environment, to be an active part of the necessary change by inspiring environmental actions and increasing awareness within our audience. Thanks to UNEP’s experience and constant support to the Alliance group we can play a fundamental role to push environmental actions and new strategies to the next level. Inspiring through in-game green activations, sharing learnings, campaigns and supporting our partners and non-governmental organizations committed to sustainability causes; we can all help to lead others within the industry to follow suit and to continue to educate and inspire our player communities to learn and do more.”

— **Giorgia La Rocca**, Marketing Manager, Ubisoft Future Games of London

“Youth are the next-generation game creators, and also the game changers of the industry with their imagination and creativity. On the other hand, games as the ninth form of art, can change people’s perspectives through interactive gameplay and immersive simulation, and thereby promote social value. That’s why we sought advice from the Alliance and launched the Green Game Jam for Youth. We have always been looking for ways to engage youth to contribute with their creativity.”

— **Colin Yao**, Vice President of Tencent, President of TiMi Studio Group


“The benefits of working with the Alliance have been engaging our users around the green activations and growing some knowledge of ecology and how we can have an impact as a company through the games we run. It has also been nice to get some insights into how other gaming companies operate and come together for the Green Game Jam.”

— **Chris Peters**, QA Coordinator and Customer Support Manager, MAG Interactive

4

WHAT IS IN STORE FOR 2022





In 2021, the Alliance hit many of its key metrics around scale and reach. The plans for 2022 will focus on five core areas including:

Photograph © Off Base / duallogic

1.

CONTINUE TO BUILD OUT GREEN ACTIVATIONS IN PLAY WITH A FOCUS ON REAL-WORLD IMPACT

Redesign the activations

This year we will unveil a new name, new brand, and annual schedule for the initiative that will also see the Youth Green Game Jam integrated into the initiative.

Impact

New theme and novel activations for all Alliance members to align on to be put forward with specific and practical tools given to Alliance members.

2.

DECARBONISATION AS A NEW STANDARD

Standardisation

Create a standard template for onboarding members including a commitment to at least 50% net zero by 2030 and with a new approach agreed within the Alliance with support from external partners.

Commitment platform

Recommend members to make their decarbonisation commitments public through third partner entities, such as Science Based Targets initiative (SBTi).

3.

RESEARCH AND INSIGHT

Green activation insight

Ensure that there is a clear reporting methodology and platform to understand the impact of this work.

Partner

Onboard a research partner to support the Alliance to be able to support at least one substantive area of new research per year.

4.

COMMUNITY AND COMMUNICATIONS

Growth

Target critical membership gaps in the Alliance with the aim of growing the Alliance by a further 10 members.

Community

Rework the community pages of the website and ensure that in regular polls, members are feeling that the initiative is adding value to their studio objectives.

Communications

Build out the brand and reputation of the Alliance with redesigned website, regular stories show-casing progress, and a stronger social media presence.

5.

NEW AREAS FOR EXPLORATION

Citizen Science

Explore how gaming can support real-world challenges on key environmental themes through citizen science.

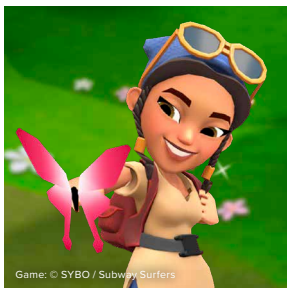
Plastic Protocol

With new members, develop a new protocol around the use of plastic that could be scaled across the industry.



5

HOW DID INDIVIDUAL MEMBERS DO?



Companies joining the Alliance must make specific and measurable commitments to act for the environment and report on progress each year. Outlined is an overview of the commitments that were made for 2021, a status update on their completion, and a summary of the new commitments for 2022 (UNEP 2020).

MEMBERSHIP OVERVIEW

Total number:

32 gaming companies and 7 Associate Members.

Inactive members:

Pixelberry has left the Alliance (for now) due to other priorities, but do plan to return when circumstances change.

Former members:

iDreamSky, Twitch, Google Stadia are no longer formal members of the Playing of Alliance due to inactivity.

Number of gamers reached with Playing for the Planet initiatives by end of 2021:

Over 200 million.

SUMMARY OF THE ACTIONS BELOW

- More than 50 actions were undertaken.
- 16 of the members of the Alliance participated in the Green Game Jam 2021.
- 12 companies have committed to become net zero or carbon negative by 2030 at the latest.
- As a result, nearly 1.2 million trees were planted by Alliance members through their games, with 1,022,000 by Alba and some 260,000 through the Green Game Jam.
- With the support from the Alliance, 19 members have agreed to launch a new process to reduce their carbon footprint

Out of the 25 Alliance Members in 2021, 23 have shared the progress that they have made, with 2 members unable to respond per the deadline. The Alliance members were unable to take forward their commitments to the Alliance in 2021 and new actions are set to be shared. These 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.



This year the Playing for the Planet members were asked to report metrics related to gender equality for the annual impact report as per UNEP's gender guidelines. There are other on-going initiatives that specifically address the issue of gender equality within the sector, such as Women in Games, which is a not-for-profit looking for equity and parity for all women and girls in the video game industry and e-sports. The Playing for the Planet Alliance strongly encourages its member companies to pay attention to gender equality and this will be reported on each year in the Annual Impact Report.

SUMMARY OF GENDER METRICS

28%

The average percentage of women working in the Playing for the Planet Alliance member companies.

30.5%

The average percentage of women working in leadership positions in the Playing for the Planet Alliance member companies.

19.3%

The average percentage of women part of the Playing for the Planet Alliance member company boards.



Annual Impact Report 2021



Photographs: © Women in Games



Bornholm Game Days (BGD)



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>BGD agreed to develop PlayCreateGreen.org, an online Climate Handbook for Game Companies with best practice examples around climate initiatives in the full game production lifecycle. They also agreed to provide a concrete action-based tool to gaming companies on how to get started with the climate agenda, create awareness about the climate agenda in the process of making the handbook, and gather existing game industry initiatives related to the climate agenda.</p>	<p>BGD developed the online Climate Handbook and succeeded in creating awareness about the climate agenda in the process of making the handbook.</p>	<ul style="list-style-type: none"> • BGD will continue to develop PlayCreateGreen.org – an online Climate portal for Game Companies. The portal will include best practice examples of climate initiatives in the full game production lifecycle. • BGD will continue to gather game industry initiatives related to the climate agenda. • BGD will continue to develop a concrete action-based tool for gaming companies on how to get started with the climate agenda. • BGD will continue to share knowledge in regard to the climate agenda among gaming companies. 	<p>Did not disclose.</p>

Creative Mobile



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Creative Mobile committed to reducing its carbon footprint by 2022, expand their environmentally focused in-game live events, participate in the Green Game Jam 2021, and promote ideas and actions around climate change and biodiversity.</p>	<p>Creative Mobile has taken measures to improve their green approach and is exploring the next steps in becoming carbon neutral. Creative Mobile continued to run environmentally focused live operations in their ZooCraft game, and took part in the Green Game Jam 2021, both as a participant and as a mentor. Creative Mobile is also exploring the introduction of electric cars into their mobile racing games, which will have the benefit of promoting their use and popularity with their gamers.</p>	<ul style="list-style-type: none"> • Creative Mobile will reduce its carbon footprint in 2022. • Creative Mobile will continue live operations in their ZooCraft game. • Creative Mobile will introduce electric cars into their racing games. 	<ul style="list-style-type: none"> • The percentage of women working at Creative Mobile: 36% • The percentage of women working in leadership positions: 23% • The percentage of women who are part of the company board: 33%



Dropledge



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Dropledge committed to inspire action through play by integrating green nudges in games, plant a new tree for every new subscription, reduce their carbon footprint by 30%, create a resource pack for game developers, have an overall active investment philosophy for the Sustainable Development Goals, and send consumers new updates on equipment settings and energy efficiency.</p>	<p>Dropledge launched games dedicated to tackle the issues of food waste and hunger. Dropledge also reduced their carbon footprint by almost 50%. In addition, they supported the Alliance with communications and launched an educational campaign #1minhabit that encouraged people to adopt sustainable habits within their communities.</p>	<ul style="list-style-type: none"> • Dropledge will reduce their carbon footprint by a further 50% by 2022. • Dropledge will participate in the Green Game Jam 2022 and launch a minimum of two games that will explore green activations and Sustainable Development Goals. • Dropledge will support/lead the <i>communications working group</i>. 	<ul style="list-style-type: none"> • The percentage of women working at Dropledge: 50% • The percentage of women working in leadership positions: 100% • The percentage of women who are part of the company board: 50%



E-Line



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>E-Line committed to explore how to better integrate ocean-themed activations into core game loops while seeking to inspire a generation of marine and citizen scientists by exploring the potential of a slate of commercial social impact games designed to bring diverse voices to the medium and to explore the critical challenges facing the planet through compelling gameplay.</p>	<p>E-Line extended the Beyond Blue franchise with a downloadable content release (DLC) across Apple Arcade, Xbox, and PlayStation and introduced a photo mode where players can take underwater photos. In the next DLC release, E-Line will focus on coral restoration, in part inspired by the Green Game Jam. E-Line is actively working with their Ocean partners to explore a sequel to Beyond Blue aligned with a potential animated television series.</p>	<ul style="list-style-type: none"> E-Line's key goal is to continue to extend the Beyond Blue franchise with new DLC, new platforms (e.g. VR), a sequel and to explore integration of real world citizen science into gameplay for future releases. E-Line is also exploring a project in partnership with the award-winning investigative journalist Ian Urbin, author of Outlaw Ocean, and a wildlife filmmaking game as well as other 'impact-focused' games exploring culture, the environments and big issues facing society. E-Line will provide the Playing for the Planet Alliance with strategic support in terms of creating a sustainable financing model, growing the member base, and deepening the impact. 	<ul style="list-style-type: none"> The percentage of women working in leadership positions: 20% The percentage of women who are part of the company board: 33%

GameDuell



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>GameDuell said they would seek to inspire their players to take action on environmental protection and raise awareness by providing information through in-game activations and digital channels, exchange knowledge among the Alliance members to help them in their steps towards sustainability, consider environmentally-friendly aspects in business processes, and actively work on reducing their environmental impact and carbon footprint in order to stay within the 1.5°C global warming limit.</p>	<p>GameDuell took part in the Green Game Jam 2021, actively exchanged knowledge with other Alliance members and promoted the work of the Alliance. Game Duell also calculated and offsetted their carbon dioxide emissions and is working on a reduction strategy together with an external partner.</p>	<ul style="list-style-type: none"> • Game Duell will reduce their carbon dioxide emissions to a minimum and offset the emissions that can't be avoided + surplus to become climate positive by 2025. • Game Duell will enable their users to plant trees by playing games on a specific green virtual table. Every game the player plays by the end of the event will increase the number of trees GameDuell will plant. GameDuell will also encourage users to sign the Play4Forests petition. • GameDuell will contribute to the restoration and conservation working group by coordinating and 'joining up' game industry impact via selected initiatives. 	<ul style="list-style-type: none"> • The percentage of women working at GameDuell: 33% • The percentage of women working in leadership positions: 31% • The percentage of women who are part of the company board: 0%



Green Man Gaming



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Green Man Gaming said they would continue to implement their carbon neutral plan to future workspaces, continue to progress in their restoration program, and join the <i>restoration working group</i> to share learnings and progress while also supporting the Alliance with communications and PR.</p>	<p>Green Man Gaming opted for a co-working space, is committed to being carbon neutral across their sites by 2023, and entered into a partnership with a reforestation platform. Green Man Gaming took an active part in supporting the Alliance across communication beats including strategy, media outreach, reporting, and material drafting.</p>	<ul style="list-style-type: none"> Green Man Gaming will work towards a climate positive workforce by evaluating and offsetting carbon emissions across the business building on the work executed in 2021. Green Man Gaming will continue to expand the reforestation efforts started in 2021 with their restoration partner. 	<ul style="list-style-type: none"> The percentage of women working at Green Man Gaming: 30% The percentage of women working in leadership positions: 17% The percentage of women who are part of the company board: 0%

Internet of Elephants



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Internet of Elephants agreed to connect players to organisations through in-app messages and invite players to join local conservation activities. Internet of Elephants also agreed to donate a percentage of its profits to their conservation partners and publish their next game, Unseen Empire, a gamified data visualization about camera trapping, in January and conduct a formal study on the conservation benefits of Wildeverse.</p>	<p>Internet of Elephants collaborated with Adidas on the Run Wild campaign to connect over 1 million people with pangolin, tiger, and elephant conservation and with non-governmental organisations that work to protect those species respectively. Internet of Elephants did not make a profit and therefore was not able to directly financially contribute to their partners. The formal research of Wildeverse was completed in February 2021 and is currently pending publication in "People in Nature."</p>	<ul style="list-style-type: none"> • Internet of Elephants will partner with Adidas on Run Wild to bring the story of mountain lion conservation to approximately 1 million runners across the world. • Internet of Elephants will conduct and publish audience research into the market size and segmentation for games about nature and wildlife. • Internet of Elephants will launch "Wildlife Venture Labs", a partnership with the Luc Hoffmann Institute, to bring new wildlife themed games to market over a 3-year period. • Internet of Elephants will join and contribute to the research and <i>insights working group</i>. 	<p>Only two employees, neither of whom are women.</p>



MAG Interactive



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>MAG Interactive sought to inspire action through play by integrating green nudges in games, work on issues through game play that would drive action on restoration, have a zero carbon footprint as a company through offsetting their impact, and become more thoughtful regarding how they use resources in their business.</p>	<p>To achieve carbon neutrality on travel, MAG Interactive partnered with an external partner to invest in climate-friendly projects like tree planting in Ethiopia and solar farms in India to produce renewable green energy.</p>	<ul style="list-style-type: none"> • MAG will continue towards net zero carbon emissions. • MAG will direct players to the Playing for the Planet Alliance pledge websites to encourage signatures and engagement. • MAG will continue engaging with the Green Game Jam and incorporating events in-game. 	<ul style="list-style-type: none"> • The percentage of women working at MAG: 32% • The percentage of women working in the leadership positions: 29% • The percentage of women who are part of company board: 17%



Microsoft



What did they say they would do?		What will their new commitments for 2022 include?
<ul style="list-style-type: none"> Microsoft said they would 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. The programme in Xbox Game Studios continues to seek sustainability projects and for Xbox, the goal is to accurately track their entire 	<p>supply chain's CO2 footprint and then deliver on the company-wide goal of being carbon negative by 2030 across their direct emissions and supply and value chains. Xbox is also reducing their scope 3 emissions by more than half by 2030 which represents the bulk of their emissions.</p>	<ul style="list-style-type: none"> For all Xbox devices, Microsoft will accurately track their platform carbon footprint and then deliver on the company-wide goal of being carbon negative by 2030 across their direct emissions and supply and value chains. Microsoft will continue to publish content via the Xbox Game Studios which embraces sustainable and environmentally conscious decisions. Continue pursuing their ambitious target of Microsoft and Xbox having 100 percent of its electricity consumption, 100 percent of the time, matched by zero carbon energy purchases. Microsoft will continue pursuing improved waste reduction and recyclability in its products, including Surface products for Windows Gaming and Xbox devices. Participate in the Green Game Summit 2022.
Did they do it?	Gender metrics:	
<ul style="list-style-type: none"> In 2020/2021, Microsoft contracted for 1.3 million metric tons of carbon removal. Microsoft has been carbon neutral across the world since 2012 and has invested \$1 billion over four years to help scale up existing climate technologies and invest in new technologies. Xbox released products manufactured using post-consumer recycled resins 	<p>(PCR) such as several controllers and the Xbox Series S. Xbox are excited to be taking this next step in their commitment to waste reduction and recycling.</p> <ul style="list-style-type: none"> Microsoft made a \$100 million grant to Breakthrough Energy Catalyst to further accelerate the development of the climate solutions the world needs to reach net-zero. 	



Niantic



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Niantic will join the Green Game Jam 2021, commit to create a plan outlining how they could become net zero, engage 100,000 players in sustainability efforts, and create guiding principles for the Niantic business unit.</p>	<p>Niantic successfully participated in the Green Game Jam in 2021. In an effort to support both forests and oceans, Niantic launched a special in-game avatar item in Pokémon GO, which gives players an evergreen option to voice and show their support for sustainability efforts. In addition, Niantic hosted a sustainability campaign from April 20 - 25, donating to local sustainability non-profits, and encouraging players to take action to lessen their individual impact on the environment. In aggregate, Niantic engaged 2.4M players in sustainability efforts in 2021.</p> <p>In addition, Niantic outlined an internal plan to better understand their carbon footprint and evaluate what it will take to become carbon neutral. Niantic has worked to draft guiding principles that help inform its developers on sustainability practices.</p>	<ul style="list-style-type: none"> Niantic will continue to identify a way to accurately measure its carbon footprint and evaluate ways to engage players in understanding their individual impact. 	<p>Did not disclose.</p>



Playmob



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Playmob will roll out Mission 1.5 across the gaming industry in order to gather votes on climate action to then share this with world leaders and reach the mainstream and hard to reach communities, in order to give context and a voice to climate action.</p>	<p>Playmob successfully reached 50 markets for the United Nations Development Programme to create The People's Climate Vote impact report, which has been distributed to world leaders to better understand what people want and to change policies to reduce carbon emissions more quickly. Playmob extended this activity to cover 18 of the 20 G20 markets and gathered player opinions for the G20 People's Climate Vote. In total, over 1.2 million validated votes were collected which represents the world's largest poll ever carried out on climate action, reaching parts of the world which have previously never been asked to share their opinion on climate action, yet are the most impacted.</p>	<ul style="list-style-type: none"> • Playmob will continue to focus on climate-focused initiatives and explore how to secure an ongoing stream of data and insights into global player sentiment. • Playmob will also extend their environmental work by working with organisations which are key to making a difference, including global consumer brands, service providers, governments, and non-governmental organizations. • Playmob will also continue to monitor the impact they are making at a company level and commit to further decreasing their own carbon footprint by taking actions such as; reduction of travel, review and optimisation of supply chain (servers and other partners), efficient data management and storage, power consumption efficiencies, total elimination of use of single-use plastics, and a commitment to reuse/upcycle wherever possible. 	<p>Did not disclose.</p>



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Rovio sought to continue to offset the carbon emissions generated by their games' daily active users and committed to factor the server-side carbon footprint into the total offsetting, while also agreeing to continue to share best practices with other gaming companies, and evaluate the possibility of joining the Green Gigatonne Challenge.</p>	<p>Rovio did offset for all their daily active users (Scope 3), but due to a lack of data around emissions in regard to the server side, the latter were not included. Rovio actively took part in the discussions with the Playing for the Planet Alliance members and shared their learnings.</p>	<ul style="list-style-type: none"> • Rovio will set a net zero / climate neutrality roadmap and target in 2022. • Rovio will continue to participate in the Green Game Jam with at least one game title. • Rovio will be an active contributor in the <i>decarbonisation working group</i>. 	<ul style="list-style-type: none"> • The percentage of women working at Rovio: 26% • The percentage of women working in leadership positions: 25% • The percentage of women who are part of the company board: 33%

Sony Interactive Entertainment



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?
<ul style="list-style-type: none"> Achieve a zero environmental footprint throughout the lifecycle of their products and business activities by 2050 and further develop a carbon foot-printing tool. Continue its commitment to energy efficiency for PlayStation4 (PS4), avoiding an estimated 30 million tonnes of CO2 equivalent emissions by 2030 for PS4. As for PlayStation 5 (PS5), SIE has targeted to introduce further new energy efficient technology, avoiding around 32,300 to 39,000 tonnes CO2 equivalent every year for every million consoles sold. Develop and launch a VR application to raise awareness of climate change, available free of charge to PlayStation consumers by the end of 2022. Participate in the Green Game Jam 2021. 	<p>Yes. SIE has made substantial efforts to increase the energy efficiency of PS4 and PS5 consoles, and streaming services. SIE has achieved an estimated 21.7 million tonnes of carbon equivalent emissions avoided globally since the launch of the PS4 console in November 2013, and around 46,000 tons for every million PS5 consoles sold. In August 2021, SIE sent invitations via the PlayStation newsletter for PS4 & PS5 console users with the call to action to visit the environmental pages on PlayStation.com to find advice on how to configure their consoles for energy efficiency. SIE completed its carbon foot-printing tool, and the development of a PlayStation Studios Climate Application is underway. Three of Sony's development teams participated in the Green Game Jam 2021. Additionally, SIE supported the communications work of the Alliance by producing creative assets such as the Annual Impact Report 2020 and 2021.</p>	<ul style="list-style-type: none"> SIE aims to be carbon neutral with respect to emissions for data centres providing PlayStation Now services. PS4 & PS5 consoles: Maintain progress towards carbon avoidance targets. SIE will investigate a possible carbon offset trial scheme on PlayStation platforms. SIE will undertake a two-year study to better understand how gaming can be used to inform and educate on climate themes. SIE will participate in the Green Game Jam 2022. <ul style="list-style-type: none"> SIE will aim to launch a PlayStation Studios Climate Application in 2022, and investigate the feasibility of launching non-VR and mobile versions to broaden its use and impact. SIE will investigate using PS4 and PS5 platforms to inform and encourage gamers to support UNEP campaigns. SIE will support the work of the Alliance by contributing to the communication efforts and decarbonisation working group. <div data-bbox="798 772 1498 879" style="background-color: #4a4a8a; color: white; padding: 5px;"> <p>Gender metrics:</p> </div> <p>Did not disclose.</p>

Space Ape Games



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Space Ape Games said they would continue to offset 200% of their studio's carbon footprint, as well as offsetting the footprint generated by playing their games, design a green-themed activation in one of their newly launched titles in 2021, be carbon negative from 2020 through participation in the Green Gigaton Challenge, and from 2021 through additional investments in carbon removal projects.</p>	<p>Space Ape Games is in the final stages of their greenhouse gas inventory for 2020 and will be in a position to offset before the end of the year. Space Ape Games has decided to pivot to purchasing carbon removal commensurate with 100% of its carbon emissions for 2020 and beyond to keep up the ambition for being net-zero. Space Ape Games is moving to invest in carbon removal at the expense of their previous commitments towards carbon offsets and the Green Gigaton Challenge as a mechanism to account for Space Ape Games' greenhouse gas emissions. Space Ape Games took part in the Green Game Jam 2021 with two live games and rolled out Play4Forests newsfeeds timed for World Environment Day on June 5, 2021 to call upon players to sign the Play4Forests pledge.</p>	<ul style="list-style-type: none"> Space Ape Games will spend 2021 and 2022 moving towards decarbonisation through the use of carbon removal purchases. For 2020 and 2021's carbon footprints, Space Ape Games will purchase carbon removal equivalent to the studio carbon footprint as well as the energy used to play Space Ape Games' games. Space Ape Games will take part in the Green Game Jam 2022. Space Ape Games will continue to take part and contribute towards the <i>decarbonisation working group</i> with a view to providing data and common practices to studios looking to measure and understand their carbon emissions. 	<p>Did not disclose.</p>

Sports Interactive



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Sports Interactive said they would continue to push the rest of the PC gaming industry to move away from unnecessary packaging, start a project to reduce the carbon footprint of their products, and invest in a restoration project in West Africa that will lead to economic dividends for the local community.</p>	<p>Sports Interactive's Football Manager packaging cut out the equivalent of 50% of CO2 from their packaging and they have shared their learnings with many of the larger publishers who are also looking at solutions. On top of this, all SEGA wide PC packaging now use this solution, so even more CO2 equivalent is being saved. Sports Interactive's funding is in place for the project in the Central African Republic, although the project has been delayed by both Covid and the United Kingdom government's cut to foreign aid.</p>	<ul style="list-style-type: none"> • Sports Interactive will kick start their restoration project in the Central African Republic. • Sports Interactive will further cut their packaging CO2 equivalent by 10%+. • Sports Interactive will start talking to their digital distribution partners on cutting the size of their downloads so that the digital download carbon footprint of gaming companies can be reduced. 	<p>Did not disclose.</p>



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Supercell said they would keep offsetting their carbon emissions, continue to support the recruitment of more members, and join the Green Game Jam 2021.</p>	<p>Yes. Supercell is offsetting their carbon emissions, has continued to support the recruitment of new members, and joined the Green Game Jam 2021.</p>	<ul style="list-style-type: none"> • Supercell will continue to compensate for its emissions. • Supercell will join the Green Game Jam 2022. • Supercell will continue to take part and contribute towards the <i>decarbonisation working group</i>. • Supercell will continue to support the recruitment of new members. 	<ul style="list-style-type: none"> • The percentage of women working at Supercell: 24% • The percentage of women working in leadership positions: 10% • The percentage of women who are part of the company board: 0%

What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Sybo said they would continue to add green activations in games, explore engaging with themes of renewable energy and restoration through Subway Surfers, participate in and support the Green Gigatonne Challenge, and support the Playing for the Planet Alliance in different communication efforts.</p>	<p>Sybo participated in the Green Game Jam 2021 and added a Bali update focusing on sustainability into Subway Surfers. Sybo has also focused on offsetting and utilized its social channels to communicate about the work of the Alliance.</p>	<ul style="list-style-type: none"> • Sybo will create an activation event where the user can unlock rewards for using a new green hoverboard that has a seeds and/or leaves trail, as well as including green motifs in the city theme and season hunt. • Sybo will continue to add green nudges in games and will explore additional activations. Through Subway Surfers, Sybo will explore engaging with themes of renewable energy and restoration of nature. • Sybo will provide the Playing for the Planet Alliance with strategic support in terms of creating a sustainable financing model. 	<ul style="list-style-type: none"> • The percentage of women working at Sybo: 30% • The percentage of women working in executive leadership positions: 40% • The percentage of women who are part of the company board: 0%

Tigertron



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Tigertron agreed to uphold green practices in the development of its games, promote their mission whenever possible, donate a percentage of their net profits to environmental organizations, and to keep collaborating with renowned groups to grow the connection points at which the global gaming audience and environmental groups such as these intersect.</p>	<p>The studio has consistently worked to uphold green practices in their development, relying on a distributed workforce model, minimizing the need for transportation, and reducing their carbon footprint. The studio also keeps travel to a minimum and ensures there is little waste. Tigertron has also promoted the Alliance on multiple channels. Tigertron's title Jupiter & Mars, which raises awareness of climate change and ocean sea level rise, is on display at the ACMI Museum in Melbourne in its selection of social impact games that promote ecology. Tigertron continues to collaborate with environmental organizations and maintains the commitment of donating a percentage of its net profits once the studio has achieved profitability.</p>	<ul style="list-style-type: none"> • Tigertron will achieve net-zero carbon emissions and is investigating reducing (or offsetting) their carbon footprint through collaborations. • Tigertron's next project, releasing in 2022, will tackle the subject of species extinction. • Tigertron will support the Alliance by participating in the <i>communications working group</i> and offering pro-bono resources where possible. 	<ul style="list-style-type: none"> • The percentage of women working at Tigertron: 30% • The percentage of women working in leadership positions: 30% • The percentage of women who are part of the company board: 0%

What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	
<p>Ubisoft said they would accelerate their progress toward net zero emissions, actively participate in the joint effort to improve the calculation of the industry's carbon footprint, and encourage their teams to participate in the Green Game Jam 2021.</p>	<p>Yes. Ubisoft committed to global carbon neutrality and to the Science-Based Targets initiative, with a comprehensive plan called "Play Green", participated in the decarbonisation working group, and engaged in bilateral discussions with other Alliance members about decarbonising console gaming. In addition, Ubisoft updated the life-cycle assessment of its games. Five Ubisoft teams participated in the Green Game Jam.</p>	<ul style="list-style-type: none"> Ubisoft has committed to carbon neutrality and from 2020 onwards will engage in voluntary contributions to external projects that reduce third-party emissions or develop carbon sinks, up to an amount of CO2 equal to the emissions resulting from Ubisoft's direct operations (scopes 1, 2, 3-upstream). Ubisoft will also reduce its direct operations' carbon footprint by 8.8% per employee by December 2023 and reduce Ubisoft's carbon footprint in line with the 	<p>Science-Based Targets initiative to limit warming to 1.5 degrees Celsius by 2030.</p> <ul style="list-style-type: none"> Ubisoft will encourage its live games to participate in the Green Game Jam 2022. Ubisoft will share its learnings with Alliance members, contribute to the communications work of the Alliance, and engage in the decarbonization and research and insight working groups.
		<p>Gender metrics:</p>	
		<ul style="list-style-type: none"> The percentage of women working at Ubisoft: 24% The percentage of women working in leadership positions (Managers): 24% 	<ul style="list-style-type: none"> The percentage of women who are part of the company board: 40%

Ubisoft Future Games of London



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Future Games of London (FGOL), a Ubisoft studio planned to design and launch in-game content born out of the Green Game Jam 2020, offer information to players about oceanic pollution and conservation causes within the Hungry Shark games and complete a carbon footprint assessment of the studio and their games.</p>	<p>Future Games of London (FGOL), a Ubisoft studio, successfully implemented their Green Game Jam activation, educating their players through an in-game mini level which highlights the damage humankind is doing to the ocean. FGOL partnered with Oceana throughout the year to highlight the problem of plastic pollution and the impact of the illegal shark fin trade.</p>	<ul style="list-style-type: none"> Ubisoft FGOL will continue establishing steps to become carbon neutral/carbon positive. Ubisoft FGOL will implement the Green Game Jam 2021 content in-game in the second quarter of 2022 with an emphasis on coral restoration. Ubisoft FGOL will join the <i>climate and restoration working group</i> and contribute to work on the restoration and conservation of forest and oceans. 	<ul style="list-style-type: none"> The percentage of women working at Ubisoft FGOL: 25% The percentage of women working in the leadership positions (Managers): 35% The percentage of women who are part of the company board (Senior leadership team): 25%

What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?
<p>Unity agreed to run a sustainability-focused challenge to fund creators that are raising awareness and driving solutions for the climate crisis, conduct a comprehensive greenhouse gas emissions inventory of scope 1 – 3 emissions, create a framework to measure the environmental impact of Made with Unity experiences, facilitate and organize the Green Game Jam, and design and conduct a behavioral transference study together with Alliance members to understand how in-game content can drive real-world behaviour change.</p>	<p>The Unity for Humanity Environment and Sustainability Grant opened in April 2021 with the intention of raising awareness and driving solutions towards environmental sustainability, with UNEP as one of the partners, and awarded the grant funding to four winners in October 2021. Unity participated in the industry <i>decarbonisation workstream</i>, completed baseline greenhouse gas emissions inventory, and created a model for mobile game carbon lifecycle assessments. In addition, Unity staff co-created the key performance indicators for the Green Game Jam and provided funding for two pieces of research to understand how in-game content can drive real-world behaviour change.</p>	<p>Unity is achieving net zero carbon emissions starting with 2020 emissions, and every year thereafter, by approaching climate change commitments in three steps:</p> <ul style="list-style-type: none"> • Offsetting: Unity will immediately begin neutralizing its greenhouse gas emissions through carbon offsets starting with its 2020 emissions. • Redesigning: Unity plans to reduce its carbon footprint by sourcing renewable energy for its facilities and redesigning its procurement policy, ensuring that everything purchased is as sustainable as possible. Unity will continue to implement energy efficiency projects in its facilities and procure certified IT equipment where feasible. • Aligning: Unity is committed to funding, aligning, and partnering with groups who are demanding better from the world and setting new industry standards, including signing on to the Science Based Targets initiative's (SBTi) Business Ambition for 1.5°C. <p>Gender metrics:</p> <p>Did not disclose but confirmed that an external diversity report will be published in 2022.</p>



ustwo games



What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>Ustwo games sought to inspire action through play by integrating themes of environmental conservation, sustainability, and green nudges in games, reduce their carbon footprint by 30% by the end of 2022, offset 100% of their carbon footprint from 2021 onwards, and work with their landlord to move to sustainable energy sources within the corporate offices.</p>	<p>Yes. Ustwo games released Alba: A Wildlife Adventure on all console platforms in June 2021, reaching at least 50,000 players on these platforms. Ustwo games is also bringing green activation content to Monument Valley 2, as part of the output of the 2021 Green Game Jam. Ustwo games measured their carbon emissions for 2020, are identifying areas from where to reduce, and are on track to hit this commitment by the end of 2022. All energy sources in ustwo office buildings are renewable.</p>	<ul style="list-style-type: none"> • Ustwo will begin carbon positive offsetting in 2022 and reach target net zero by 2025. • Ustwo will inspire action through play by integrating themes of environmental conservation, sustainability, and green nudges to their games. • Ustwo will support the alliance by either participating in the <i>decarbonisation working group</i> – or continue involvement in Playing for the Planet events, speaking opportunities, communications, and other requirements as needed. 	<ul style="list-style-type: none"> • The percentage of women working at Ustwo: 30% • The percentage of women working in leadership positions: 33% • The percentage of women who are part of the company board: 13%



WildWorks



WILDWORKS

What did they say they would do?	Did they do it?	What will their new commitments for 2022 include?	Gender metrics:
<p>WildWorks agreed to complete an internal carbon impact study by December 2020, reach net zero emissions by 2024, participate in the Green Game Jam 2021, expand their “green energy” themes and gameplay in Animal Jam, organize in-game events with new educational content related to reforestation and the carbon crisis, and support with art assets.</p>	<p>WildWorks continues to pursue net zero emissions by 2025 and concluded the initial phase of the carbon impact study in 2021. As a result, the company’s carbon impact activities were categorized, a new business travel policy was created, internal servers were moved to cloud services using carbon-neutral energy, and optimizations regarding background energy were identified. WildWorks participated in the Green Game Jam 2021 and continued to update the green energy features in Animal Jam. Additionally, WildWorks has a major new initiative coming to Animal Jam that will include the largest influx of new animals, biomes, and educational content in the game since 2018.</p>	<ul style="list-style-type: none"> • WildWorks will continue to pursue net zero emissions by 2024 and will engineer, deploy, and report on new game optimizations targeting end-user battery use by 2022. • WildWorks will continue integrating green activations in games. • WildWorks will educate children on climate science and on the capacity for individual households to progress towards net-zero carbon impact. 	<ul style="list-style-type: none"> • The percentage of women working at WildWorks: 35% • The percentage of women working in leadership positions: 36% • The percentage of women who are part of the company board: Did not disclose.



Any questions? You can contact us at siiri.maekelae@un.org 

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