



PLAYING FOR THE PLANET

ANNUAL

IMPACT

REPORT



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“Playing for the Planet isn't just a membership; it's a vital catalyst. Through this Alliance we have been able to learn and share our learnings. It's a powerful reminder that together, we can achieve far more than we ever could alone. Rovio is proudly Playing for the Planet.”



Tommi Lappalainen,
Senior Sustainability Manager, Rovio

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Welcome



In September 2024, the Playing for the Planet Alliance celebrated its fifth anniversary. In under half a decade, the Alliance has expanded from a handful of members to a collective of over 50 leading video games businesses driving forward the environmental agenda in games, and beyond.

The achievements of the Alliance over this period should not be underestimated. Members of the Alliance and partners within the industry have shared knowledge to inspire effective climate action, introduced production innovations which have substantially reduced the industry's carbon footprint, and empowered over a billion players around the world to take positive action to support the climate.

The half-decade that lies ahead of us is arguably even more important than the five years that lie behind us. Efforts to keep global temperature increases under 1.5 degrees Celsius by 2030 and keep critical biospheres intact is hanging in the balance. While the economic and political context may have changed, the science and the impact of climate, nature and pollution on people and this planet, haven't.

For Playing for the Planet, the challenge this presents is two-fold. First, the Alliance needs to continue to ensure that delivering more energy efficient gaming is good for players and the planet. While larger studios are retaining their commitments, ensuring these are sustained will be key. Second, there is a need to strengthen the body of evidence and insight through the Green Game Jam, storytelling working group and research so that this industry can learn, test, and deploy new ideas at scale.

With this in mind, this year I am particularly excited to see how studios move forward with the theme "Nurture Yourself with Nature". The sheer awe of nature, be it through giant landscapes or specific species, has always been in the backdrop of many great games.

The Alliance's premise has been founded on its coalition of passionate professionals, forward-thinking games companies, innovative technology businesses, and the powerful convening forces of trade associations. Expanding this movement through teamwork and co-creation is a critical ingredient which cannot be understated, with UNEP also sharing the learning it has gained from this initiative with other major UN agencies and entertainment sectors who are keen to replicate the kind of work the Alliance has been undertaking.

Annual Reports can be staid affairs that reflect on what hasn't, rather than what has been done. Reading this one is different. Already, the millions of actions players have taken to support the environment over the past half decade has led to investing in ecosystems and funding work to protect endangered species. But this, we believe, is only just the start.

We know that play has potentially an extraordinary power to change lives. And if we continue to mobilise that power to support the preservation of the environment, we believe that the Alliance and the movement that is growing around it -can demonstrate the life-changing power for the benefit of our entire society.



Dr. Susan Gardner,
Director of Ecosystems, UNEP



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.

Facilitated by the United Nations Environment Programme (UNEP), the Alliance, which consisted of 52 members in 2024, has been working to explore how the games sector, through its massive reach (3.4bn gamers worldwide) and influence, can inspire 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:



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



To inspire environmental action through green activations in games.



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



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



Alliance Member Commitments

This 2024 Annual Impact Report is a key accountability mechanism for the Alliance to ensure we measure the initiatives collective progress, ensure commitments have both been met this year - and for years to come - while highlighting best practice from the previous year's work to inspire action in the future.

Playing for the Planet studios are expected to take action on the following six areas:

1.

Commit to a net zero target in line with the Paris agreement.

2.

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 or Race to Zero.

3.

Commit to implement green activations in their games.

4.

Secure the support of colleagues and peers on the sustainability agenda.

5.

Share learnings with other members and join at least one working group.

6.

Report once a year on their progress and provide a new set of commitments.

“Being part of Playing for the Planet provides a platform to help shape our burgeoning sustainability initiatives at Creative Assembly. The collaboration with others through regular all-member calls and working groups provides reassurance that we are tackling the common problem as a collective, rather than in isolation.”



Lee Bryant
Buildings Manager, Creative Assembly



7

Achievements for the Alliance and its Members from 2024

1.

Small actions, big impact - The [Green Game Jam 2024](#) reached over 108 million daily active users (DAU) across the world, with 45 green activations encouraging them to take small actions in the physical world related to food, waste, and restoration

2.

Dynamic Power States - The [Xbox Sustainability Toolkit](#) released a new update that allows developers to deliver energy savings without compromising graphical fidelity by dynamically adjusting the GPU's power level based on the rendering workload. This update is a one-line code change for most games.

3.

Delegation demos - Sony Interactive Entertainment brought its ground-breaking [Climate Station](#) application to UNEA-6 in Nairobi, Kenya in February, where delegates from around the world were able to try out its unique virtual reality experience for themselves.



4.

Making an Event of it: Playing for the Planet launched a new working group with Ubisoft, Amazon Games, and others across the industry to share best practice on running sustainable games events. The [resulting Sustainable Events Guide](#), which also draws from the UN's own recommendations, has now been downloaded hundreds of times, with endorsement from Alliance members.

6.

Award winners - The first ever [Playing for the Planet Awards](#) took place in Helsinki in November, celebrating the people, teams and technologies driving the sustainability agenda in games, with Dragon Mania Legends winning the UNEP and Google's Choice Awards, Hay Day winning the Player's Choice Award, and Ubisoft winning Best Green Tech for its Eco-Mode in For Honor.

5.

Carbon Calculator - Rovio, ustwo games, and Unity tested Playing for the Planet's [Carbon Calculator](#) ahead of its beta rollout to the wider membership. The feedback provided during this period fed into optimisations for the launch version of the calculator, which is now available for games organizations across the industry.

7.

Progress on Plastics: Ubisoft launched a cardboard box edition of Skull & Bones for PC in February 2024, building on the work done by SEGA Europe and other members in Playing for the Planet's [Plastics & Packaging Working Group](#) to reduce plastic within the industry supply chain.

"The network and exchange with other studios that are tackling similar challenges such as CSRD or improving Scope 3 calculations is invaluable. Before we joined the Alliance we had to rely solely on our own measures. Being part of the Alliance gives our efforts simply a lot more impact."



Maike Steinweller
Head of Communications, Wooga



Progress on 2024 Objectives

Outlined below are the key objectives which the Playing for the Planet Alliance set and achieved in 2024. We've included a short summary and status update on the progress of each objective, including some highlights from members' work.

In summary, 2024 saw progress made against the goals, but the complexity of delivering the breadth and depth of work in collaboration with others saw some of the outcomes pushed for launch in 2025. Learning from this experience, a much more robust 2025 plan has been designed with input from other Alliance members and engagement of other sustainability initiatives emerging in this area.

The work of this initiative will always lean towards the ambitious end of what is achievable. But the success of the goals will be determined by the studios who participate, not solely by those that facilitate its work.

Achieved

Decarbonisation

Commission a new Greenhouse Gas Protocol Aligned Scope-3 calculator to enable studios to reduce their carbon emissions

Playing for the Planet successfully commissioned a new Greenhouse Gas Protocol Aligned Scope-3 Calculator in 2024.

The Carbon Calculator will offer industry access to a user-friendly carbon accounting tool designed to facilitate accurate footprinting by enabling companies to measure Scope 1, 2 and 3 emissions across industry specific value chains. It will also support efforts to comply with laws such as the European Union's Corporate Sustainability Reporting Directive (CSRD).

The calculator, which is developed by The Carbon Trust, has already been made available to Alliance members. It was launched publicly in 2025.

Achieved

Green Game Jam

Test whether the Green Game Jam can be used to inspire players to take actions in the physical world to support behaviour change

The Green Game Jam set the goal of inspiring players to take a million actions to benefit the planet within three areas aligned to the United Nations Environment Programme's strategic focuses: supporting sustainable food sources (climate), reducing waste (pollution), and supporting restoration (nature).

The Jam successfully reached over 108,000,000 Daily Active Users via 45 leading video games with activations and messaging aimed at inspiring climate action.

However, the extent to which activations translated into specific actions has proven challenging to measure - suggesting a need for further research into the link between in-game campaigns and real world action.



Achieved

Research and Insight

Continue research to understand the appetite for green activations in games and connections to real world action

The Alliance supports research exploring the effectiveness of green game activations in-game as a method for shifting behaviors amongst players.

In 2024, the Alliance commissioned the development of new research exploring effective design for Green Activations in live games, written by Dr. Clayton Whittle, Dr. Amy Rodgers, and Trevin York.

The paper, which assesses the impact of three activations from the 2024 Green Game Jam with the support of survey data generated by over 58,000 players from three games: Love & Pies (Trailmix), Subway Surfers (SYBO), and June's Journey (Wooga) was [published in April 2025](#).

Not met

Member Growth

Grow the Alliance's membership by 25 per cent, with a focus on diversifying the Alliance's business members and its regional footprint

The Alliance missed its target to grow its membership by 25 per cent. It grew from 45 members to 52 members in 2024, an increase of 14.4 per cent year on year.

However, 2024 was a challenging year for the global video games industry. With the sector affected by significant layoffs, studio closures, and significant divestment of businesses, growing the Alliance in these headwinds represents a credible achievement.

The members who joined the Alliance in 2024 were Razer, Haveli Investments, Games for Change, Tales, Rewilder, Meshminds, and Wooga. No members departed the Alliance last year.

Underway

New Opportunites

Examine how video game intellectual property, artificial intelligence, and the wider value chain responsible for making games could inspire climate action

The Alliance has launched two initiatives to examine how the worlds, stories, and characters of gaming could be deployed for the purposes of inspiring meaningful climate action.

It has convened a Storytelling Working Group of industry storytellers and sustainability champions to collectively strengthen the ways in which environmental themes are conveyed through stories in games. It has commissioned a landscape review to examine how game stories depict and engage with the environment, with its results due in 2025.

The Alliance has also brought together a group of studios and publishers to convene a "Nature Squad" to deploy their intellectual property in collaboration with one another for the purpose of supporting environmental causes.

However, little progress has been made in regards to artificial intelligence, specifically generative AI, and its possible impact on the carbon emissions of game developers. Discussions on how this can be taken forward in 2025 are already underway.





SMALL ACTIONS
BIG IMPACT

The Green Game Jam 2024

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 environmentally themed content, to inspire and rally players to change their worldview through the games they know and love.

In 2024, the theme of the Jam was Small Actions, Big Impact. It tasked game developers to create in-game activations that aimed to inspire players to take a combined one million actions in the physical world with climate impact across one of three issues: food, waste, and restoration.

While the Jam fell short of the target of driving a million actions, which on reflection was a goal that was overly ambitious, 42 per cent of developers participating in the Jam sought to encourage the hundreds of millions of players who engaged with content to take action - providing a foundation for future campaigning.

Photos credit: Unsplash



“Being selected as part of the Green Game Jam was a pivotal moment for Sky Farm Island as it was nominated for two awards and placed alongside some of the greats, such as Tencent Games and Wooga. Since then, our game has been selected by Roblox as one of five games they are helping to incubate by offering free game design consultancy and testing!”



37

companies participated

45

games featured activations

108,000,000+

DAU reached



Photos credit: ustwo games



Beatstar
Space Ape Games



Carbon Island
Tencent Games



Dragon Mania Legends
Gameloft



Drive Ahead!
Dodreams



Empires & Puzzles
Small Giant Games



EverForest
Carbon Counts



Farm Ville 3
Zynga



Fishing Clash
Ten Square Games



Forge of Empires
Innogames



GamePoint Bingo
GamePoint B.V.



Go Go Magnet
Oh Bibi



Hay Day
Supercell



Hungry Shark Evolution
Ubisoft Barcelona



Ensemble Stars! Music
Happy Elements



Garden Joy
Burlingame Studios





June's Journey
Wooga



Island Hoppers
Nexters



Klondike Adventures
Vizor



Jungle Heroes
Studio Birthplace



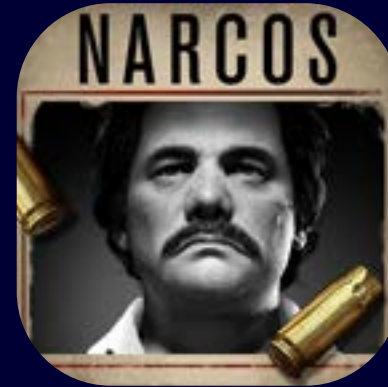
Melvor Idle
Jagex



My Talking Tom Friends
Outfit7



Merge Mansion
Metacore Games



Narcos: Cartel Wars
Tilting Point



New World
Amazon Games



Orna: A fantasy RPG and GPS MMO
Northern Forge Studios



Hungry Shark World
Ubisoft Barcelona



Idle Miner Tycoon
Kolibri Games



Imagine Earth
Serious Brothers



Love & Pies
Trailmix



PUBG MOBILE
Tencent





Subway Surfers
Sybo Games



Talking Tom Gold Run
Outfit7



The Oregon Trail: Boom Town
Tilting Point/Enixan



WordBrain
MAG Interactive



Wordzee
MAG Interactive



iThemba: The Last Hope
Shiftspace



Top Eleven 2024
Nordeus



Dragon Mania Legends
Gameloft



SpongeBob Adventures: In a Jam
Tilting Point/Joy Factory



Sky Farm Island
MeshMinds



Pac-Man Mobile
Bandai Namco
Entertainment America



Pixel Gun 3D
Cubic Games Studio



Pokémon GO
Niantic



World of Us
Tales of Us



QuizDuell
MAG Interactive



Case Study

PUBG MOBILE's Play for Green campaign: The Ruins of Erangel activation

"Following the activation, we saw an inspiring level of engagement from our community, with many players taking green actions and feeling motivated to continue making positive environmental choices. It's clear that campaigns like Play for Green can empower players to consider their impact on the planet and inspire active real-world change."

Vincent Wang
Head of PUBG MOBILE Publishing, Tencent Games

What would happen to PUBG MOBILE's popular Erangel map if the worst-case climate scenario unfolds in the next century? That's the question that Lightspeed Studios of Tencent Games' Green Game Jam activation posed to players.

With the support of Professor Mark Maslin, a Climatologist at University College London, PUBG MOBILE's development team imagined what would happen to the popular in-game location if global temperatures increased by more than four degrees in the next 100 years.

The result was the map's transformation into the Ruins of Erangel, trading its previously verdant landscape for a dusty desert ravaged by extreme

temperatures, sand storms, and dangerous weather events such as cyclones. This Play for Green map, built in PUBG MOBILE's World of Wonder mode, was played over 1.4 billion times.

As well as allowing players to play within the devastated landscape, the PUBG MOBILE team also shared ten achievable climate actions people can take to support global efforts to avoid such an outcome, such as consuming less meat or trading cars for public transport where possible.

The activation was awarded with the Green Game Jam 2024's Media's Choice award, and was praised by judge Robert Purchase, Associate Editor at Eurogamer, for its "imagination, reach, and impact."





Photos credit: Metacore



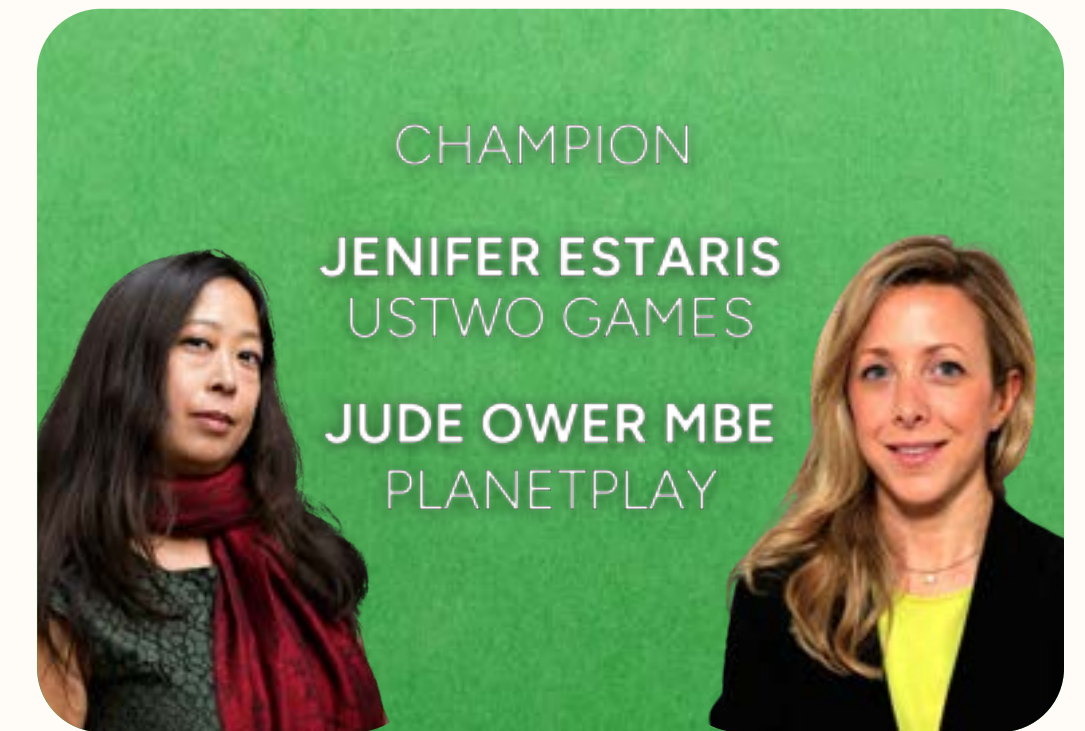
THE Playing for the Planet AWARDS

The Playing for the Planet Awards took place for the first time at Metacore's headquarters in Helsinki in 2024 to celebrate those who are leading the field in sustainability, climate and the environment in the games industry. They were extended beyond the Green Game Jam in order to recognise

leadership by platforms, AAA studios as well as individuals, so that those advancing the sustainability agenda in other parts of the industry could be recognised for their impressive work. The Playing for the Planet Awards will continue in 2025.



Awards Winners 2024





Photos credit: Metacore

“The Playing for the Planet Awards allow the Alliance to celebrate the progress of the games industry on sustainability matters. More and more, we’re seeing evidence that gamers want studios to take notice of how they make a meaningful impact in the world outside the entertainment value of video games. By founding the Playing for the Planet Awards, we want to continue to foster a new culture emerging from within the industry where studios are adding purpose to all aspects of their work for the benefit of the world.”



Sam Barratt, Chief of the Youth, Education and Advocacy Unit within the United Nations Environment Programme (UNEP)

“We continue to be inspired by the energy and enthusiasm of Playing for the Planet members for addressing environmental challenges through the unique power of games - it is a great community of practice.”



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



Alliance Member Progress

Companies joining the Alliance are supported to 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 2024, a status update on their completion, and a summary of the new commitments for 2025, all of which has been self-reported by members.

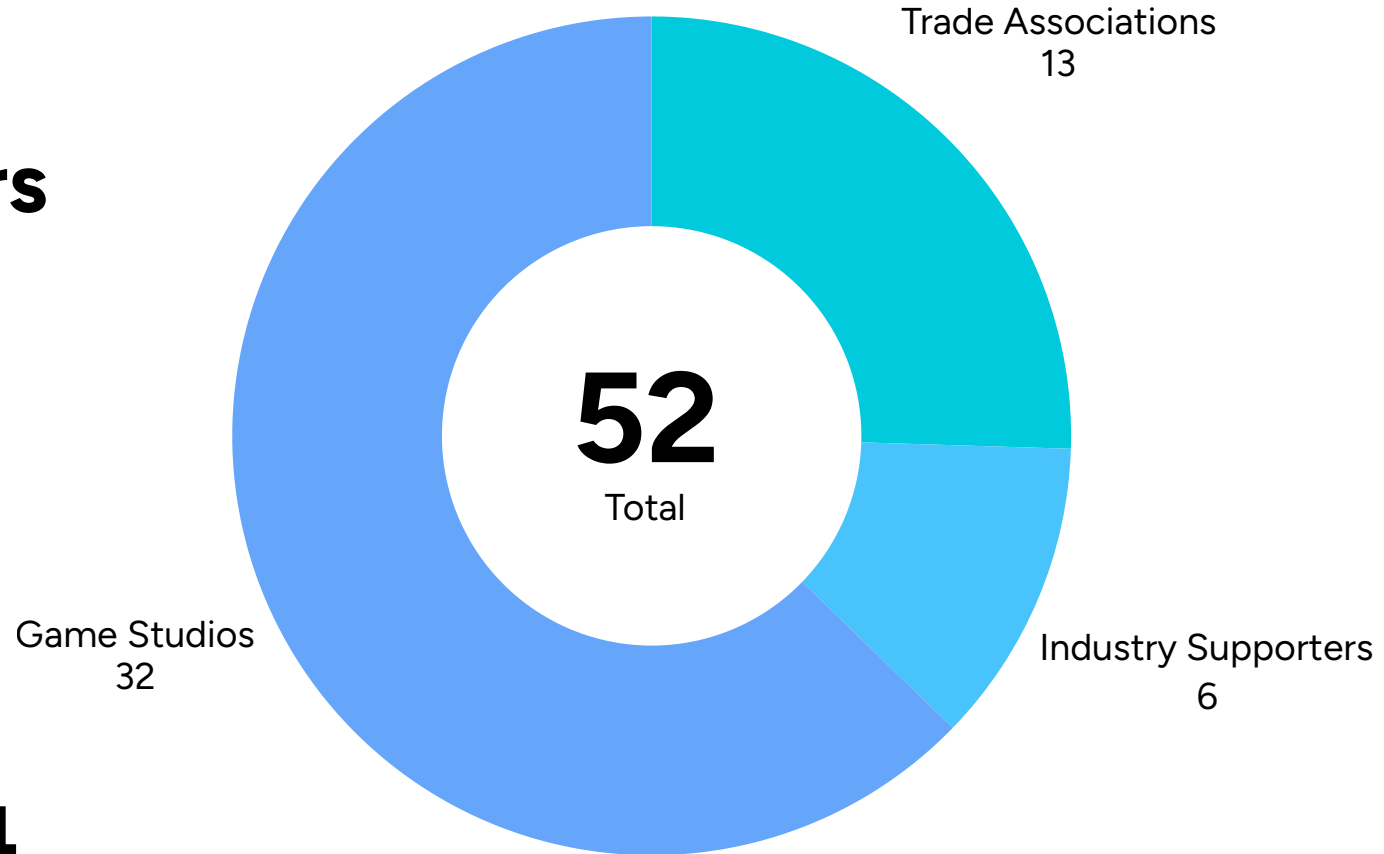
While it is positive to see the larger studios with the most significant carbon impacts retaining carbon reduction commitments, there has been a disappointing drop in the number of members reporting as to whether they have “fully delivered” on their commitments, particularly where capacity is lighter and staffing has been reduced. There has also been a large drop in the number of companies with a target to achieve net-zero or carbon neutrality by 2030 or 2040, particularly for small and medium size studios.

However, the number of companies integrating green activations into their games continues to increase. The number of businesses engaging in Scope 3 accounting activities grew significantly, with businesses reporting more effectively on their emissions.

There was also a reduction in responses to the annual survey, which may have increased variance within the sample size.

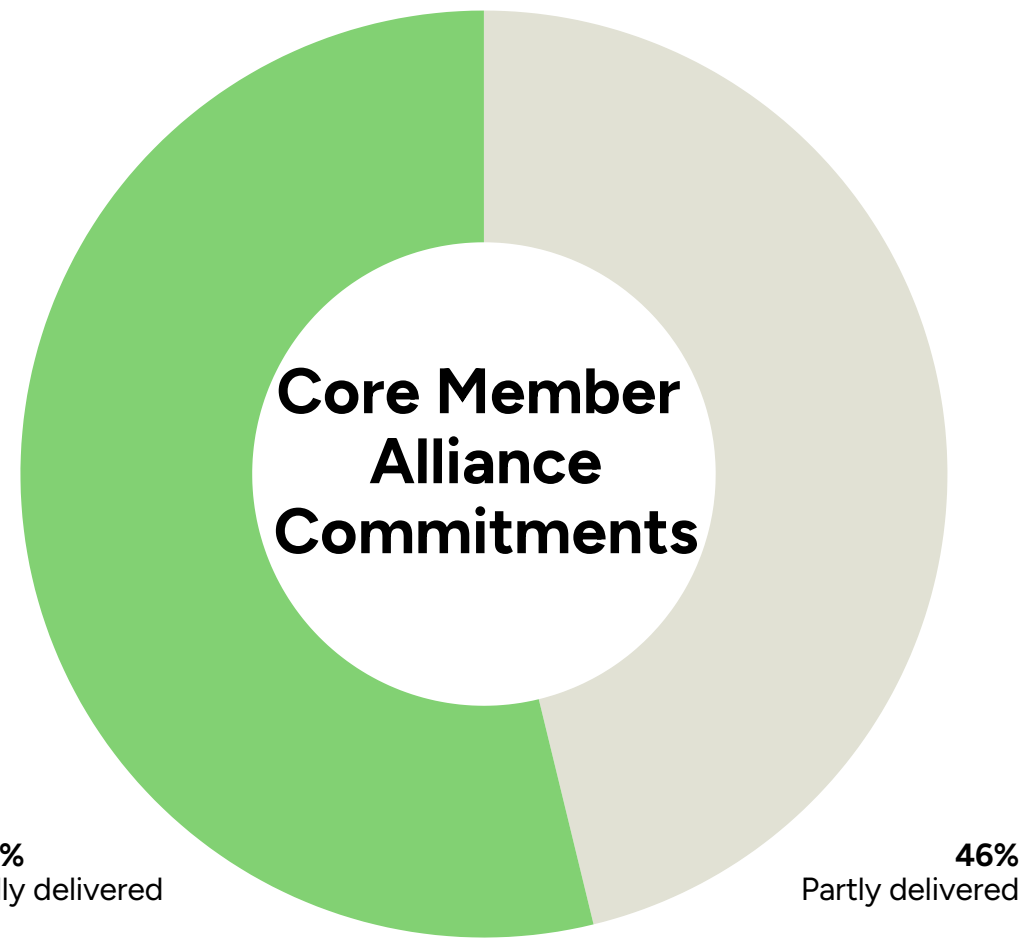
108m+
Daily Active Users

Alliance
Members in 2024

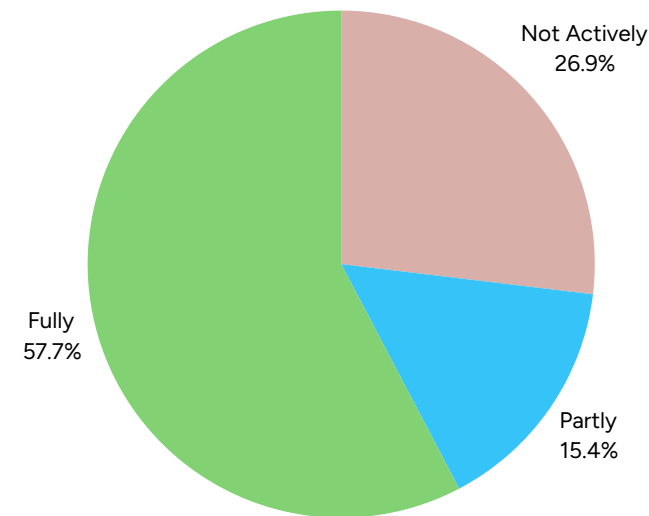


Nevertheless, the Alliance prioritises accountability by reminding members of the importance of reporting against their commitments and setting achievable targets to drive action. In total, 36 members (listed on Page 4) reported on progress.

Those who did not report were Humble Bundle, Oh Bibi, Sumo Group, Pixel Federation, Reliance Games, SEGA Europe, Perp Games, Sharkmob, SNJV, Google, and Alibaba Yuanjing.

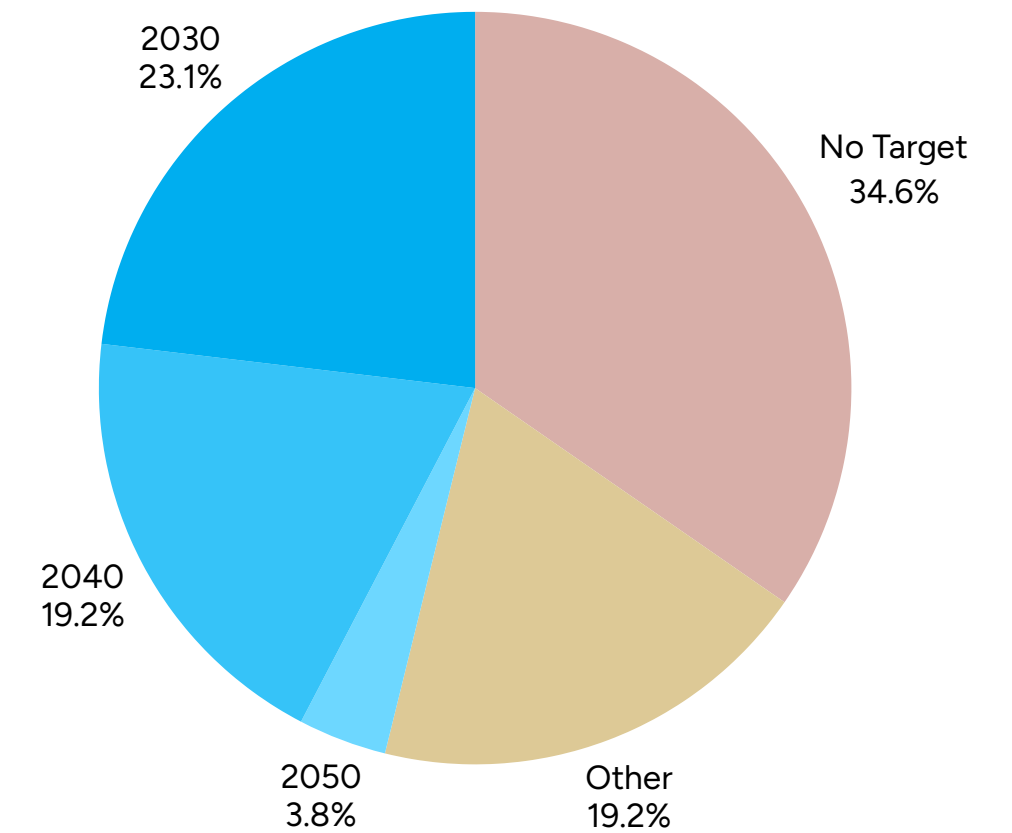


Members who are are conducting carbon emissions accounting year over year:



26 **Core Members**
who reported on progress

Members have set a public Net Zero target for ...



All of the larger Alliance members (>5000 staff) have committed to net-zero carbon or carbon neutrality.

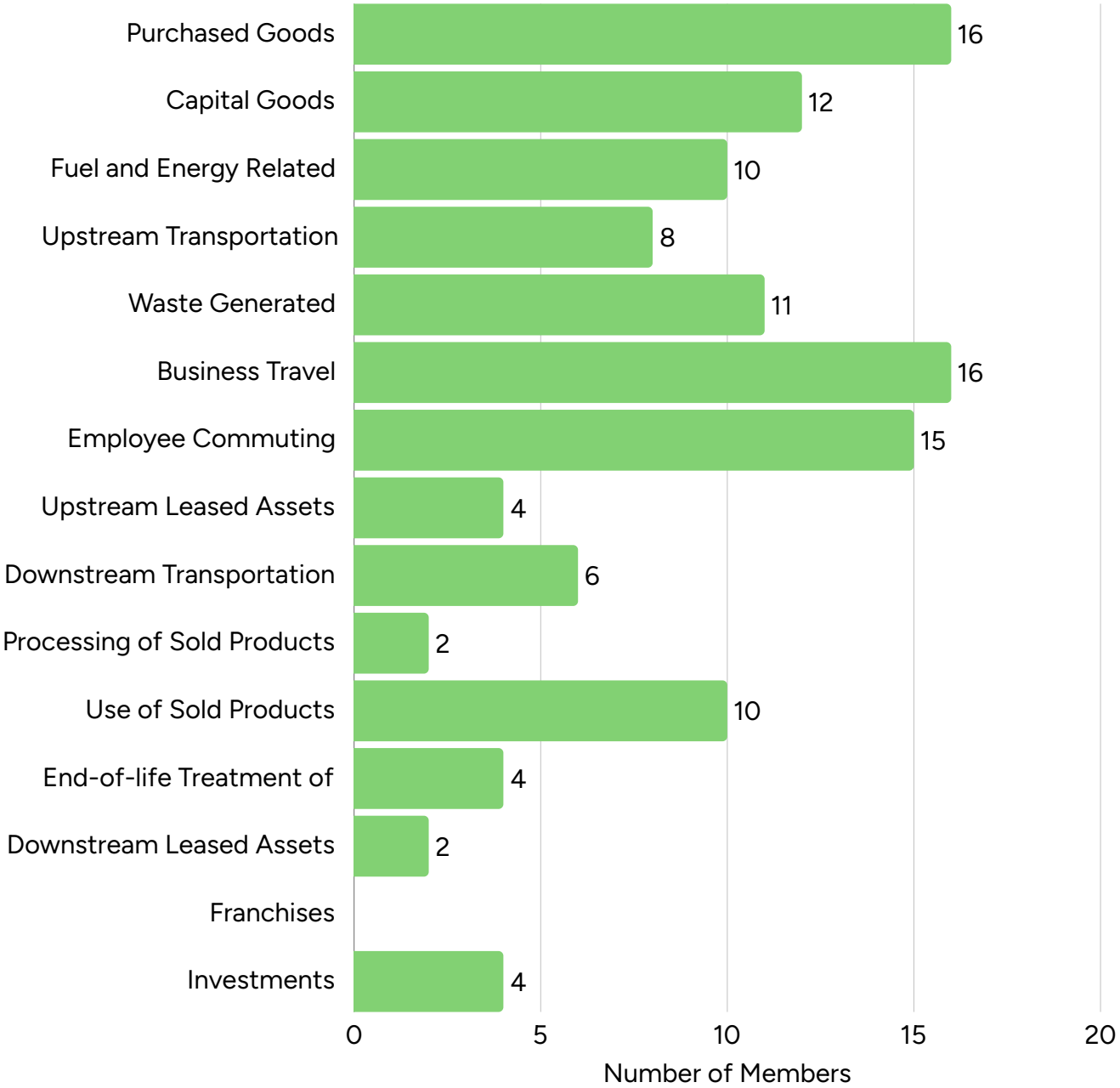
Playing for the Planet is currently developing science based target-setting guidance to encourage and support all members to commit to a dated Net Zero target, particularly those with no targets or only carbon neutral targets.

Member progress on long-term emission reduction targets:



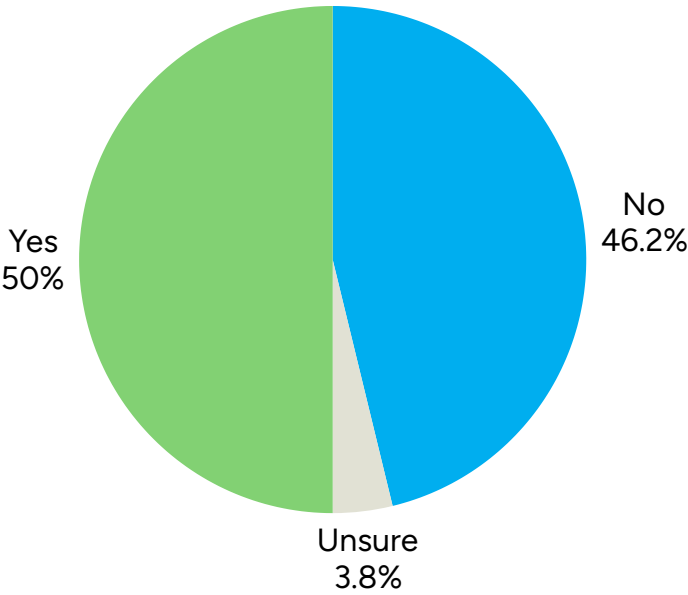
Accounting by Scopes

48% of reporting members currently calculate their Scope 3 emissions. Through its [Carbon Calculator](#) and other resources, Playing for the Planet is working to scale up support for studios to undertake full Scope 3 emissions accounting, with a focus on measuring Use of Sold Products and Purchased Goods as high impact areas for the industry.



Investment in voluntary carbon offsets or removals in 2024

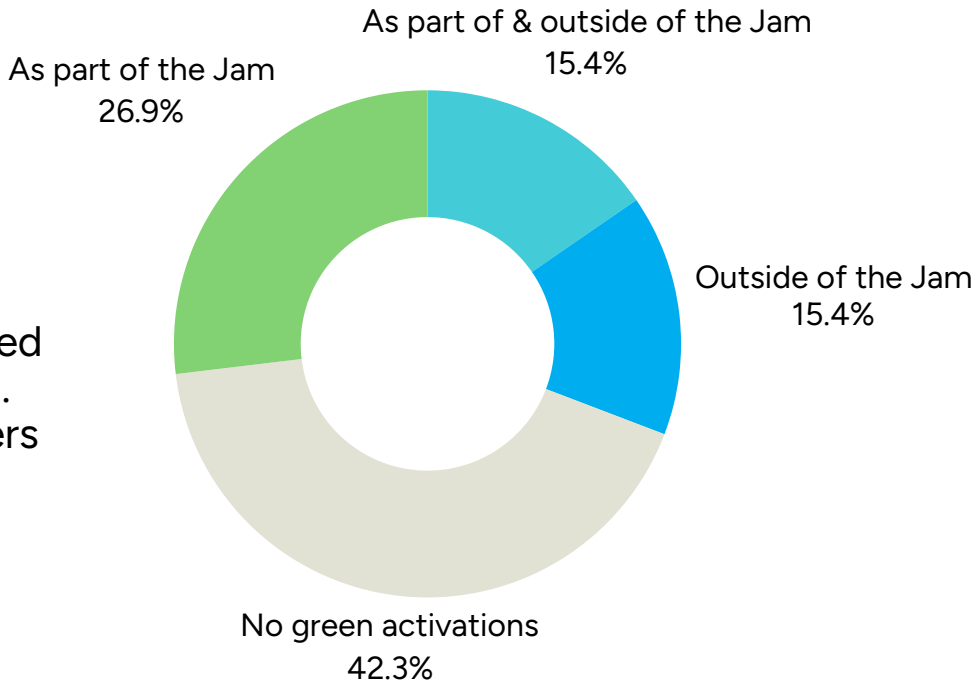
Playing for the Planet encourages members to set science-based Net Zero targets which require deep reductions in GHG emissions. Investment in high quality carbon credits play a role in carbon mitigation, but is not a substitute for focused action on emissions reduction within member's operations and value chain.



Members who implemented Green Activations in 2024:

Green Activations are any element added into a game or associated platform (e.g. social media) designed to engage players on an environmental theme.

15% implemented Green Activations for the first time in 2024. 85% had already created an activation before.



10

Associate Members
who reported on progress

Summary

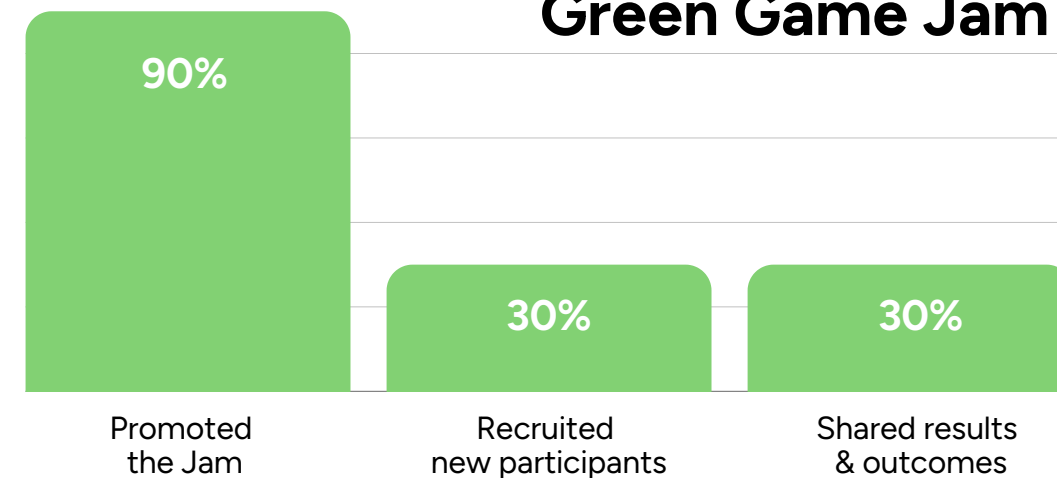
Associate Member Progress



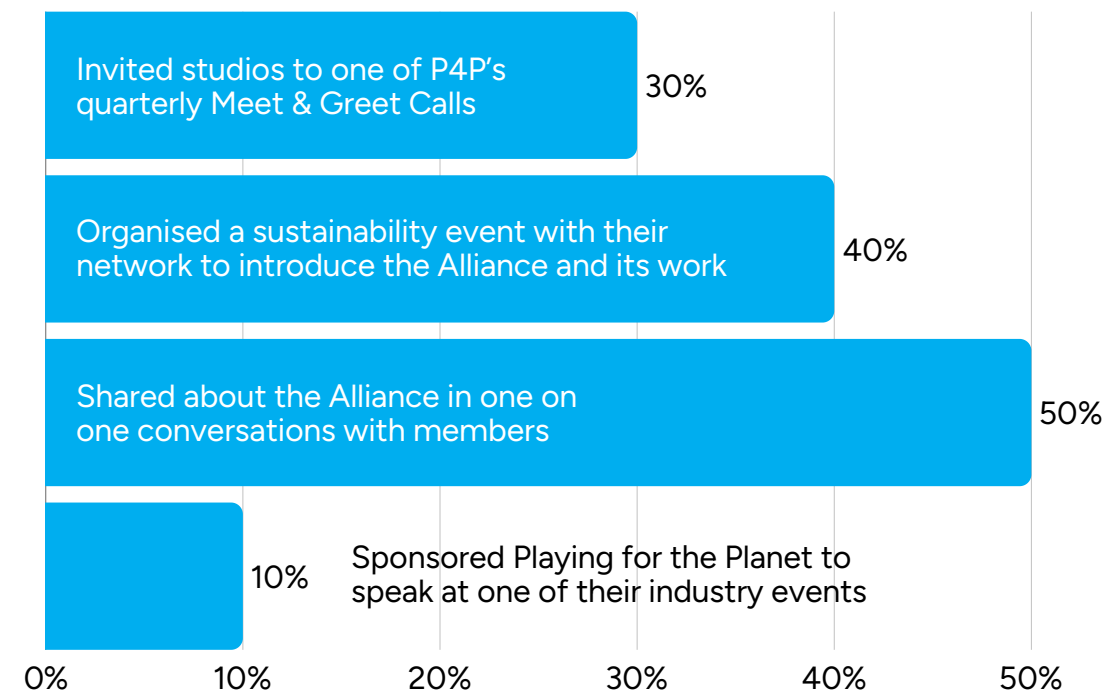
50%
Fully delivered

50%
Partly delivered

Green Game Jam



Member Recruitment



Gender Metrics

Each year, Playing for the Planet members (excluding associate members) are 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, but also notes that the Women in Games initiative is the driving force in this area.

The following results are aggregated from 25 Core Members who provided gender data for this year's reporting.

34%

+2.9% year on year

+6.0% since 2020

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

25%

+7.5% year on year

+5.3% since 2020

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



Aims for 2025

There are four core aims for Playing for the Planet for 2025. They are:

Player Engagement

The Green Game Jam will remain a key focus for the Alliance's player engagement efforts, with the 2025 Jam aiming to once again reach over 100m players across the world. However, we intend to deepen player engagement further by creating year-round opportunities to engage players on environmental issues.

Decarbonisation

The games industry has made significant progress in understanding how it creates carbon emissions and how it measures them. The aim for 2025 is to translate that knowledge into action, encouraging members to strengthen their commitments to reduce their carbon emissions and develop pathways to get there.

Retention & Growth

The Alliance has grown successfully over the past five years but there is more progress to be made. The Alliance aims to retain its current cohort of members and work to grow by 25 per cent with a focus on emerging markets.

Research & Insight

The Alliance believes that it is important to advance independent academic research and continue to share industry insight to advance its goals. The Alliance will publish research about the effectiveness of in-game activations in 2025 and continue to connect researchers to industry with the aim of commissioning further research at the intersection of games and climate research.



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<https://wedocs.unep.org/20.500.11822/40874>

Character assets provided by:

- SYBO
- Ubisoft
- Rovio
- Supercell
- Wooga
- Bold Donut





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