

PLAYING FOR
THE PLANET

ANNUAL

IMPACT

REPORT

2023



UN 
environment
programme

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Welcome

The Playing for the Planet Alliance, facilitated by UNEP, has continued to demonstrate its ability to drive home the importance of tackling the environmental crises head on amongst members, the wider games industry, and its billions of players.

But it must not rest on its laurels. Despite the Alliance's progress, the Global Stocktake ahead of COP 28 showed that the world must go further than the commitments made under the Paris Agreement to substantially reduce global greenhouse gas emissions and hold global temperature increase to well below 2°C.

This report highlights how the Alliance has performed in the past year, identifying areas where it has risen to meet the challenges ahead of it and places where further progress must be made.

Video games can be an effective channel for environmental action

The Green Game Jam has shown once again how powerful games are as a method of driving meaningful climate action. The 40 entries to this year's jam reached more than 85 million daily active users and raised over \$700,000 for causes supporting the preservation of endangered species in wild ecosystems, demonstrating the power of play to support our biospheres.

Games companies are getting ambitious about reducing emissions, but need help translating it into action

Members of the Alliance have demonstrated their increasing ambition in reducing emissions by meeting their targets for 2023 and setting more concrete goals for carbon reduction - including timelines to achieve net zero carbon - than ever before. However, some members are still struggling to measure progress, including through Scope 3 accounting measures, and adopting science based methods to reduce emissions. Supporting measurable accountability will be an area of focus for 2024.

The Alliance's new governance structure will support a sustainable future

Playing for the Planet's reformed governance structure, supported by associate member UK Interactive Entertainment (Ukie), has helped the Alliance to effectively deliver its programme of events, form a wider range of working groups to expand its remit, and support onboarding and expansion. This was a significant investment of time in 2023 and should pave the way for stronger rewards in 2024.

The power of collective action is critical

The Alliance's progress so far has been built on the back of collective action, with 10 studios working on The Carbon Trust report about [untangling the carbon complexities of the video games industry](#), four third parties contributing towards our packaging work and over 40 studios helping the initiative reach enormous audiences through the Green Game Jam.

"We are stronger when we do things together" is a mantra within the initiative, and the Alliance's ongoing effectiveness is testament to the power of genuine collaboration within the video games ecosystem.

The games industry has an enormous role to play in inspiring change and transforming the world. Find out how by reading the rest of the report.



10 THINGS WE ARE PROUD OF IN 2023



REAL-WORLD ACTION

1

The Green Game Jam raised over \$700,000 to protect wild ecosystems across the Amazon, Himalayas, and the Western Indian Ocean, with members exploring ever more creative ways of connecting players to nature.

CARBON CREDITS PRINCIPLES

2

In response to member requests for due diligence guidance on carbon credits, Playing for the Planet published "10 principles for investing in carbon credits" to inform decisions on carbon credit programme selection based upon guidance from the Integrity Council for the Voluntary Carbon Market (ICVCM).

XBOX SUSTAINABILITY TOOLKIT

3

Xbox announced and rolled out new sustainability tools for its platform in March 2023 to help developers measure, monitor, and decrease energy consumption to reduce the environmental impact of game development.

GOVERNANCE AND FINANCING

4

The Alliance formalised a new governance and finance structure to support activations across the world with the help of Ukie.

TAKING SUSTAINABILITY MAINSTREAM

5

As a result of the efforts of the Alliance (and others working on this agenda in the sector), sustainability and considerations around how games can play a role in supporting action on a range of environmental issues is growing

IMPACTING EVENTS

6

The Alliance continued inspired climate action at events across the world, including Pocket Gamer Connects, GDC, and gamescom. At COP28's UNEP Pavilion, Sony Interactive Entertainment introduced Climate Station™, an application currently under development by PlayStation Studios which uses virtual reality technology to allow people to view, interact with, and understand complex climate data to raise awareness about climate change.

COMMITMENTS MET

7

More than half of the Alliance's games members met their commitments for 2023 in full, with all members partly delivering their commitments.

NEW MEMBERS

8

Five businesses and organisations joined the Alliance this year, growing our presence in the industry further and expanding the movement's reach amongst players and the sector.

PLASTIC PACKAGING

9

Working with Microsoft, SEGA Europe launched Endless Dungeon on Xbox in cardboard game boxes in October 2023, and will collect feedback from retailers to inform future packaging. Ubisoft also released a cardboard game box edition for its PC USK version of Skull and Bones, which launched in February 2024.

NEW GUIDELINES FOR CARBON REDUCTION

10

The decarbonisation working group, in collaboration with The Carbon Trust, produced a new ground-breaking report that considered the boundaries between hardware and software, with practical guidelines for how the industry can reduce its carbon footprint



Background

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.

Co-founded and facilitated by the UN Environment Programme (UNEP), the Alliance - which consists of 34 major gaming companies and 10 trade associations - has been working to explore how the games sector, through its massive reach (3.4bn gamers worldwide) and influence, can inspire young people to learn about the environment, develop actions to benefit the planet and enact them to support the climate in the critical years ahead.

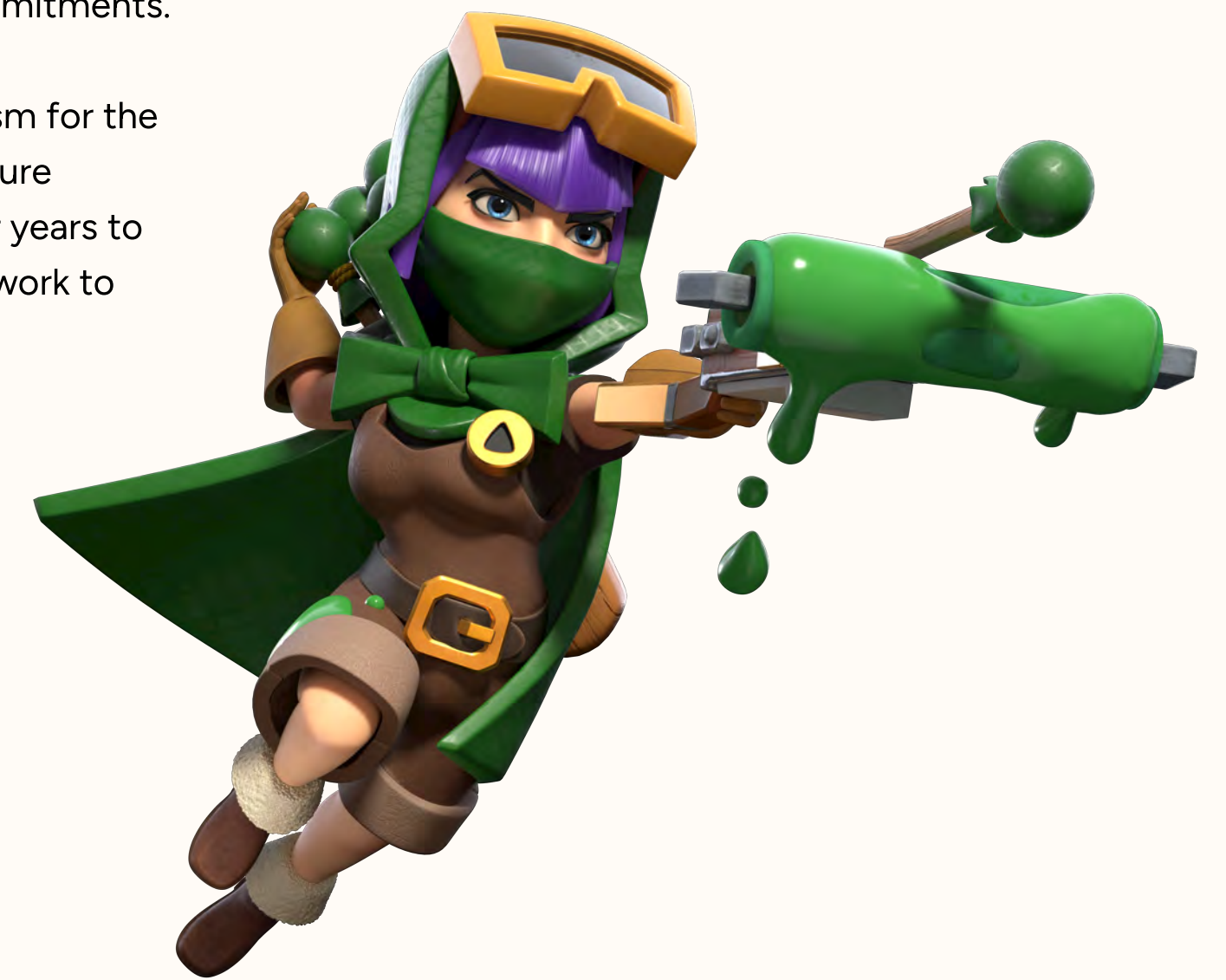
The Alliance was created to support the video gaming industry in achieving four core objectives:

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:

1. Take action to reduce their carbon footprint and set science based carbon emission reduction targets that meet the criteria of reputable initiatives such as SBTi, Race to Zero, and The Climate Pledge.
2. Commit to implement green activations in their games.
3. Secure the support of colleagues and peers on the sustainability journey.
4. Share learnings with other members and join at least one working group.
5. Report once a year on progress and provide a new set of commitments.

This 2023 Annual Impact Report is a key accountability mechanism for the Alliance to demonstrate we measure our collective progress, ensure commitments have both been met this year - and will be met for years to come - while highlighting best practice from the previous year's work to inspire action in the future.



What we achieved in 2023



Outlined below are the key objectives which the Playing for the Planet Alliance set and achieved in 2023. We've included a short summary and status update on the progress of each objective, including some highlights from members' work.

Objectives for 2023 included (UNEP 2022, p.26):

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

Decarbonisation: Accelerate progress on decarbonisation in the industry working towards a new science-based target for the industry.

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.

Community and communications: Provide stronger support for members through the new resources and governance structure of the initiative.

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



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

“Playing for the Planet is a solid foundation that acts as a beacon for all our awareness creation work on climate and environment. Together we've reached so much more than we could have ever reached as an individual company.”

ROVIO TOMMI LAPPALAINEN, SENIOR MANAGER,
SUSTAINABILITY, ROVIO



The Green Game Jam delivered significant impact this year. Game studios entered 40 games on this year's theme of protecting three wild ecosystems and helping to safeguard the lives of harlequin toads in the Amazon, snow leopards in the Himalayas, and manta rays in the Western Indian Ocean through fundraising work.

The Green Game Jam raised over \$700,000 for eight organizations who are active on the ground in these regions: ProPurús, Atelopus Survival Initiative (Re:wild), Gaia Amazonas, International Cryosphere Climate Initiative, Snow Leopard Trust, CORDIO East Africa, Marine Megafauna Foundation, and Love the Oceans. These organisations have been selected together with this year's partner Milkywire who has played a crucial role in creating the donation experience for players, as well as making sure those funds reach each organisation.

The funding is supporting over 56,000 hours of work across all three ecosystems including through expanding patrolling activities to safeguard resources essential for biodiversity, food sovereignty and sustenance of indigenous peoples, monitoring species populations, and boosting both awareness and training for local community leaders to support their protection.

Green activations outside of the Green Game Jam: Alliance members continued to demonstrate their commitment to engage players around environmental topics outside of the Green Game Jam. Five businesses ran dedicated activations outside of the Jam's theme, such as Creative Mobile Games's electric car campaign in Nitro Race Drag.



Decarbonisation: Accelerate progress on decarbonisation in the industry working towards a new science-based target for the industry



Decarbonisation working group: The Alliance's decarbonisation working group has strengthened significantly in 2023, bringing together a range of members from a variety of businesses to discuss shared approaches and tactics to decarbonisation.

Carbon Trust report: The decarbonisation group worked in partnership with Carbon Trust, a consultancy which partners with businesses, governments and financial institutions worldwide to accelerate their journeys to decarbonise. With the input of 10 members of the Alliance, they worked to produce a report about to understand where the industry's emissions come from, who is responsible for them and generate new consensus as to how to take action from them in relation to the Greenhouse Gas Protocol (GHGP), the normative standard for all industry. **Untangling the carbon complexities of the video gaming industry** was published in October 2023, with its findings covered in video games media such as Eurogamer and promoted via a webinar.

The key findings of the report included:

- **Measure your emissions before anything else:** The report offers practical guidance to help video games businesses understand the landscape of scope 3 reporting and get up to speed on carbon accounting to measure their emissions and ideally prevent them from happening in the first place.
- **Setting ambitious 1.5°C aligned targets is key:** Once businesses have measured their emissions, they should set an ambitious science-based target to bring the business into alignment with the Paris Agreement.
- **Engage your players to act:** This report offers 10 steps players can take to make an impact, including checking their gaming set up so they can play with the carbon volume turned down and make climate action part of the conversation.
- **Learn from others:** Join networks where you can learn and share best practice and be part of a community of climate action.
- **Scope 3 carbon calculator tool:** The Untangling the carbon complexities of the video gaming industry will provide the foundations for a new Scope 3 carbon calculator tool which has been commissioned, will build on the work of Neogames and Jyros and will be developed with up to four studios for release in Q2 2024.



Research and insight: Build on the player survey 2022 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



Player research: Efforts to boost research amongst the player base got underway in 2023 but will be a focus for the 2024 edition of the Green Game Jam being used as a moment to engage with players on the topic of environmental content in games.

Member research: 15 Alliance members either directly supported research efforts this year or intend to support them in 2024: laying the foundation for a deeper relationship between industry and academia researching climate issues in the years to come.

More progress needed: The Alliance recognises that further work needs to be done to build connections between industry and academia to advance the research agenda. We have taken steps to develop relationships with several universities, who could be potential partners in conducting this research in 2024, and will seek to accelerate this in the year ahead.



Community and communications: Provide stronger support for members through the new resources and governance structure of the initiative



Governance structure: The Alliance has made significant progress in strengthening its governance structure. The creation of its Articles of Association has provided stronger foundations for the initiative, while the establishment of an advisory council consisting of members and key financial contributors provides greater scrutiny to the initiative's work. This group meets on a quarterly basis to ensure that the Alliance is meeting its objectives.

Community development: 2023 saw further valuable development of the Playing for the Planet community. The Alliance's working groups provided greater structure for members seeking to share insight; events such as the Green Game Jam awards provided opportunities for the community to share and celebrate; new reports and resources including the paper "Untangling the carbon complexities of the video gaming industry" and guidance for investing in Carbon Credits created shared best practice for the group.

Industry events: Industry events such as gamescom took extensive steps to reduce the carbon footprint of their activities, promote awareness of the Alliance's work and encourage companies within the industry to consider their efforts to reach net-zero. A guide to reducing the carbon footprint of games events is due in 2024.



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



Playing for the Planet Alliance members Bandai Namco, SEGA Europe, and Ubisoft have teamed up to reduce the industry's plastic footprint through work on cardboard game boxes for physical game products.

This has been a collaborative effort with console developers like Microsoft whose response has been highly positive, as well as retailers who are set to give feedback at a later stage. This work has resulted in cardboard box editions for both Endless Dungeon on Xbox on October 19th 2023, and Skull and Bones on PC USK on February 16th 2024, spearheaded by SEGA Europe and Ubisoft respectively.

“As we all know, climate change cannot be solved alone. Playing for the Planet has provided SYBO with a strong community that shares our values and goals, and the work of the other remarkable companies in the Alliance constantly motivates and inspires our team to go even bigger with our green activations.”

SYBO



New members

Abra Games - ABRA has committed to increasing understanding of how games studios can reduce their impact on the environment within Brazil. The body has agreed to showcase the annual Green Game Jam, participate in working groups and support the recruitment of new Alliance members by promoting the Alliance's work and impact to its members. It will also organise dedicated panels during gamescom Latam (previously BIG Festival) to share best practices.

Google - Google has committed to further work on reducing its carbon footprint with the aim of achieving net-zero emissions across its operations and value chain, and to operate on 24/7 carbon free energy, by 2030. It aims to achieve this by reducing 50% of its Scope 1, 2 and 3 emissions by 2030, by using recyclable or renewable material in at least 50% of its plastic used in its product portfolio by 2025 and making its product packaging 100% plastic free by 2025. It also intends to amplify the Green Game Jam in 2024 by promoting it to studios within its network, facilitating workshops to support the campaign and hosting the awards upon its conclusion.

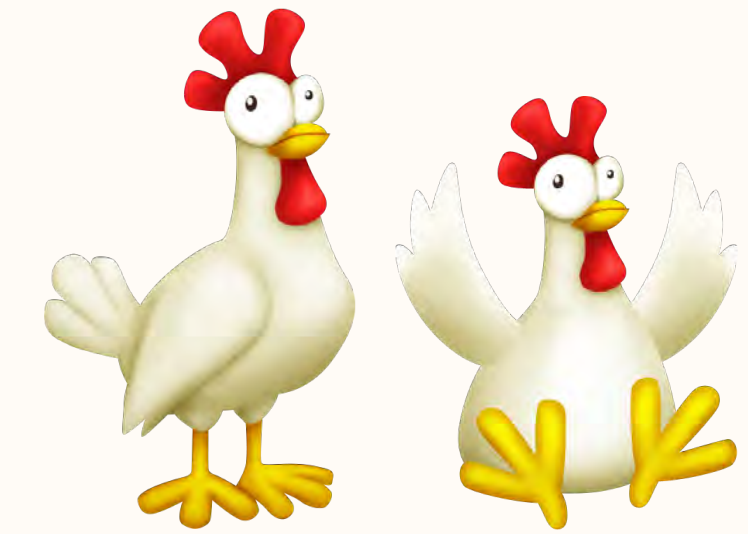
Dutch Games Association - The Dutch Games Association (DGA) is the trade association representing the games industry in the Netherlands, with a mission to help the Dutch games industry achieve its full potential. It has committed to inspiring its game development studio members to take action through play by integrating educational content on environment and green nudges in games, to take part in future Green Game Jams, and reduce their carbon footprint. The association will also reduce its own carbon footprint and strive for a net zero carbon emissions plan by 2030.

Amazon Games - Amazon co-founded and became the first signatory of The Climate Pledge in 2019. The Climate Pledge is their commitment to become net-zero carbon across their operations by 2040, by implementing decarbonization strategies through business change and innovation, and neutralizing remaining emissions with credible offsets. As part of this commitment, Amazon is on a path to have 100% of the electricity powering our operations be attributable to renewable energy sources by 2025, five years ahead of our initial 2030 target.

Amazon Games has the ambition is to create bold new experiences that foster community in and around our games. Our team of game industry veterans draws on the power of Prime Gaming, Twitch, Amazon retail, AWS, and more to push boundaries and deliver captivating experiences to our players. In connection with joining the Alliance, Amazon Games is setting up a pilot sustainability program and taskforce that aims to educate and generate a positive influence among internal teams and players about sustainability.

Alibaba Yuanjing - Alibaba Yuanjing aims to follow the commitment of Alibaba Group to promote the contribution of cloud gaming and cloud computing to carbon neutrality, as well as seeking to extend the lifespans of tech devices, with the aim of making its own operations carbon neutral by 2030. It will also increase awareness of climate issues amongst its players through gamified products and contests inside Alibaba, as well as promoting the work of the Alliance.

Sharkmob - Sharkmob has committed to conduct a baseline study of its current carbon emissions, with the ambition of reducing and offsetting its carbon footprint in 2024 and reaching net-zero by 2030. As well as joining the decarbonization working group, the company intends to support the Green Game Jam and address green issues within its future games under development.



«We are honoured to be joining the Playing for the Planet Alliance, as it brings together the voices of our industry in support of sustainability in our work, both internally with our employees and externally with our players.»



GREG GOBBI,
CHIEF CREATIVE OFFICER AT AMAZON GAMES



Green Game Jam Gaming for Wildlife

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

In 2023, games studios and their players were tasked with turning their creativity into support three endangered species living in globally significant wild ecosystems: harlequin toads in the Amazon, snow leopards in the Himalayas and manta rays in the Himalayas.

Alliance members put on their thinking caps to create thematically engaging games capable of both educating players about the species under threat and encouraging them to donate to support the cause.



Highlights

Main outcomes:

- 40 entries.
- More than 85 million daily active users (DAU) reached.
- \$700,000+ raised.

Highlights of the Jam at the time of the report:

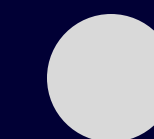
The big winners from this year's Green Games Jam were Boom Beach by Supercell, June's Journey from Wooga and Outfit 7's My Talking Angela 2. Each game secured two awards a piece, with Boom Beach winning the UNEP and Media's Choice awards, June's Journey receiving the Player's Choice and Best in Wildlife and My Talking Angela 2 achieving the Industry's Choice Award and the Most Adoptable Prize.

Bandai Namco and MAG Interactive were also both recognised for their ongoing support for Green Games Activation, Trailmix Games' Love & Pies received the Google's Choice prize and Bit Loom Games secured the Best Newcomer to the Jam award through its activation in Tray Racers.

Associated companies:



“Playing For The Planet is an important initiative for MAG, and we are proud to participate for the fourth year in a row. Together with our players, we hope to raise awareness of the preservation of the Himalayas and the snow leopard and engage players in an inspiring way.”



DANIEL HASSELBERG,
CEO OF MAG INTERACTIVE



Participating Games



Angry Birds Dream Blast
Rovio Entertainment



Angry Birds Journey
Rovio Entertainment



Angry Birds Match 3
Rovio Entertainment



Asphalt 8
Gameloft



Asphalt 9: Legends
Gameloft



Beatstar
Space Ape Games



Big Farm: Mobile
Harvest
Goodgame Studios



Boom Beach
Supercell



Brawl Stars
Supercell



Brawlhalla
Ubisoft Blue Mammoth
Games



Carbon Island
Tencent Games



Clash Royale
Supercell



Diggy's Adventure
Pixel Federation



Dragon Mania Legends
Gameloft



Fishing Clash
Ten Square Games



Go Go Magnet
Oh Bibi





Growtopia
Ubisoft Abu Dhabi



House of Fun
Playtika



Hungry Shark Evolution
Ubisoft Barcelona



Hungry Shark World
Ubisoft London



Idle Mine Tycoon
Ubisoft - Kolibri Games



Imagine Earth
Serious Brothers



Island Questaway
Nexters



June's Journey
Wooga



Love & Pies
Trailmix



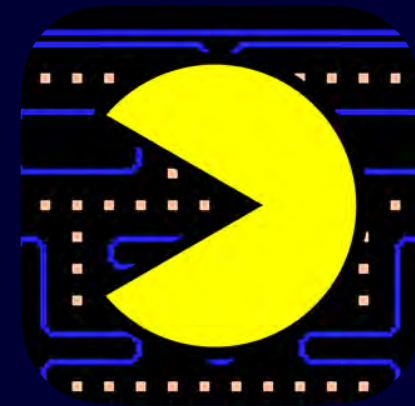
MAG Interactive
MAG Interactive



Minion Rush
Gameloft



My Talking Angela 2
Outfit 7



Pac-Man
Bandai Namco
Entertainment America



Port City
Pixel Federation



Solitaire
Tripledote



State of Survival
FunPlus



Subway Surfers
Sybo Games



Talking Tom Gold Run
Outfit 7



TrainStation 2
Pixel Federation



Tray Racers
Bit Loom Games



Triple Tile
Tripledote



Woodoku
Tripledote



Winners 2023



WINNER - GOOGLE'S CHOICE
LOVE & PIES
TRAILMIX



WINNER - MEDIA'S CHOICE & UNEP CHOICE
BOOM BEACH
SUPERCELL



WINNER - INDUSTRY'S CHOICE & MOST ADOPTABLE
MY TALKING ANGELA 2
OUTFIT7



WINNER - JAM SPIRIT
PAC-MAN
BANDAI NAMCO



WINNER - PLAYER'S CHOICE & BEST IN WILDLIFE
JUNE'S JOURNEY
WOOGA



WINNER - JAM SPIRIT
QUIZDUEL, WORDBRAIN, RUZZLE, WORD DOMINATION
MAG INTERACTIVE



WINNER - BEST NEWCOMER
TRAY RACERS!
BITLOOM GAMES



Case Study

Boom Beach's Turtle Division

The theme of the Green Game Jam aims to spark creativity and inspire action amongst Alliance members. But as Supercell showed with its Turtle Division activation within Boom Beach, building on the theme with a thoughtfully executed campaign delivers great outcomes for both players and the planet.

Turtle Division evolved from our theme of protecting species within wild ecosystems by focusing on efforts to preserve the sea turtle population.

In partnership with Sea Turtle Conservancy, a charity supporting efforts to protect sea turtles, Supercell built an extensive in-game campaign that saw players rescuing turtles from a mad scientist with a penchant for kidnapping.

As well as delivering an impressively feature-filled in-game activation, the company also produced a documentary with the CosmicDuo - leading influencers in the Boom Beach community - to raise awareness of the issues facing sea turtles.

Finally, Supercell also made a \$200,000 donation to Sea Turtle Conservancy to support its work: demonstrating how games companies can add powerful direct impact to their wide-reaching awareness campaigns.



What's in Store for 2024



Green Game Jam

The Alliance aims to grow participation by making the GGJ24 available for all studios and sectors of the games industry to join rather than an invite only event. It will move away from suggesting raising funds as the principle call to action, to test and explore the opportunity for the gaming community to take action in the real world and to see whether these first steps evolve to become wider behaviour change outcomes. The ambition is to work with studios to see if a million players can be supported and inspired to take small actions close to home that collectively lead to a big impact.

The Alliance's membership will also commission research that generates evidence and insight around how games support individual actions, whether people learn by doing, if action leads to more action and whether working as part of a community strengthens outcomes.

Decarbonisation

The Alliance will be building on the consensus agreed in the Untangling the Carbon Complexities of the Video Games Industry report by commissioning a new Greenhouse Gas Protocol aligned scope-3 calculator with studios so that they are able to reduce their carbon footprints with a specific focus on the hotspot areas of Category 1 and 11.

The Alliance will also provide feedback on member commitments to make sure these are in line with science based targets to regularly review the ambition of the commitments. Members will be encouraged to report on their carbon emissions based on the guidance of the November 2023 report using consistent methodologies, more granular results, and complete transparency on methodology, data sources, assumptions, and boundaries used.

Research & Insight

Research carried out in 2022 with 380,000 players showed that there was an appetite to play games that supported environmental outcomes. In 2024, the Alliance will continue this research and seek to academically validate this appetite for green activations while also looking to gain an understanding around the connection between real-world actions and the relationship to behaviour change through games. The longer term goal is to establish a research community of practice which can support studios, build on pre-existing evidence and explore new boundaries.

Member Growth

The Alliance aims to grow its membership by 25% with a focus on platforms and games that would add additional value to transitioning the games industry on to a net-zero trajectory. The ambition is to also improve the Alliance's regional diversity by trying to get more studios to join from different regions, as well as exploring the inclusion of new member categories such as platforms, hardware, investors, esports businesses and advertising networks in our membership.

Exploring new opportunities for collaboration and innovation

The Alliance will explore new areas for the initiative such as the role of AI, the power of games characters and intellectual property to engage their audiences on issues, and how other parts of the games value chain can take action on this agenda.



Alliance member progress

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

Outlined below is an overview of the commitments that were made for 2023, a status update on their completion, and a summary of the new commitments for 2024.

Overall, Alliance members made positive progress towards meeting its broad ambitions. More members than ever delivered on their commitments, integrated green game activations into their titles and set decarbonisation targets - including ambitions to be Net Zero by 2030 or 2040.

However, members of the Alliance are finding it challenging to engage in Scope 3 accounting activities or commit to science based emission reduction methods for carbon accounting.

Translating ambition into practical, measurable progress is a key aim for the Alliance in 2024.



Membership Overview



44

Total members

Members stepping out of the Alliance:
Niantic, TiMi, Wild Works, Gamigo

Members becoming Observers:
Creative Assembly, Gameduell, Pixel Federation, 37 Interactive, MAG Interactive

85m

DAUs reached via the Green Game Jam

Summary of Actions:

reported on progress by 29 games companies

51.7% +2.7%

fully delivered on their commitments

62% +12%

integrated green activations in games

68.9% +4.9%

of members have set a decarbonisation target and 65% have an ambition to achieve net-zero by 2030 or 2040 (up 19.5%) All of the larger Alliance members (with 5000+ staff) have committed to net-zero carbon or carbon neutrality (up 15% year-on-year).

All

companies with over 5,000 staff (OECD 2022) have committed to carbon emission reduction

48.2% +10.2%

of members adopted science-based emission reduction methods for carbon accounting and disclosure¹

25.9%

of members engaged in Scope 3 accounting activities. For the companies that have not yet engaged in Scope 3 activities, 50% are looking for guidance, 35.7% lack the resource or capacity and 14.2% are preparing to engage in Scope 3 accounting activities in 2024

Gender Metrics

reported on progress by 24 games companies

31.1% -0.7%

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

24.5% -5.9%

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

17.1% +0.7%

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

Playing for the Planet seeks to influence positive gender outcomes where possible through its work, strongly encouraging its member companies to pay attention to gender equality and asking them to report upon it each year. Additionally, both the Alliance's staff team and Advisory Council hold an equal gender split, role-modelling leadership in this area. The games industry has started to make progress on gender equality over the past decade, and the Alliance commits to supporting this in the relevant areas where it operates while noting the ongoing and important work of initiatives such as [Women in Games](#).

¹ This figure is based on data re-adjusted since the publication of Playing for the Planet's Annual Impact Report 2022, which originally stated that 58% of members adopted science-based emission reduction methods for carbon accounting and disclosure in that year. The revised total for 2022 is 38%.

Report on Progress by 29 Games Companies



COMMITMENTS FOR 2024:

EXISTING COMMITMENTS

- Net Zero Carbon by 2030/2040
- Reduced carbon emissions in 2023
- Science-based emission accounting and disclosure
- Baseline study of current carbon emission

WORKING GROUP SUPPORT:

- Green Game Jam Participant
- Other Green activations
- Plastics and packaging working group
- Research efforts
- Communications & sustainable events
- Decarbonisation working group



COMMITMENTS FOR 2024:

EXISTING COMMITMENTS

- Net Zero Carbon by 2030/2040
- Reduced carbon emissions in 2023
- Science-based emission accounting and disclosure
- Baseline study of current carbon emission

WORKING GROUP SUPPORT:

- Green Game Jam Participant
- Other Green activations
- Plastics and packaging working group
- Research efforts
- Communications & sustainable events
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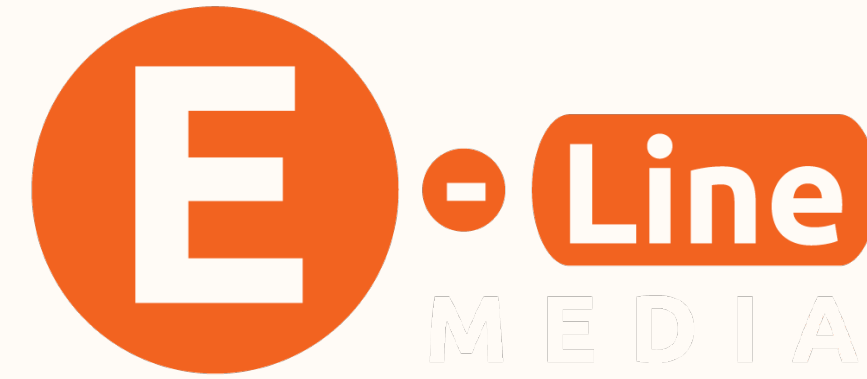
COMMITMENTS FOR 2024:

EXISTING COMMITMENTS

- Net Zero Carbon by 2030/2040
- Reduced carbon emissions in 2023
- Science-based emission accounting and disclosure
- Baseline study of current carbon emission

WORKING GROUP SUPPORT:

- Green Game Jam Participant
- Other Green activations
- Plastics and packaging working group
- Research efforts
- Communications & sustainable events
- Decarbonisation working group



COMMITMENTS FOR 2024:

EXISTING COMMITMENTS

- Net Zero Carbon by 2030/2040
- Reduced carbon emissions in 2023
- Science-based emission accounting and disclosure
- Baseline study of current carbon emission

WORKING GROUP SUPPORT:

- Green Game Jam Participant
- Other Green activations
- Plastics and packaging working group
- Research efforts
- Communications & sustainable events
- Decarbonisation working group



COMMITMENTS FOR 2024:

EXISTING COMMITMENTS

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MAG INTERACTIVE

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PIXELFEDERATION®

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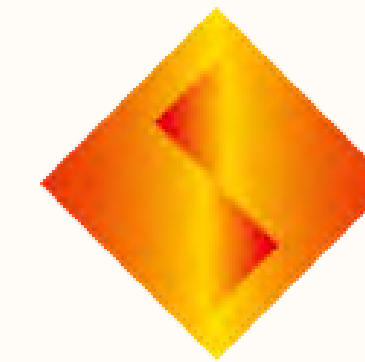
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Sony Interactive Entertainment

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37 Interactive Entertainment

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RELIANCE GAMES

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WILDWORKS

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Associate Member Highlights



HIGHLIGHTS FROM 2023:

The gamescom goes green initiative, and its associated awards, returned in 2023 becoming an established part of one of the industry's largest events while reaching an audience beyond the industry through its Opening Night Live stream.

PLANS FOR 2024

game, and its constituent parts, will continue to commit to being climate-friendly entities and ensure they inform, educate and motivate its members to take action. gamescom will also take further steps to become climate friendly in 2024, both at its main event in Germany and at satellite events such as gamescom Asia.



European
Games Developer
Federation

HIGHLIGHTS FROM 2023:

EGDF brought together people responsible for organising European industry trade missions to share best practices on CO2 emission. It has also supported Horizon Europe's sustainability-related work, helping research consortiums to find relevant partners for applications and committing to disseminating relevant findings to its membership.

PLANS FOR 2024

EGDF will support the Alliance's ongoing work, ensure it remains carbon neutral by continuing to offset unavoidable emissions. It will also support its member associations' efforts to reduce their emissions by celebrating best practice, highlighting practical advice and encouraging them to join the Alliance.



interactive games & entertainment association

HIGHLIGHTS FROM 2023:

IGEEA reduced its waste and carbon output and eliminated almost all of its single-use plastics for its annual games industry conference, Games Connect Asia Pacific.

It also continually offset its team's carbon emissions through reforestation by partnering with 15 Trees. IGEEA also proudly promotes the work of the alliance via its membership, social media and on its Gamescom stand.

PLANS FOR 2024

As well as doubling down on its commitments to support the Alliance's work and ensure its own sustainability, IGEEA is playing an active role in creating a Green Events Guide and a 'First Steps' Guide to encourage events organisers and independent developers to decarbonise.





HIGHLIGHTS FROM 2023:

Neogames released an online, open beta calculator for CO2 emissions calculations for games business. It also supported the Alliance at its gamescom booth.

PLANS FOR 2024

Neogames will test and further develop its online CO2 emissions calculator. It will then use this to help map the carbon footprint of the Finnish games industry. It will also continue to offset all of its own unavoidable emissions, support the recruitment of Alliance members or Green Games Jam participants and support and promote Pelimetsä project to protect historic Finnish forests.



HIGHLIGHTS FROM 2023:

PAGG's Kenya studio went 100% carbon neutral by migrating to a 300KW Solar Array for the Nairobi Game Development Centre. PAGG also worked with a UK Wildlife Conservation Group to create an endangered species educational game, as well as creating a game all about ocean conservation and sustainable fisheries management.

PLANS FOR 2024

PAGG plans to convene industry during 2024 UN Environment Week in Nairobi and aims to make more of its studios fully carbon neutral on an operational basis.

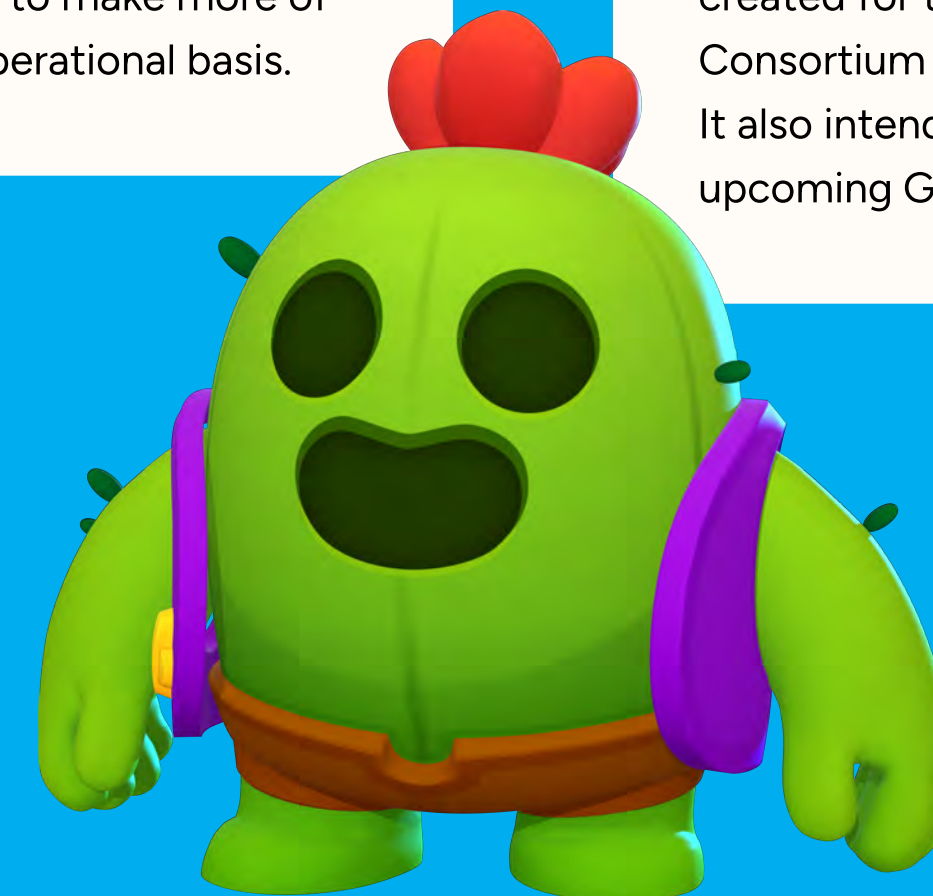


HIGHLIGHTS FROM 2023:

SNJV organized successful conferences on the theme of eco-responsibility during Game Camp France, the event dedicated to professionals in the video game industry - paving the way for closer collaboration with Playing for the Planet for 2024.

PLANS FOR 2024

SNJV plan to reach carbon neutrality by the end 2024, amplify the visibility of the Alliance, and to communicate extensively about Jyros, the carbon impact calculator created for the video game industry - a project led by the Consortium National du Jeu Vidéo pour l'Environnement. It also intends to emphasize eco-responsibility during the upcoming Game Camp.





HIGHLIGHTS FROM 2023:

PlayMob kick-started a significant research project on this topic, funded by EU Horizon 2020 and working with five partners across Europe, which seeks to build scientific models that leverage games in a way that can help 'close the loop' between the public and policy makers on climate policy by informing players when a change happens. The project runs until 2026. Playmob also identified where we could enable organisations to make better climate related decisions, by leveraging the insights and sentiments of gamers.

PLANS FOR 2024

Playmob will be continuing with our climate policy work through games, for our EU project GREAT (Games Realising Effective and Affective Transformation) and to support UNDP's People's Climate Vote and their next phase of roll out. This includes working with games partners to ask players a range of questions with the intention of producing data sets to help policy makers track the impact of efforts over time and provide commercially useful information to games businesses about player sentiment and preferences, based on player sentiment. Playmob will also look to partner with climate organisation and support ethical open data partnerships to further research.



HIGHLIGHTS FROM 2023:

In March 2023, Video Games Europe organised with UNEP and the Alliance a sustainability and climate day as part of Video Games Europe's flagship event in the European Parliament, Brussels, Belgium, consisting in an exhibition of video games that are integrating climate considerations as part of their gameplay and narrative, and a panel discussion hosted by MEP Niklas Nienass (German, Greens) on the sector's sustainability commitment with Sam Barrat, Playing for the Planet, and industry speakers. The Alliance 2022 impact report was promoted during the event.

PLANS FOR 2024

For 2024, Video Games Europe will renew its commitments to measure its carbon impact, take measures to reduce its emissions, and offset remaining emissions, while supporting environmental projects that echo the Alliance's yearly themes. It will also amplify the visibility of the Alliance across its membership in the European region, facilitate meetings with the industry and support the recruitment of new members, and provide the Alliance with opportunities to co-host events. In particular, Video Games Europe plans to hold workshops for its members on environmental initiatives and offer the opportunity for the Alliance to come and present the recently published report, as well as future initiatives and projects the Alliance is involved in.



HIGHLIGHTS FROM 2023:

Ukie supported the Playing for the Planet Alliance as a founding member of the new Advisory Council and hosts P4P's financial entity. It supported the decarbonization working group and played a lead role in the creation and communication of the new P4P Carbon Trust report. It also demonstrated its ongoing commitment to being carbon net-zero by shaping and committing to the UK-government-backed Creative Industries Council Climate Charter and being sustainable in all its activity including its gamescom stand.

PLANS FOR 2024

Ukie will continue to host the financial entity of the Playing for the Planet Alliance, contribute to the Advisory Council and play a role in delivering and promoting key P4P activity to its members and the wider UK games sector.



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