



Knowledge hub
-
Collection of best practices

Summary of the best practice

1. Title of the best practice (e.g. name of policy, programme, project, etc.) *

Playing for the Planet Alliance

2. Country or countries where the practice is implemented *

Global

3. Please select the **most relevant** Action Track(s) the best practice applies to *

- Action Track 1. Inclusive, equitable, safe, and healthy schools
- Action Track 2. Learning and skills for life, work, and sustainable development
- Action Track 3. Teachers, teaching and the teaching profession
- Action Track 4. Digital learning and transformation
- Action Track 5. Financing of education

4. Implementation lead/partner organization(s) *

The Playing for the Planet Alliance is an initiative launched and facilitated by the UN Environment Programme. The Alliance has +40 members, who are video gaming companies (including Sony, Microsoft, Supercell etc)

5. Key words (5-15 words): Please add key descriptive words around aims, modalities, target groups etc. *

Gaming companies, Environment, Youth, video games, commitments, green activations, decarbonization, innovation

6. What makes it a best practice? *

The Alliance has the ability to reach and share environmental messages to more than 1 billion video game players, to . In joining the Alliance, members have made commitments ranging from integrating green activations in games, reducing their emissions and supporting the global environmental agenda through initiatives ranging from planting millions of trees to reducing plastic in their products.

Description of the best practice

7. Introduction (350-400 words)

This section should ideally provide the context of, and justification for, the practice and address the following issues:

- i) Which population was affected?
- ii) What was the problem that needed to be addressed?
- iii) Which approach was taken and what objectives were achieved? *

The Alliance has organized 2 Green Game Jams which have reached more than 100 million players.

8. Implementation (350-450 words)

Please describe the implementation modalities or processes, where possible in relation to:

- i) What are the main activities carried out?
- ii) When and where the activities were carried out (including the start date and whether it is ongoing)?
- iii) Who were the key implementation actors and collaborators? (civil society organizations, private sector, foundations, coalitions, networks etc.)?
- iv) What were the resources needed (budget and sources) for the implementation?

*

The Alliance has organized 2 Green Game Jams which have reached more than 100 million players. 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, 2021 Green Game 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. 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.

9. Results – outputs and outcomes (250-350 words)

To the extent possible, please reply to the questions below:

- i) How was the practice identified as transformative? (e.g., impact on policies, impact on management processes, impact on delivery arrangements or education monitoring, impact on teachers, learners and beneficiary communities etc.);
- ii) What were the concrete results achieved with regard to outputs and outcomes?
- iii) Has an assessment of the practice been carried out? If yes, what were the results? *

Gaming studios with a combined reach of 1 billion players participated in the Jam in 2021. 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. The majority of players' attitudes were positive or very positive towards the studios' activations. As a result of the Jam Over 266,000 trees were planted in the real world as a result of the activations in games, with this number likely to increase. In addition, close to \$800,000 in donations to different charities working with environmental causes reported.

10. Lessons learnt (300 words)

To the extent possible, please reply to the following questions:

- i) What were the key triggers for transformation?
- ii) What worked really well – what facilitated this?
- iii) What did not work – why did it not work? *

Gaming companies are motivated to play their part for the environment. Collaboration and sharing best practices among companies is useful for environmental action.

11. Conclusions (250 words)

Please describe why may this intervention be considered a “best practice”. What recommendations can be made for those intending to adopt the documented “best practice” or how can it help people working on the same issue(s)? *

Collaboration among companies that normally compete towards a common goal of environmental action.

12. Further reading

Please provide a list and URLs of key reference documents for additional information on the “best practice” for those who may be interested in knowing how the results benefited the beneficiary group/s. *

<https://wedocs.unep.org/bitstream/handle/20.500.11822/38083/Playing4planet.pdf>
<https://playing4theplanet.org/>