



Graphic: © Playing for the Planet



**PLAYING
FOR THE
PLANET**

UN 
environment
programme

ANNUAL IMPACT REPORT 2022





LIST OF ACRONYMS AND ABBREVIATIONS

CDP	Carbon Disclosure Project
MAU	Monthly Active User
OECD	Organisation for Economic Co-operation and Development
P4P	Playing for the Planet Alliance
SBTi	Science Based Targets Initiative
TFCD	Task Force on Climate Related Financial Disclosures
UNEP	The United Nations Environment Programme
UNFCCC	The United Nations Framework Convention on Climate Change

LIST OF TABLES AND FIGURES

Figure 1.	Green Game Jam survey respondents
Figure 2.	Gamer perceptions of environmental issues
Table 1.	Playing for the Planet member commitment progress and new commitments
Table 2.	Playing for the Planet associate member commitment progress and new commitments

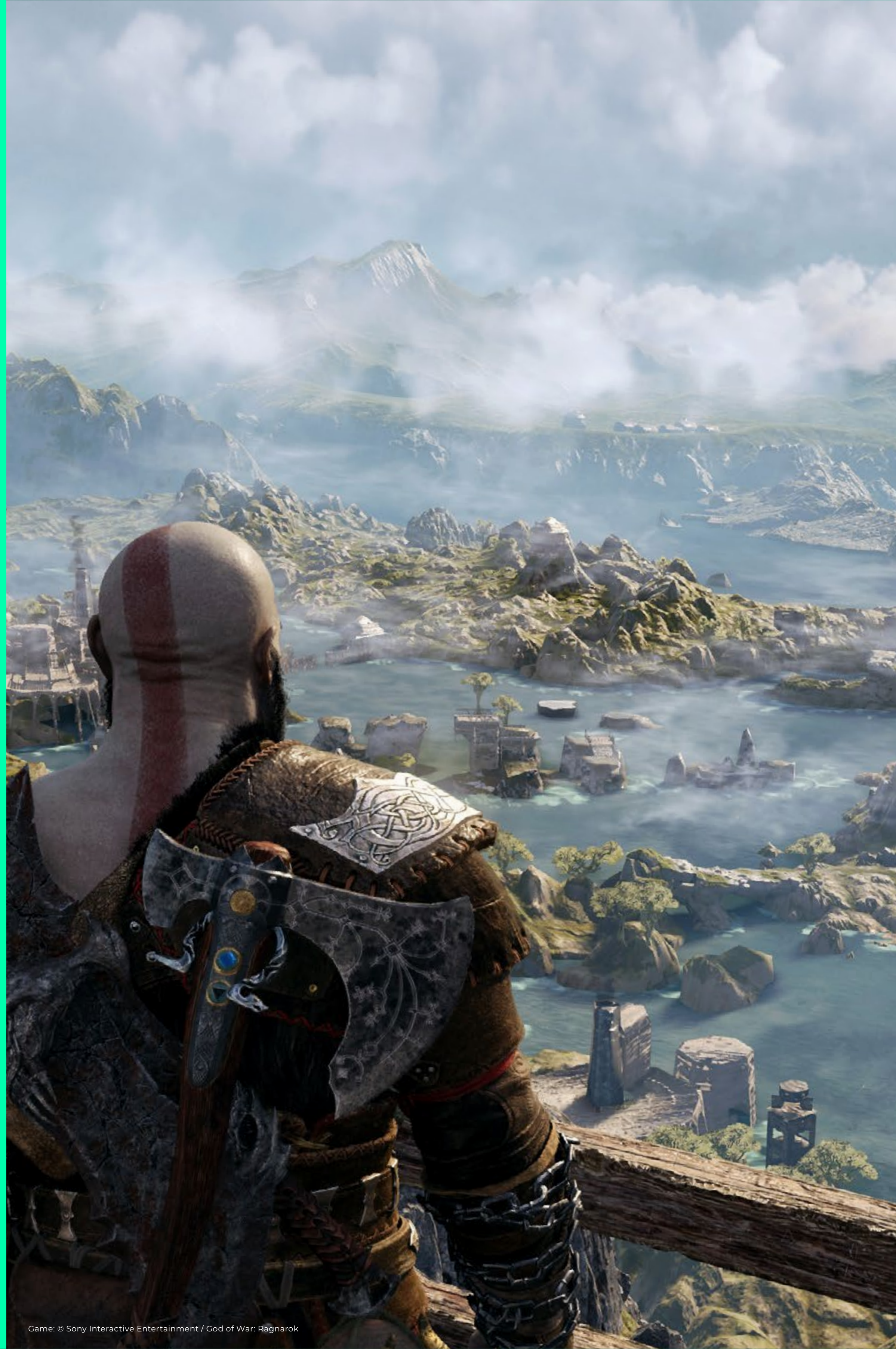


TABLE OF CONTENTS

1.	BACKGROUND	07
2.	WHAT WE ACHIEVED IN 2022	10
3.	WHAT IS IN STORE FOR 2023	25
4.	HOW DID INDIVIDUAL MEMBERS DO	27





THE PLAYING FOR THE PLANET ALLIANCE, facilitated by UNEP, has gone from strength to strength over the last twelve months. Not only has the Alliance grown, we've also seen commitment to decarbonisation and sustainability increase too. This commitment is critical as it becomes clear the international community is falling short of the Paris goals, with an increasingly challenging pathway to 1.5 degrees unless we move quickly to reduce emissions. (United Nations Environment Programme [UNEP] 2021, p. 1)

This report showcases some of the initiative's success, but also speaks frankly about areas where the video games sector can improve too. Key headlines we'd like to flag from 2022 are:

GAMERS WANT MORE GREEN CONTENT IN THEIR GAMES:

This year, the annual Green Game Jam led to the planting of more than 2.5 million trees and the distribution of a 400,000-strong gamer survey. This showed that 68% of gamers want to engage more on environmental issues: arguably, the gaming industry is unique in having such reach and appetite for sustainability.

DECARBONISATION IS HAPPENING, BUT IT'S TIME TO SPEED UP:

This year we have a clearer picture of the progress and challenges within the industry. It's clear that we're moving forward, but we need Alliance members to continue to accelerate their carbon reduction work. In 2023 there are a range of plans to support this outcome.

WE'VE BUILT A STRONG CULTURE AND SOLID FOUNDATIONS:

2022 has been focussed on building (with the help of Ukie) a governance structure and revenue model to strengthen the initiative so it can continue to not only grow, but support bolder ambitions inside the Alliance with clearer guidance to help the whole industry. We're confident it will make a big difference in 2023.

So, if you're in the Alliance, thanks for all that you've done. If you're reading this and not in the Alliance then do get in touch. We're excited to see where this goes 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

UN environment programme

10 THINGS WE'RE PROUD OF FROM 2022

2022 WAS A YEAR PACKED WITH SUCCESSES FOR THE ALLIANCE.



Photo: © Off Base Productions / Monkey Business on Adobe Stock

ALLIANCE OUTREACH HAS GROWN: The potential reach of Alliance initiatives has grown to 636 million players (as reported by members), more than tripling 2021's achievement.



Photo: © Off Base Productions / AVTG on Adobe Stock

DECARBONISATION AMBITION RISES: 64% of members have raised their decarbonisation ambition to achieve net-zero carbon or carbon neutrality with more than half of the members now adopting science-based methods for carbon accounting and reporting



Photo: © Off Base Productions / Minh Pham on Unsplash

THE WORLD'S BIGGEST GREEN GAMING SURVEY SHOWS PLAYERS ARE KEEN ON GREEN: 81% of gamers said they'd be eager to see more sustainability themes if relevant to other content



Photo: © Off Base Productions / Evdal Karsaev on Unsplash

REAL-WORLD IMPACT: 2.5 million trees were planted thanks to the Green Game Jam

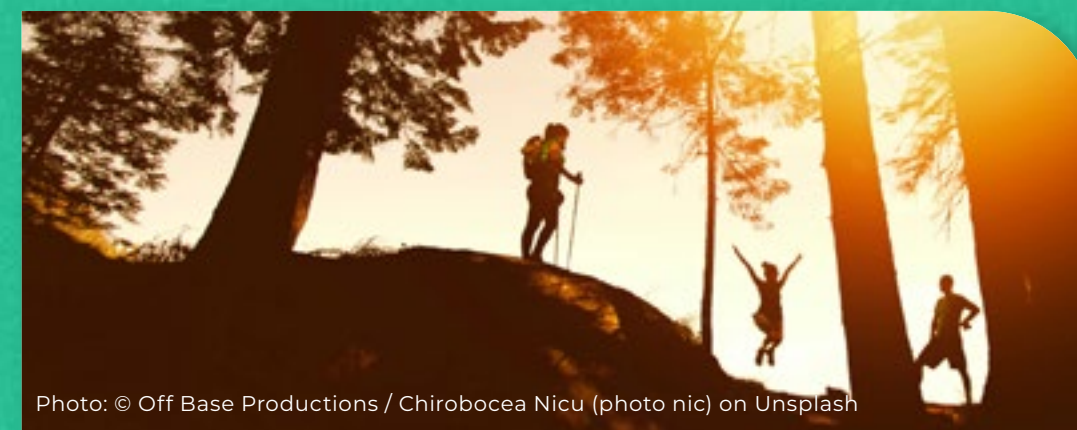


Photo: © Off Base Productions / Chirobocea Nicu (photo nic) on Unsplash

GREEN STEP CHANGE: Nearly 70% of respondents said they'd be open to changing their environmental behaviours; a figure which rose to 81% after playing the Green Game Jam games

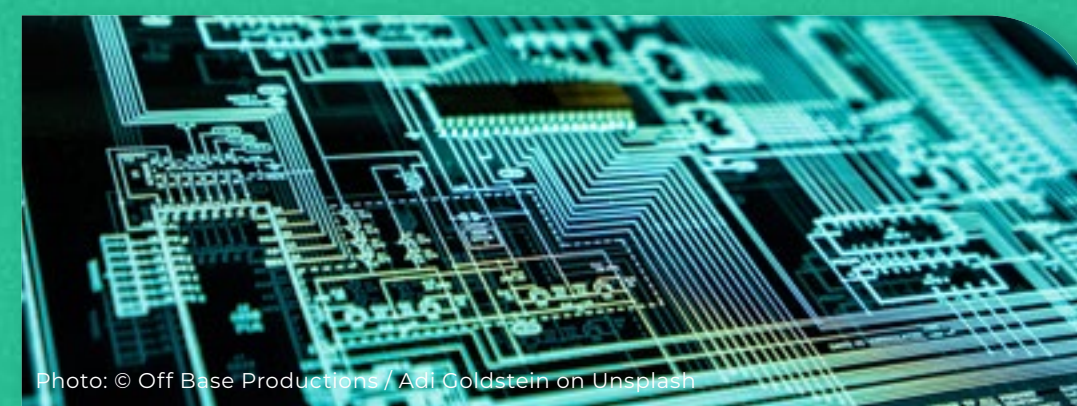


Photo: © Off Base Productions / Adi Goldstein on Unsplash

NEW TOOLS FOR SYSTEMS THINKING: A new Project Drawdown games industry tool was shared with members to support them in managing their emission reductions across the entire business

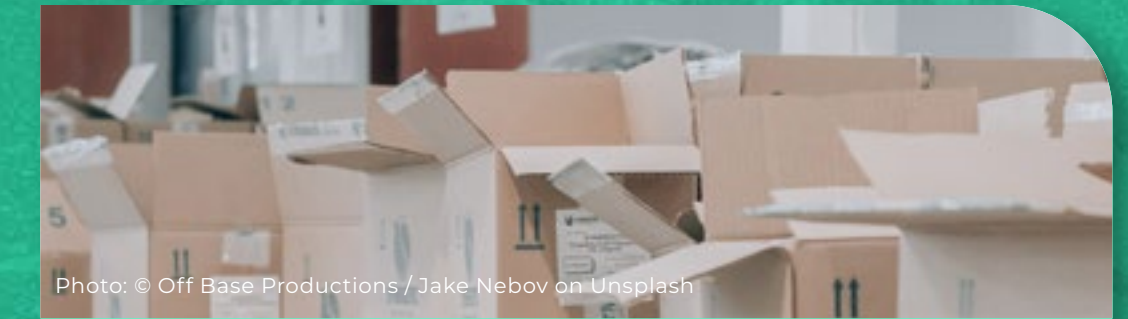


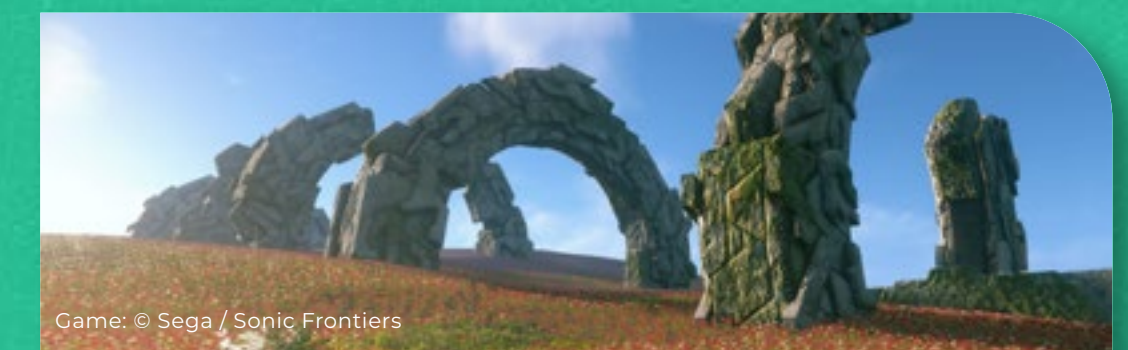
Photo: © Off Base Productions / Jake Nebov on Unsplash

PACKAGING PROTOCOL: New working group established to reduce the gaming industry's plastic footprint



Photo: © Off Base Productions / Jason Goodman on Unsplash

RAISING AWARENESS: The Alliance was presented at some of the world's biggest gaming events, and a new work stream on how to make gaming events greener implemented



Game: © Sega / Sonic Frontiers

SOLID FOUNDATIONS: A new secretariat has been established to support and strengthen the Playing for the Planet Alliance community to support and develop tools and resources



Game: © Gameloft / Disney Dreamlight Valley

NEW MEMBERS: Six new studios joined the Alliance



1. BACKGROUND



Photo: © Off Base Productions / Casey Horner on Unsplash



The Playing For The Planet Alliance, launched in 2019, aims to inspire the video gaming industry and community to take environmental action to Promote, Protect and Play for the Planet.

(UNEP 2021, p. 7)

The gaming industry reaches one in three people across the world, which makes it an ideal conduit to showcase and share critical environmental messaging.



THE UN ENVIRONMENT PROGRAMME (UNEP) has been working with the gaming industry to explore how, through its significant reach (2.8bn gamers worldwide), the sector can inspire young people to learn more about the environment and develop actions that will benefit the planet in critical years ahead. The Alliance has expanded to include more than 30 major gaming companies and eight trade associations. UNEP is the co-founder of the Alliance and its role is to facilitate the Alliance's work.

This 2022 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 reflects on the impact of the initiative to date and offers the opportunity for others, outside of the Alliance, to learn, develop and evolve their businesses around the environmental agenda.

THE ALLIANCE WAS CREATED TO SUPPORT THE VIDEO GAMING INDUSTRY IN ACHIEVING THE FOLLOWING CORE OBJECTIVES:

- 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 strategies for the future around new games and different approaches to storytelling.

ALLIANCE MEMBERS MUST:

- Make specific and measurable commitments in areas including decarbonisation and green activations.
- Secure the support of colleagues and peers on the sustainability journey.
- Share learnings with other members and join at least one working group.
- Report once a year on progress and provide a new set of commitments.

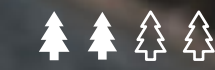
Photo: © Off Base Productions / Javier Esteban on Unsplash



2. WHAT WE ACHIEVED IN 2022



Game: © Microsoft / Grounded



OUTLINED BELOW ARE THE **KEY OBJECTIVES** WHICH THE PLAYING FOR THE PLANET ALLIANCE SET AND ACHIEVED IN 2022.

We've included a short summary and status update on the progress of each objective, including some highlights from members' work.

Objectives for 2022 included (UNEP 2022, p.34):

- Green activations: Continue to build our green activations in games with a focus on real-world impact
- Research and insight: Ensure that there is a clear reporting methodology and platform to understand the impact of green activations
- Decarbonisation: Create a new decarbonisation standard across the video games sector
- Community and communications: Target critical membership gaps, rework the community platforms and build out Playing for the Planet Alliance brand and reputation
- New areas: Explore how gaming can support real-world challenges on key environmental themes through citizen science and develop a new protocol around plastic reduction that can be scaled across the industry.





Continue to build our green activations in play with a focus on real-world impact.

★ SURPASSED

SCOPE: 42 entries including mobile and console studios

REACH: Potential reach of the Jam (MAU) +275 million

THEMATIC FOCUS & RESULTS: Food & Forests

2.5 million trees planted thanks to record number of in-game purchases

First ever virtual climate march was organised by Ubsioft in the game Riders Republic.

VISIBILITY: Apple's App Store supported the Green Game Jam by promoting participating games through a [story](#) on their Today tab.



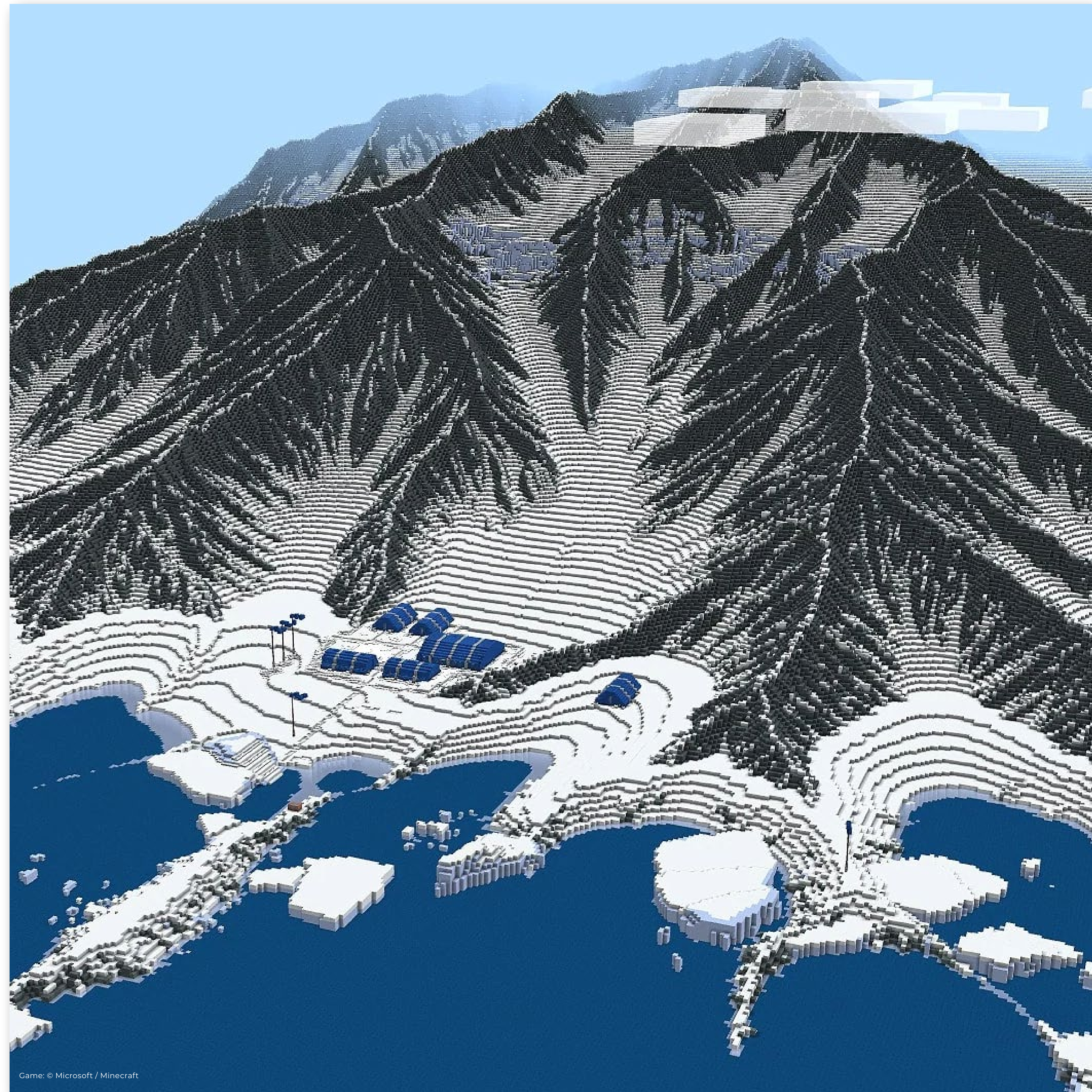
Ensure that there is a clear reporting methodology and platform to understand the impact of green activations

✓ ACHIEVED

PLAYER SURVEY: The Jam led to the largest ever survey sent to the games community about environmental attitudes and green representation in games (389,594 people).

BEHAVIOUR CHANGE: Nearly 70% of respondents said they'd be open to changing their habits before playing the game. This rose to 80% after playing.

PLAYER ATTITUDE: Nearly two-thirds of respondents said they'd be motivated to pay for environmental content if it added to their gaming experience, showing appetite is there to learn more.



Game: © Microsoft / Minecraft



Create a new standard for gaming decarbonisation

 ON TRACK

BASELINE STUDY OF DECARBONISATION ACTIONS:

The Alliance conducted baseline mapping for members' decarbonisation commitments and created a template to support new commitments.

NET-ZERO STRATEGY: A new internal white-paper was produced on how the video gaming industry could work towards net-zero greenhouse gas emissions targets, with a goal to support Alliance members.

PROJECT DRAWDOWN: [Project Drawdown](#) developed a decarbonisation business framework specifically for the gaming industry and identified key calls to action, with support from Unity.

DECARBONISING THE FINNISH GAMING INDUSTRY:

Neogames Finland Association created a model for the Finnish game industry to calculate carbon dioxide emissions.

MEMBER COMMITMENTS: Around two thirds of the members are working towards a decarbonisation goal that is aligned with the Paris Agreement, and the Alliance is supporting the rest to accelerate their commitment in 2023.

Photo: © Off Base Productions / Alex Simpson on Unsplash



Target critical membership gaps, rework the community platforms and build out *Playing for the Planet Alliance* brand and reputation

✓ ON TRACK

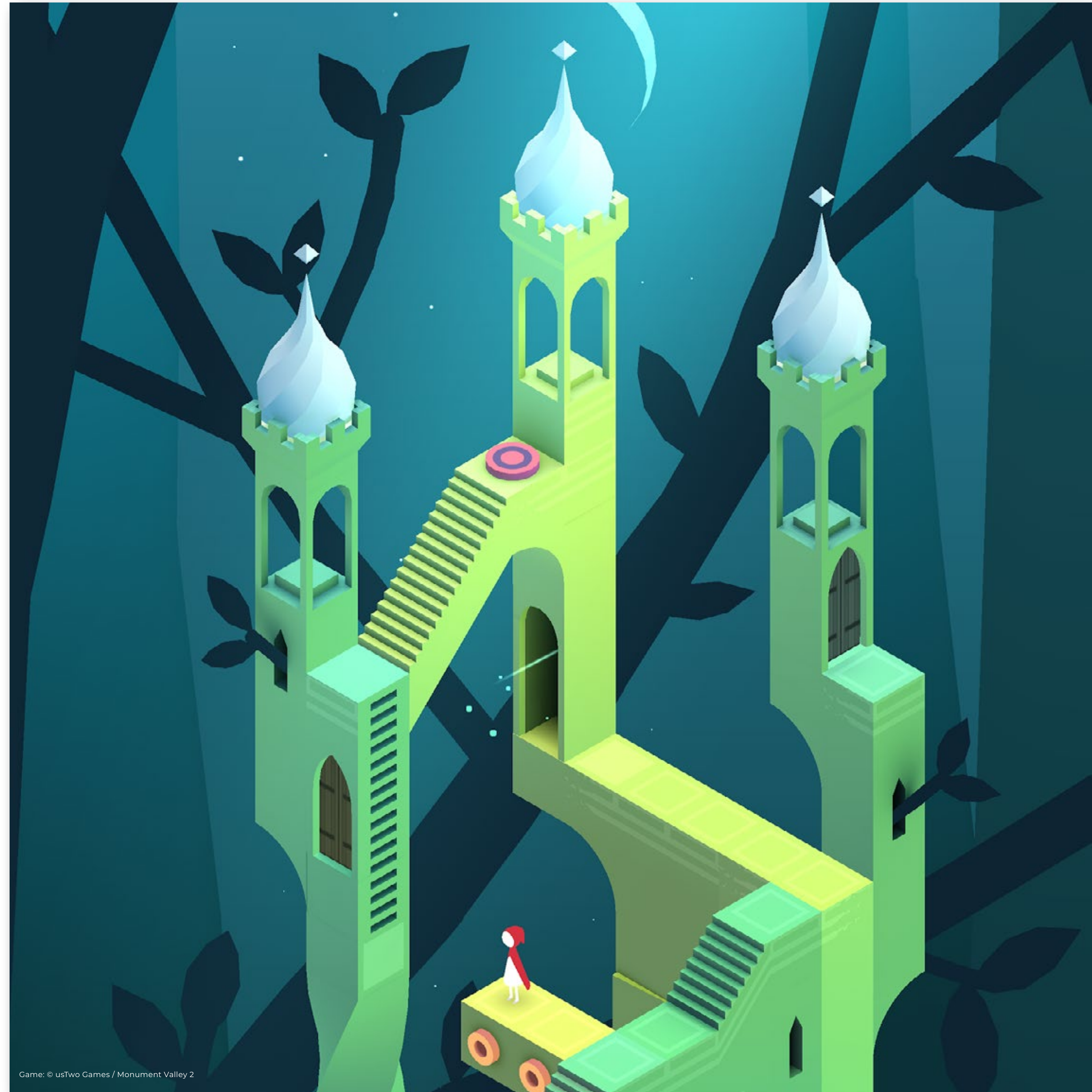
MEMBER SUPPORT: New website built for the *Playing for the Planet Alliance* including a member zone for easy access to all relevant materials.

WORKING GROUPS: Working groups on decarbonisation continued to operate and a new working group was established to explore how best to reduce plastic packaging and create new standards for plastic use in the gaming industry.

FUNDING AND STRUCTURE: A new funding model for the Alliance with a new Interim Advisory Council to support and sustain the initiative was established.

COMMUNICATIONS: Highlights of *Playing for the Planet Alliance's* work were presented in multiple events including Game Developer Conference (GDC), Gamescom, Games for Change Festival and South by Southwest.

GREENING EVENTS: The German Games Industry Association (Game) launched a project to make one of the biggest gaming events, gamescom, greener. For the first time, in cooperation with the *Playing for the Planet Alliance*, the "Gamescom Goes Green Award" was awarded for the first time to an online audience of over 6 million gamers.



Game: © usTwo Games / Monument Valley 2



Explore how gaming can support real-world challenges on key environmental themes through citizen science and develop a new protocol around the use of plastic that can be scaled across the industry.

UNDERWAY

PLASTIC PROTOCOL: A new working group was established to explore developing a plastic and packaging protocol for the *Playing for the Planet Alliance*. The group's goals are to identify gaming company's plastic footprint and then recognise how the industry can collaborate on reduction strategies.

CITIZEN SCIENCE: Citizen science was not taken forward due to the focus on other projects.

Game: © Sony Interactive Entertainment / The Last of Us Part II



SAID BY ALLIANCE MEMBERS

“

“Playing for the Planet has the power to inspire even more of our industry – including our players – to take climate action. The Alliance helps to spark more conversations about sustainability in video games; what we can be proud of, what we should do better and, more importantly, how the global transition to a low carbon economy will shape the future of gaming. Ubisoft has committed to doing our part in the Alliance as it is only through collective action and collaboration throughout the industry’s value chain that we will truly have an impact, thanks to systemic changes.”

Nicolas Hunsinger / Environmental Sustainability Director, Ubisoft

“

“The Alliance brings together a group of like-minded organisations working towards the same goal. It keeps us focussed and also helps us share learnings rather than start from scratch – thus it saves us time and money by coming up with solutions and impacts quicker than if we were to work on our own.”

Jude Ower / Founder and CEO, Playmob

“

“Being part of Playing For the Planet continues to help inspire us in new and innovative ways to harness the unique power of games to engage a generation to care about the health of the planet.”

Alan Gershenfeld / President and Co-Founder, E-Line Media

“

“Xbox finds great value in hearing the ambitions and challenges faced by content creators across the gaming industry. We apply these learnings to improvements in our gamer developer kit and developer platform. We also take the Alliance feedback and apply it to ensure Xbox can offer our gamers the most sustainable gaming experience across our hardware, software, and accessories.”

Daniel Jacobs / Gaming Sustainability Project Manager, Microsoft (Xbox)



NEW MEMBERS

In 2022 the *Playing for the Planet* Alliance's main focus switched from actively recruiting new members, to strengthening the existing community of members through the new Alliance governance model. In 2023 the Alliance will focus on developing the governance structure and revenue model further and will continue to grow and welcome new members.

In 2022 the Alliance welcomed six new members:



GAMELOFT

They have committed to inspire action through play by joining the Green Game Jam and to achieve carbon neutrality across all scopes of their business.

Humble Bundle

HUMBLE BUNDLE

They have committed to partnering with and helping to raise funding for organisations focused on environmental issues and sustainability, both through their featured charity program and through select content-bundle sales that direct proceeds to charity. As part of this charity partnership they've helped to restore coastlines, and plant more than 50,000 trees in areas affected by wildfires.



OHBIBI

They have committed to include educational content in at least two of their upcoming 2023 games, participate in the Green Game Jam, include sustainability talks in their Pro Evolution Society events (free professional event organized by Oh Bi Bi gathering more than 400 professionals from the game industry), join the decarbonisation working group and achieve net zero by 2030.



GAMIGO

They have committed to decarbonising their platforms, becoming carbon neutral by 2022, participating in the Green Game Jam and educating players on sustainability topics through charity actions and in-game events.



SUMO GROUP

They have committed to inspire action through play via their self-funded titles, reduce CO2 emissions for the group against a 2019 baseline, become Net Zero Carbon across the whole of Sumo Group Worldwide by 2025, and engage a working group of "Carbon Champions" across all their studios to ensure that the 2025 pledge is met.



PAN AFRICA GAMING GROUP (PAGG)

PAGG will inspire action through play by integrating climate and conservation content and green nudges in mobile games by participating in the Green Game Jam 2023. They'll also work on issues with relevant NGOs to create bespoke games to drive action on specific agenda items, and help PAGG's studios to achieve net-zero carbon by 2030.



GREEN GAME JAM!

2022 OVERVIEW

What is the Green Game Jam?

The [Green Game Jam](#) acts as an entry point to inspire the gaming industry to learn more about creating and implementing green content in their games. This annual event challenges studios to tweak their existing games by adding green activations, with a goal is to inspire and rally players to change their worldview through the games they know and love.

In 2022 studios were asked to come up with activations around the theme of food, forests, and future. The goals were to:

- **PLANT AND PROTECT ONE MILLION TREES**
- **SHIFT ONE MILLION PLAYERS' FOOD CHOICES.**

Having joined the Green Game Jam, participants are encouraged to continue implementing green activations in their games. Through this type of content, studios can share important messages around climate change and the environment which enable players to take part in the studio's sustainability journeys.

Main outcomes:

SCOPE:

42

ENTRIES

(POTENTIAL) REACH:

275,559,000

(AGGREGATED MONTHLY ACTIVE USERS OF ALL PARTICIPATING GAMES)

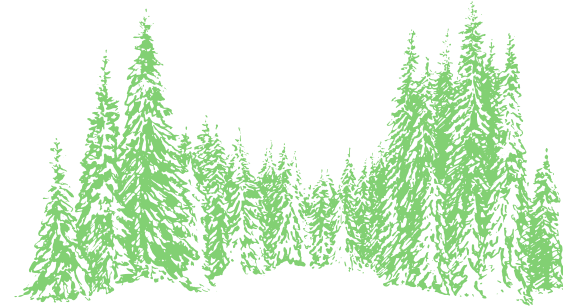


HIGHLIGHTS OF THE JAM

at the time of the report:

- RECORD NUMBER OF ENTRIES (42) WITH AN ALL-TIME HIGH LEVEL OF REACH
- FIRST EVER ONLINE CLIMATE MARCH ORGANISED BY RIDERS REPUBLIC

2,484,254



TREES PLANTED AS A RESULT OF IN-GAME ACTIVATIONS

66

"Participating in the Green Game Jam allowed MAG to work alongside other companies working towards a single goal. Sharing ideas, suggestions and knowledge, together in a short timeframe and achieving change. It really is fun and challenging. MAG Interactive has stepped up to support the green activations and continues to provide a mechanism for employees to be able to participate and do something for good outside of normal work."

Sara Hedencrona / Project Manager, MAG Interactive

Associated Organisations

ECOSIA

[Ecosia](#), a search engine that plants trees

Ecologi

[Ecologi](#), an environmental organisation specialising in climate projects

GREEN GAME JAM

PARTICIPATING STUDIOS

BANDAI NAMCO ENTERTAINMENT
 CREATIVE ASSEMBLY
 GAMELOFT
 GAMIGO
 GOODGAME STUDIOS
 HUUUGE
 KOLIBRI GAMES
 MAG INTERACTIVE
 MEDIA MOLECULE (SONY)
 NIAN TIC LABS
 OH BIBI
 OLD SKULL GAMES
 PIXEL FEDERATION
 ROVIO
 SERIOUS BROTHERS UG
 SMALL GIANT GAMES
 SONY INTERACTIVE ENTERTAINMENT
 SPACE APE GAMES
 SUPERCCELL, SYBO

TENCENT GAMES
 TEN SQUARE GAMES
 TILTING POINT
 TIMI STUDIO GROUP
 UBISOFT ANNECY
 UBISOFT BARCELONA
 UBISOFT BLUE BYTE (DUSSELDORF)
 UBISOFT BLUE MAMMOTH GAMES
 UBISOFT DA NANG
 UBISOFT FUTURE GAMES OF LONDON
 UBISOFT KETCHAPP
 UBISOFT MONTREAL
 UBISOFT NADEO
 UBISOFT OWLIENT
 UBISOFT SAN FRANCISCO
 UBISOFT SINGAPORE PTE LTD
 USTWO GAMES
 WOOGA

More information can be found [here](#).

WINNERS OF THE JAM

Two of the standout games within the eight award categories were, Supercell's **Hay Day** with their green activation 'Farmers for Farmers', which educated players about regenerative agriculture via an in-game event, and Ubisoft Anncy's **Rider's Republic**. The "Phoenix" activation they designed aims to engage players emotionally around experiences with wildfires.



First to implement:

CARBON ISLAND, TENCENT GAMES

UNEP Choice:

HAY DAY, SUPERCELL

Media's Choice:

RIDERS REPUBLIC, UBISOFT ANNECY

Best in Forests:

IMAGINE EARTH, SERIOUS BROTHERS

Best in Food:

HAY DAY, SUPERCELL

Player's Choice:

JUNE'S JOURNEY, WOOGA

Participant Choice:

TERRAGENESIS, TILTING POINT

Most Adoptable:

**BRAWLHALLA,
UBISOFT BLUE MAMMOTH GAMES**

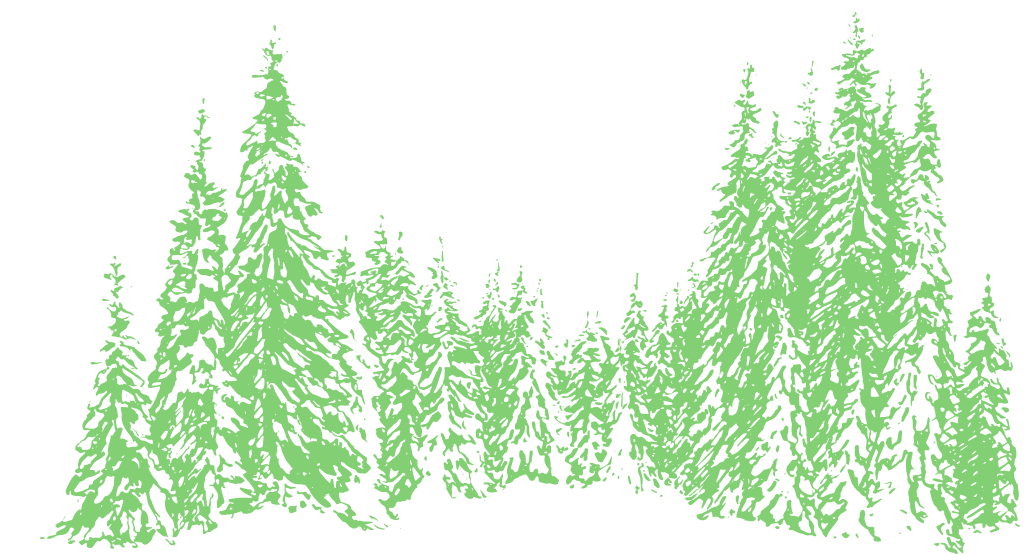




CASE STUDY:

How June's Journey planted trees with their players

In this hidden object game, players assume the role of detective June Parker and solve mysteries around the globe in a story full of intrigue and surprising twists. The game ran a time-limited event on World Environment Day, where players could purchase three types of tree decoration items within the game. Players were challenged to reach a collective milestone of 200,000 trees for their in-game islands within 24 hours. This milestone was achieved in 26 hours which led to Wooga planting 200,000 trees in the real world through a partnership with Ecosia.



THE REAL-WORLD IMPACT OF THIS WAS IMPRESSIVE:

**200,000
TREES
PLANTED**



GREEN GAME JAM PLAYER SURVEY RESULTS

WHY RUN A SURVEY?

The video games industry must listen to their players' opinions and interests to ensure games are meeting players' needs. The Green Game Jam and the Playing for the Planet Alliance developed a survey to better understand environmental and climate change activism within the industry.

The results were exciting. They showed that games can offer more than just entertainment. They can be used as a powerful tool for positive behaviour shifts and culture change too.

KEY SUCCESS

The Green Game Jam led to the largest-ever survey sent to the games community about their attitudes to the environment and its representation in games (389,594 people).

MAIN TAKEAWAYS FROM THE SURVEY AND NEXT STEPS

Gamers care: Players generally care about the environment. Researchers found that **61%** of respondents are motivated to pay for environmental content.

There is an appetite for engagement around sustainability issues. **81%** of respondents said they'd like to see more environmental content in their games if it's relevant to the experience.

Gamers want more opportunity to learn and engage with 'green' content, and some are even willing to pay for it. **32%** said that they would be more likely to play games that incorporate green themes.

Awareness altering: Nearly **70%** of respondents said they'd be open to changing their environmental habits before they played the game. This rose to **80%** after playing.





GREEN GAME JAM PLAYER SURVEY RESULTS

The survey is an important way to understand perception of environmental issues among gamers.

Photo: © Off Base Productions / Jay Mantri on Unsplash

FIG. 1
WHO RESPONDED?

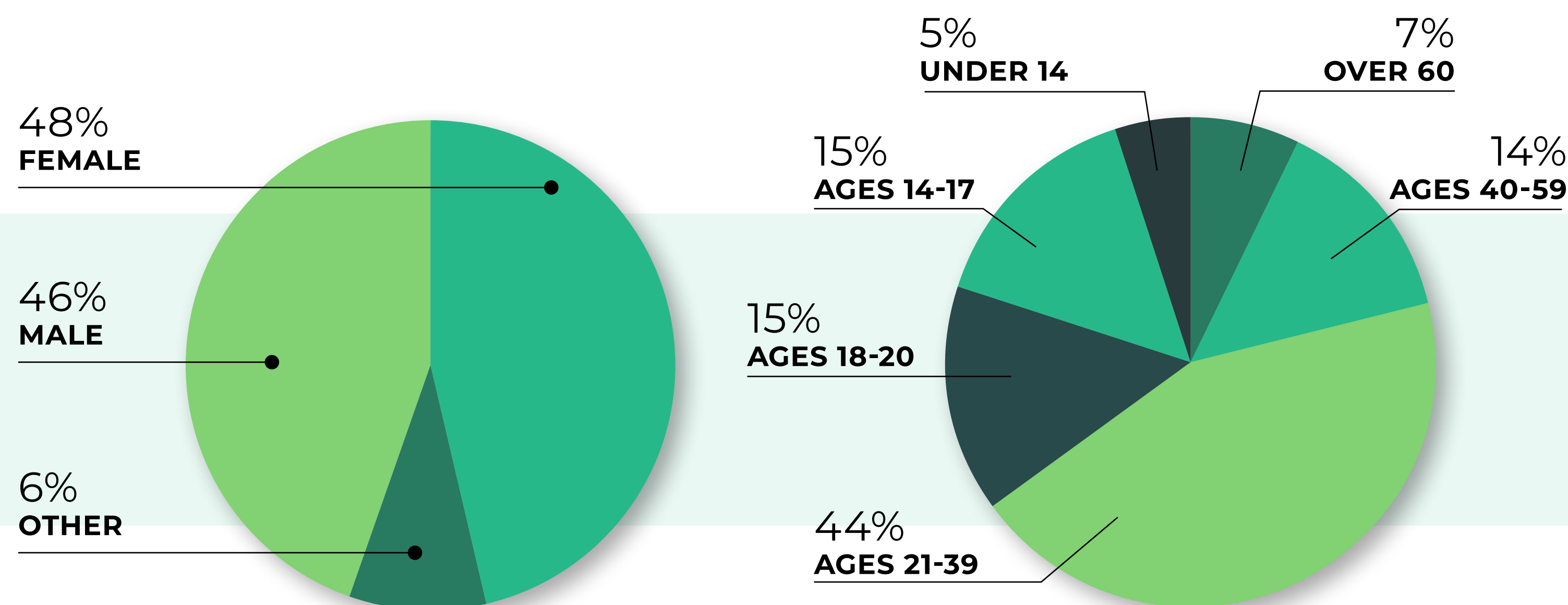


FIG. 2
GAMER PERCEPTIONS OF ENVIRONMENTAL ISSUES

53%
SAID ENVIRONMENTAL ISSUES ARE ALREADY AFFECTING THEM NOW

26%
SAID THEY WILL BE IMPACTED IN THEIR LIFETIME

6%
SAID THEY WILL NOT BE IMPACTED

15%
SAID THEY WILL BE POTENTIALLY IMPACTED



3. WHAT'S IN STORE FOR 2023?



Game: © Bandai Namco / Elden Ring



TO BUILD ON THE SUCCESSES OF 2022, THE WORK OF THE ALLIANCE IN 2023 WILL FOCUS ON **FIVE CORE AREAS:**

1 Continue to build out green activations in play with a focus on real-world impact

The Green Game Jam 2023 will aim to scale in size, focus on stronger storytelling, meaningful partners and take game companies and players on a world-wide adventure to conserve wildlife around the world.

2 Accelerate progress on decarbonisation in the industry

Work towards a new science-based target for the industry that also leads to Scope 3 tools that are standard practice which leads to the percentage of net-zero commitments rising, with the Alliance secretariat working closely with members to meet their goals.

4 Community and communications

Provide stronger support for members through the new resources and governance structure of the initiative with members reporting that they are highly satisfied by the work and progress of the initiative in the 2023 report.

3 Research and insight

Build on the player survey and mobilise investment towards the in-game green activations with a new longitudinal study on gamer behaviour with new gamer-focussed activations planned throughout the year.

5 New areas for exploration

Continue to work on the plastic protocol to create new packaging standards and reduce the gaming industry's plastic footprint.





4. HOW DID INDIVIDUAL MEMBERS DO?



Gmae: © Sony Interactive Entertainment / Ratchet and Clank: Rift Apart



Companies joining the Alliance must make *specific and measurable commitments to act for the environment and report on progress each year.*

Outlined on the following pages is an overview of the commitments that were made for 2022, a status update on their completion, and a summary of the new commitments for 2023 (UNEP 2021).





PLAYING FOR THE PLANET



Photo: © Off Base Productions / Sebastian Unrau on Unsplash

MEMBERSHIP OVERVIEW

42 MEMBERS

including eight associate members

MEMBERS STEPPING OUT OF THE ALLIANCE: Strange Loop Games and Dropledge will be stepping out of the Alliance due to other priorities

UP TO 636 MILLION GAMERS REACHED

ACCORDING TO MEMBERS, THE POTENTIAL REACH OF STUDIO INITIATIVES MORE THAN TRIPLED FROM 200 MILLION IN 2021 TO 636 MILLION IN 2022.



SUMMARY OF THE ACTIONS

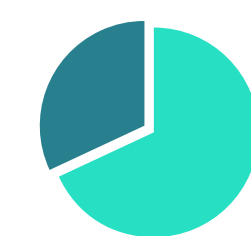
(MEMBERS AND ASSOCIATE MEMBERS)

- 49%** fully delivered on their commitments
- 50%** integrated green activations in games
- 64%** of members have set a decarbonisation target
- 46%** have an ambition to achieve net-zero by 2030 or 2040, while 100% of larger Alliance members (with 5000+ staff) have committed to net-zero carbon or carbon neutrality.
- 85%** of the larger companies (with over 5,000 staff) (OECD 2022) have committed to carbon emission reduction
- 58%** members engaged in Scope 3 accounting activities. For the 42% that have not yet engaged in Scope 3 activities, two thirds are looking for guidance and one third are looking for resources (time and budget) in 2023
- 58%** of members adopted science-based emission reduction methods for carbon accounting and disclosure

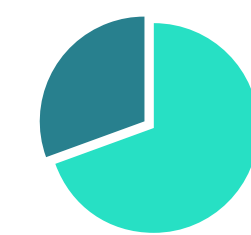
GENDER METRICS

(OF 19 GAMING COMPANIES WHO PROVIDED REPORTING ON GENDER)

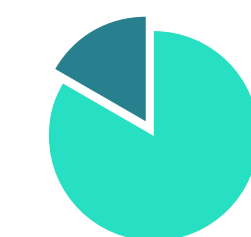
The Playing for the Planet members (excluding associate members) were also asked to report metrics related to gender equality as per UNEP's gender guidelines. The Playing for the Planet Alliance strongly encourages its member companies to pay attention to gender equality and requires companies to provide reporting on gender equality each year.



31.8% The average percentage of women working in the Playing for the Planet Alliance member companies: (3.8% increase from 2021)



30.4% The average percentage of women working in leadership positions in the Playing for the Planet Alliance member companies (0.1% decrease from 2021)



16.4% The average percentage of women part of the Playing for the Planet Alliance member company boards (2.9% decrease from 2021)



MEMBER COMMITMENTS

ALLIANCE MEMBERS






Table 2 on the following pages presents the members' progress with their commitments and new commitments for 2023.

ICONS EXPLAINED

COMMITMENTS

	Delivered fully on 2022 commitments
	Delivered partly on 2022 commitments
	Did not deliver on 2022 commitments

DECARBONISATION

	Committed to Net Zero Carbon ¹ by 2030/2040
	Aimed for carbon reduction in 2022
	Science-based emission accounting and disclosure (SBTi/Race to Zero/CDP/TFCD)
	Decarbonisation champion (Took active part in the decarbonisation group and shared learnings with others in 2022)
	Baseline study of current carbon emission

SPECIAL INITIATIVES

	Participates in the Green Game Jam
	Supports plastics and packaging working group
	Supports research efforts
	Supports communications and/or sustainable events
	Supports decarbonisation working group
	Developes green activations outside of the Green Game Jam

¹Anthropogenic CO2 emissions are balanced globally by anthropogenic CO2 removals over a specified period. Only carbon credits or offsets generated by projects that capture CO2 in the long term are accepted. (United Nations Framework Convention on Climate Change [UNFCCC] 2022)





Photo: © Off Base Productions / Moritz Kindler on Unsplash



MEMBER COMMITMENTS

ALLIANCE MEMBERS

Table 1 below presents the members' progress with their commitments and new commitments for 2023.

ALLIANCE MEMBER	COMMITMENT PROGRESS	DECARBONISATION COMMITMENTS (2022 AND ONGOING)	SPECIAL INITIATIVES 2022	NEW AND ADDITIONAL COMMITMENTS FOR 2023
		 		   
				   
				  
		 		  
				



MEMBER COMMITMENTS

ALLIANCE MEMBERS

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ALLIANCE MEMBER	COMMITMENT PROGRESS	DECARBONISATION COMMITMENTS (2022 AND ONGOING)	SPECIAL INITIATIVES 2022	NEW AND ADDITIONAL COMMITMENTS FOR 2023
 GameDuell	✓			 
 green man gaming	<u>100</u>			   
 INTERNET OF ELEPHANTS	✓			 
 MAG INTERACTIVE	<u>100</u>			 
 Microsoft	✓	   		 



MEMBER COMMITMENTS

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 NIANTIC	100			
 Perp Games	X			
 PIXELFEDERATION®	100		 	  
	100	 	 	  
 RELIANCE GAMES	✓	  	 	  



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ALLIANCE MEMBER	COMMITMENT PROGRESS	DECARBONISATION COMMITMENTS (2022 AND ONGOING)	SPECIAL INITIATIVES 2022	NEW AND ADDITIONAL COMMITMENTS FOR 2023
	<u>100</u>			   
	<u>100</u>		 	    
	✓	 		
	<u>100</u>			   
 <i>will commit and report on behalf of all its studios</i>	<u>100</u>	   	   	   



MEMBER COMMITMENTS

ALLIANCE MEMBERS

Table 1 below presents the members' progress with their commitments and new commitments for 2023.





ALLIANCE MEMBER	COMMITMENT PROGRESS	DECARBONISATION COMMITMENTS (2022 AND ONGOING)	SPECIAL INITIATIVES 2022	NEW AND ADDITIONAL COMMITMENTS FOR 2023
	100			
	100			
 WILDWORKS	✓			



MEMBER COMMITMENTS

ASSOCIATE MEMBERS

Table 2 below shows the highlights from the work of associate members.





ASSOCIATE MEMBER	HIGHLIGHTS FROM 2022	PLANS FOR 2023
 <p>BORNHOLM GAME DAYS (BGD)</p>	<p>BGD continued to develop PlayCreateGreen.org – an online climate portal for game companies and action-based tool on how to get started with the climate agenda.</p>	<p>BGD will continue to develop PlayCreateGreen.org – an online climate portal for game companies and action-based tool on how to get started with the climate agenda. BGD will aim to organize events for the game industry with a focus on sustainability.</p>
 <p>THE GERMAN GAMES INDUSTRY ASSOCIATION (GAME)</p>	<p>Together with Koelnmesse, Game launched the project “gamescom goes green” taking steps towards climate neutrality of gamescom focusing on action among visitors, partners and exhibitors.</p>	<p>Game will continue to make Gamescom even more sustainable, and share findings and experiences with others on how to green gaming events.</p>
 <p>EUROPEAN GAMES DEVELOPER FEDERATION (EGDF)</p>	<p>EGDF mapped its member association’s interest in measuring their carbon footprints. As an outcome, EGDF got two other European associations to commit to piloting the Finnish model (designed by Neogames) for measuring game industry CO2 emissions during 2023.</p>	<p>EGDF will pilot the Finnish model for estimating the carbon footprint of national games industry ecosystems in 2-to-3 European countries.</p>
 <p>THE INTERACTIVE GAMES & ENTERTAINMENT ASSOCIATION IN AUSTRALIA AND NEW ZEALAND (IGEA)</p>	<p>Established an eco-working group to develop a “First Steps” guide, to create a frictionless and accessible entry point for developer studios to begin their journey towards eco-sustainability.</p>	<p>IGEA will work on a Green Events Guide.</p>

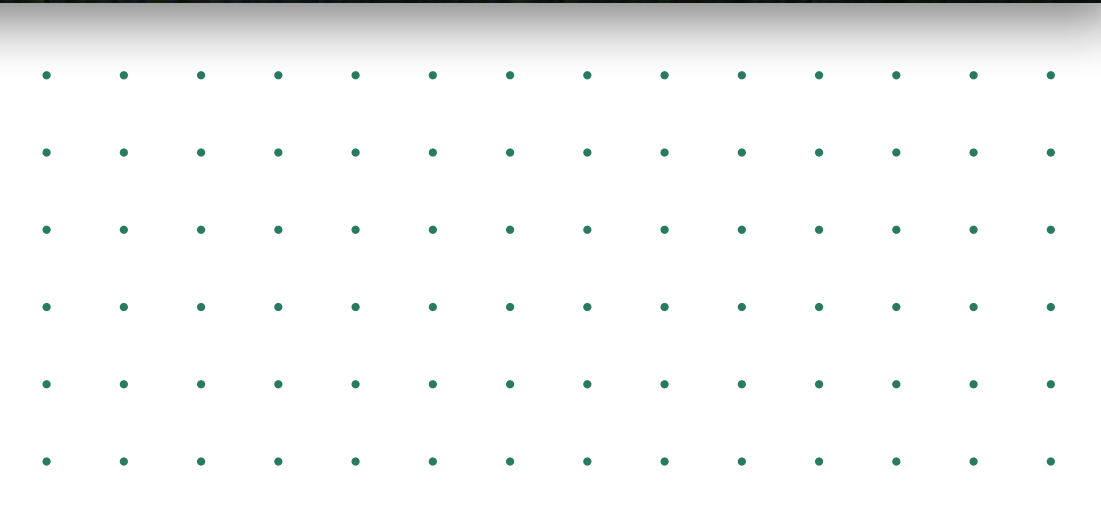
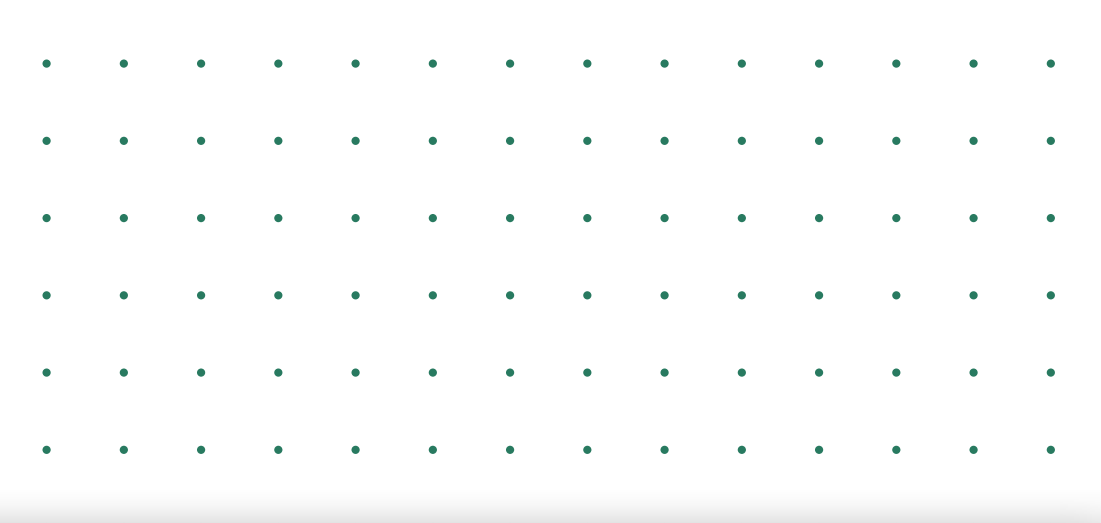


MEMBER COMMITMENTS

ASSOCIATE MEMBERS

Table 2 below shows the highlights from the work of associate members.

ASSOCIATE MEMBER	HIGHLIGHTS FROM 2022	PLANS FOR 2023
 <p>INTERACTIVE SOFTWARE FEDERATION OF EUROPE (ISFE)</p>	<p>ISFE supported the communications objectives of the Alliance and contributed to the decarbonisation working group.</p>	<p>ISFE will support the communications objectives of the Alliance, continue its efforts to be climate neutral and reduce emissions produced by ISFE (as a secretariat), while supporting the launch of the P4P Annual Impact Report with an event in Brussels.</p>
 <p>NEOGAMES FINLAND ASSOCIATION</p>	<p>Neogames Finland created a model for the Finnish game industry to calculate CO2 emissions in order to help companies estimate their carbon footprint, and to be able to estimate the carbon footprint of the Finnish game industry as a whole.</p>	<p>Neogames Finland will support Finnish gaming companies in calculating their carbon footprint and offsetting them with easy-to-use and simplified online calculator.</p>
 <p>SYNDICAT NATIONAL DU JEU VIDEO (SNJV)</p>	<p>SNJV communicated about the Alliance in its channels and contributed to the "Green Events Guide".</p>	<p>SNJV will contribute to the "Indie & small developers guide", to support indie and small developers to go green and will include sustainability tracks in its events (such as Game Camp).</p>
 <p>THE UNITED KINGDOM INTERACTIVE ENTERTAINMENT ASSOCIATION (UKIE)</p>	<p>Supported the Playing for the Planet Alliance to create an Advisory Council, supported the decarbonization working group and the commissioning of the Unity-funded, Carbon Trust report, committed to Ukie gamescom stand being themed entirely around sustainability as part of gamescom goes green and won the first ever gamescom Goes Green Award.</p>	<p>Ukie will host the financial entity of the Playing for the Planet Alliance. Ukie will also support the Carbon Trust carbon impact report and host another Green Games Summit in 2023, as well as continue to promote sustainability to Ukie members.</p>



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ANY QUESTIONS?

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