



# GREAT Project Overview

UNECE

Education for Sustainable Development

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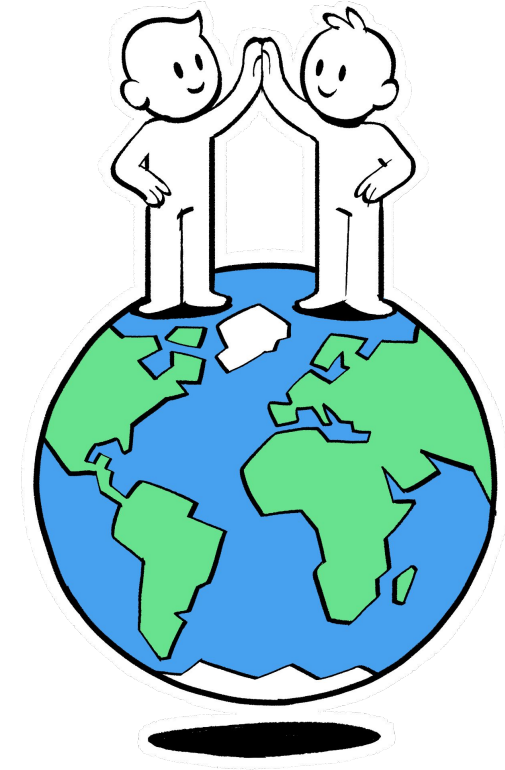
# Gaming for a Sustainable Planet

Why Games?



# Gaming Today

- Huge industry - bigger than film and music combined globally!
- Diverse - it's almost 50/50 male female (depending on platform, genre and game!)
- Inclusive - games know no borders and reach all corners of the planet (truly global)
- Engaging - the most engaging type of media on the planet commanding our attention and share of mind (average 8 hours of gaming time per week)
- Low cost - mobile is dominating which means low barrier to entry to play for anyone, anywhere plus innovative business models such as Free to Play and ad funded models



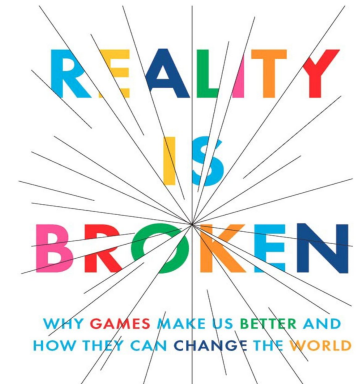
Credit: SYBO



# 21 Billion Hours

“We spend 3 billion hours per week playing games. If we were to play 21 billion hours, we can start to solve some of the world’s biggest problems like climate change, obesity and poverty”

Jane McGonigal, Author “Reality is Broken”



# Playmob's Green Gaming Efforts

Examples



PLAYMOB.

# MISSION 1.5°



**Make your voice heard!  
Play and choose  
your future.**

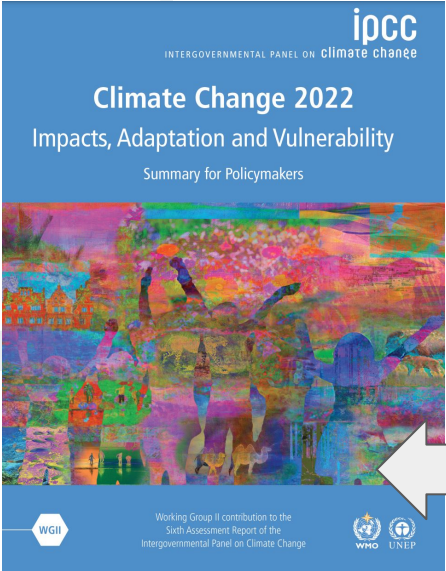
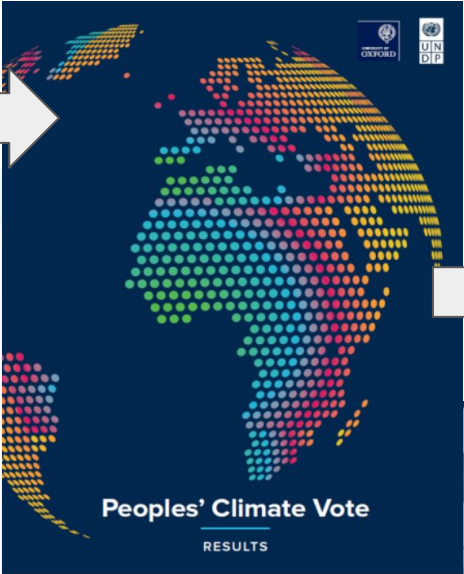
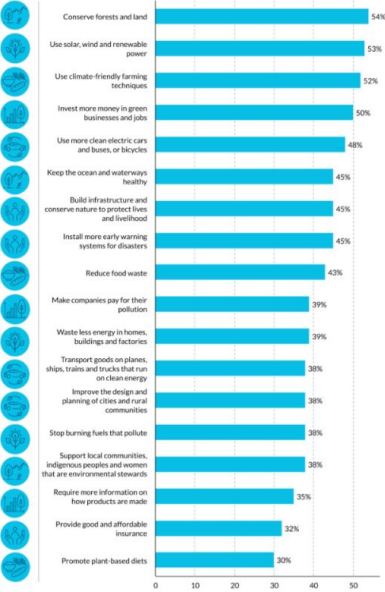
# MISSION 1.5 & THE PEOPLE'S CLIMATE VOTE

## World's most popular climate policies

The survey asked people which of 18 climate policies they would like their country to pursue to address climate change. Overall, the most popular among participating countries were

- Conserve forests and land (54%)
- Use solar, wind and renewable power (53%)
- Climate friendly farming techniques (52%)
- Invest more money in green business and jobs (50%)

The World's Most Popular Climate Policies





**PLAYING  
FOR THE  
PLANET**





**PLAYING  
FOR THE  
PLANET  
ALLIANCE**

**UN**   
environment  
programme

**10 THINGS  
WE'RE  
PROUD  
OF FROM  
2022**

**2022 WAS A YEAR  
PACKED WITH  
SUCCESSSES FOR  
THE ALLIANCE.**



Photo: © Off Base Productions / Koenig 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 / AVTC 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 / Eyed Karmay 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

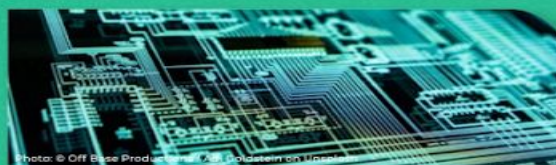


Photo: © Off Base Productions / Abi Goldstein on Unsplash

**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 / Jaka Nebov on Unsplash

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



Photo: © Off Base Productions / Jaka Nebov 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

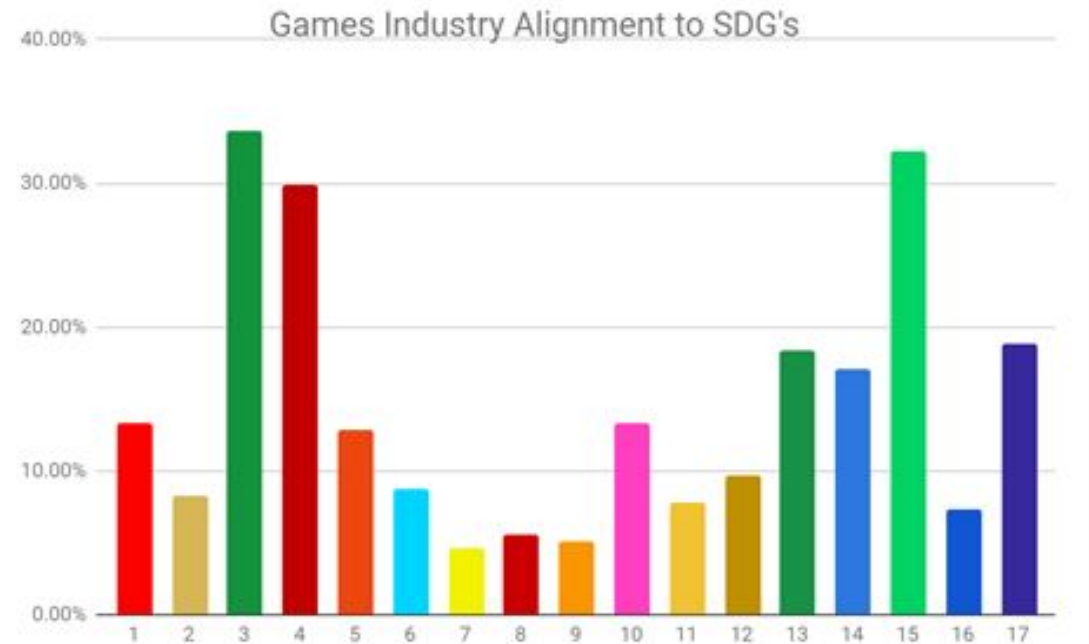
**NEW MEMBERS:** Six new studios joined the Alliance

# CLIMATE ACTION DESIRE



## Green Game Jam 2022 Player Responses:

- 83% of respondents think that gaming can teach you something about the environment
- 52% of the respondents would like to see environmental content in games (only 8.7% said they wouldn't)
- 67% think that the environmental crisis will impact them in their lifetime
- 53% of those that completed the survey followed a link for more info



# The GREAT Project

Games Realising Effective and Affective  
Transformation



# Why the GREAT Project?

- Climate Change is one of, if not THE, challenge the global community faces ...
- Governments globally need to engage with their citizens if changes are to occur ...
- Evidence indicates (and voting habits) that many younger citizens are disengaged from the political processes ...
- How do governments accurately gauge the priorities of their citizens if some are disengaged ..
- Technology may offer (at least part) of the solution to this dilemma ... (engagement and Priorities)
- Digital Games engage audiences (globally) into the billions ...



# What is the GREAT Project?

- Research and innovation in the GREAT project will generate new knowledge of the actual and potential impact of games on European society and new understandings of the innovative uses of games to support the social engagement of citizens.
- Leveraging the central role of games in contemporary culture, it combines academic studies and practical experimentation with novel applications of games.
- Using collaborative design and citizen science methods, it brings together researchers with expertise in the areas of games, data analytics, and policy in an integrated investigation, articulated by case studies of the use of games in facilitating dialogue between citizens and policy stakeholders (policy makers, policy implementers, political parties, campaigning organisations and affected citizens).
- The context for the research is the climate emergency, and each case study is a research cycle addressing a policy issue and research questions, with multiple pilots and quantitative and qualitative research activities.
- An important aspect of the method is to place games in an authentic context, so that players are aware that their activities have real-world implications, and to close the loop by including interactions with policy stakeholders.



# The GREAT Partners

- DIPF LEIBNIZ-INSTITUT FÜR BILDUNGSFORSCHUNG UND BDE Coordinator (Germany)
- Playmob Limited (UK)
- SERIOUS GAMES INTERACTIVE APS (Denmark)
- ZENTRUM FÜR SOZIALE INNOVATION GMBH (Austria)
- UNIVERSIDAD INTERNACIONAL DE LA RIOJA SA (Spain)
- FREDERICK UNIVERSITY FU (Cyprus)
- The University of Bolton (UK)

And global associated partners in South Africa, China ...



# The GREAT Partners





# How will GREAT be Actioned?

## Key Actions

Agile methods are applied to adapt games from existing platforms, for use as research tools:

- (a) short games deployed at scale in hit mobile games, generating quantitative data and reaching 3 million players,
- (b) longer collaborative games based around social dilemma with small groups generating in-depth qualitative data. research.

Outcomes include publication of research findings in journal papers, a method for using games to rapidly obtain data and insight for policy stakeholders, technical resources and guidance for adoption, and implementation of the method.

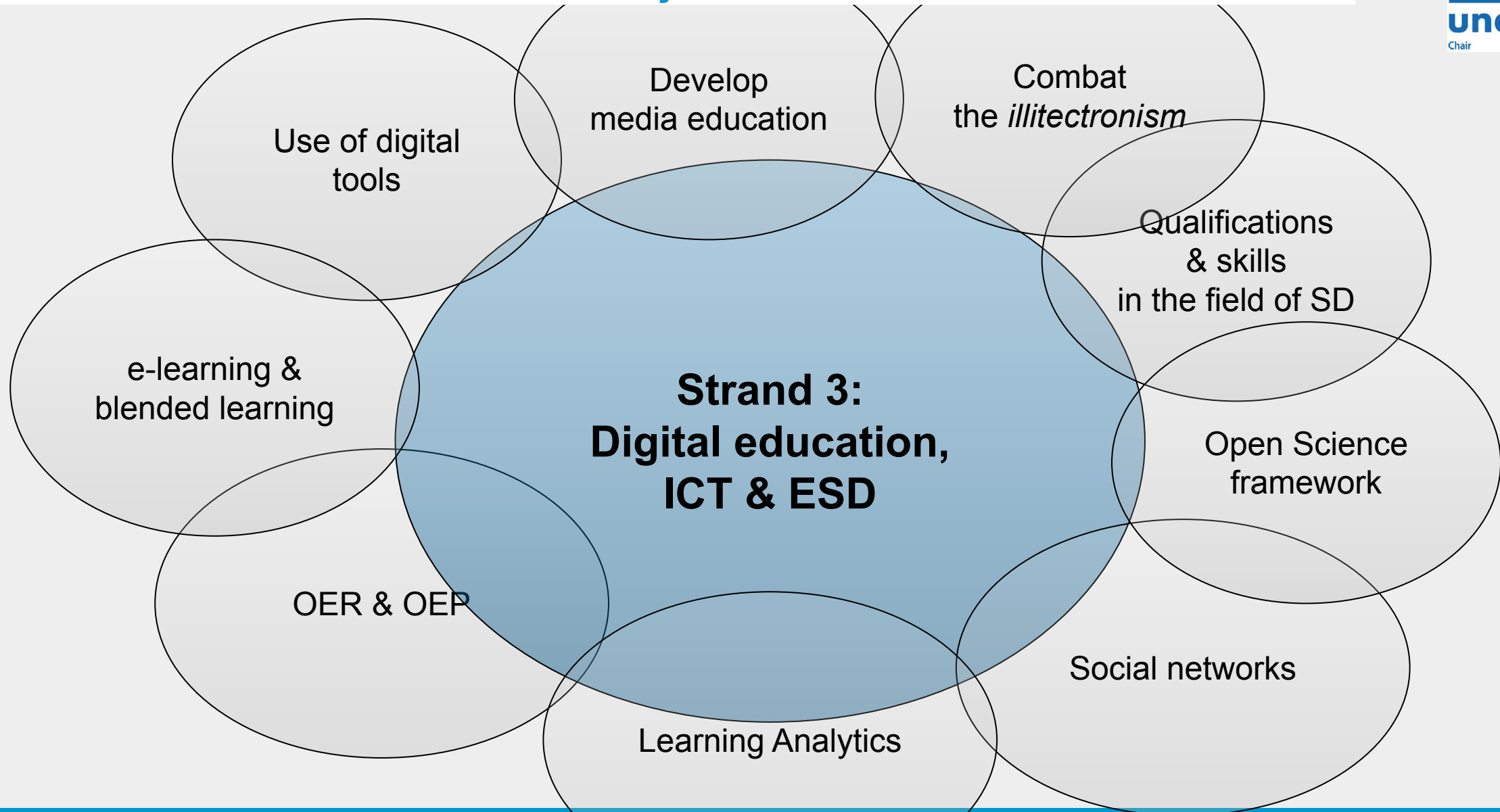
**GREAT started in Feb 2023 and completes in Jan 2026 - to get involved, details are on the final slide.**



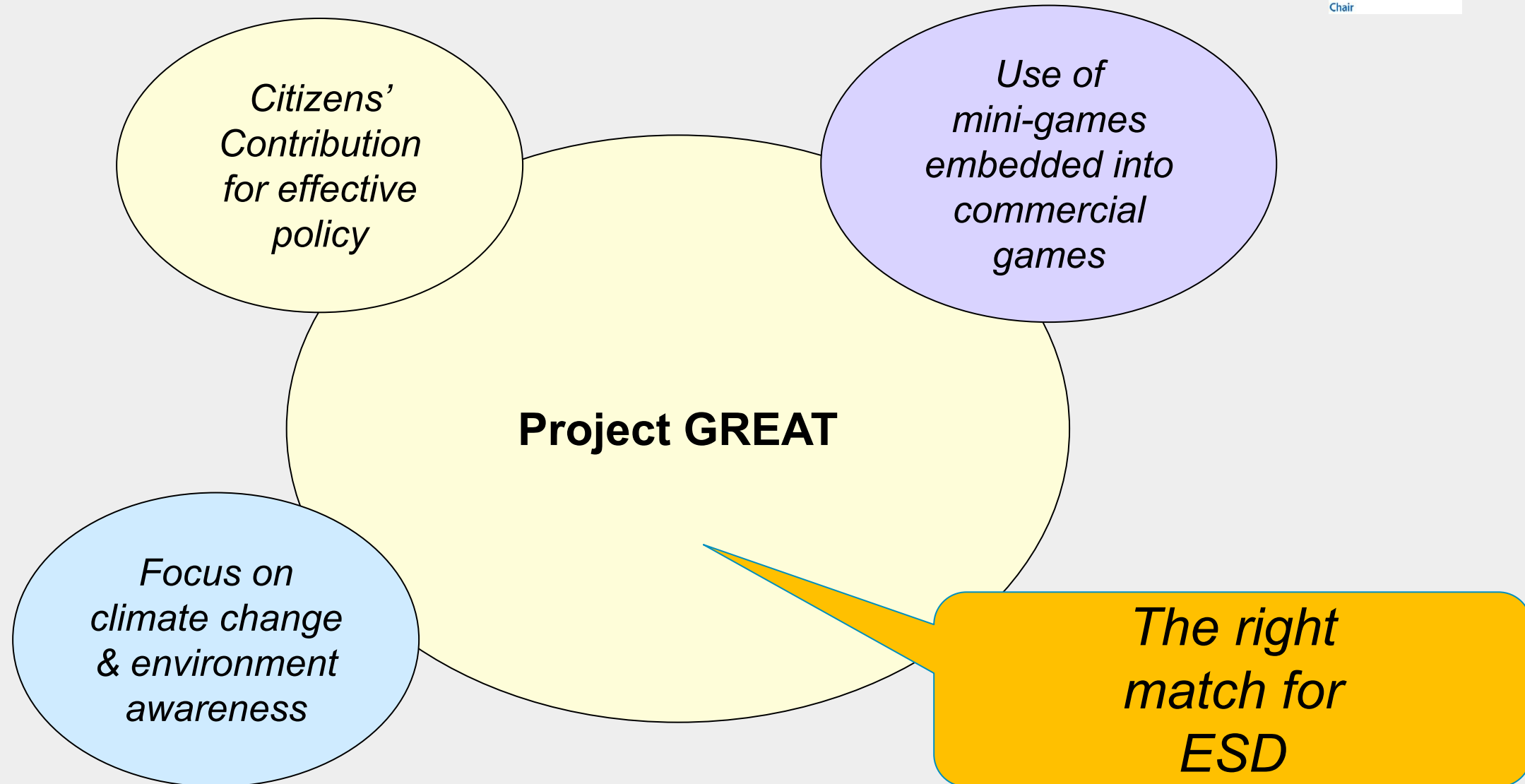
# GREAT & Strand 3

Encourage, Improve and Facilitate ESD through ICT

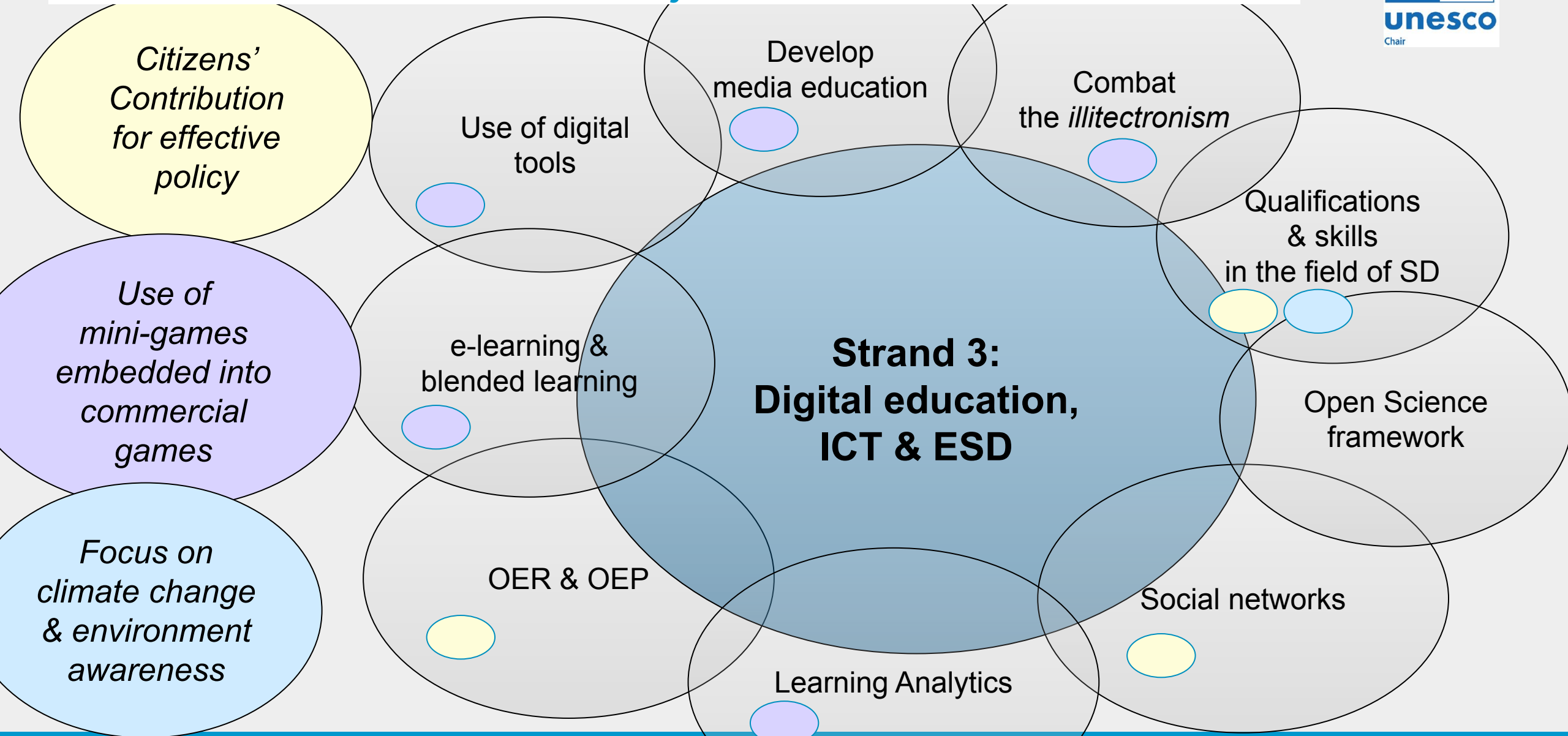
# UNECE-ESD Strand 3 & Project GREAT



# UNECE-ESD Strand 3 & Project GREAT



# UNECE-ESD Strand 3 & Project GREAT





# Contact Us

## Thank you for Your Time and Attention!

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**Web Site:** [greatproject.gg](http://greatproject.gg)

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