

A YEAR OF GREEN PLAY, A VISION FOR TOMORROW

PlanetPlay - Makes Green Moves

"PlanetPlay's mission is to harness the power of gaming to address environmental challenges, offering sustainable choices that preserve the joy of games while protecting our planet."

PlanetPlay is a not-for-profit platform that empowers gamers worldwide to contribute to environmental action through in-game purchases and gameplay with our affiliated game studios. Alongside a pioneering eco-conscious games marketplace, it is also a movement designed to inspire, educate, and mobilise players to support our planet and its rich diversity of life.

We are dedicated to unlocking the potential of green initiatives powered by gamers. With its vast reach and influence, the gaming industry has immense potential to drive positive environmental impacts. By partnering with forward-thinking game studios, PlanetPlay is on the frontline of the fight against the environmental crisis and continuously developing and launching new initiatives to make a significant impact.

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"With the wide coverage that Make Green Tuesday Moves makes, and the amount of games that are throwing their hat in the ring I don't doubt that this might just make an impact in helping environmental causes. A win for the planet, a win for fans and a win for devs, it seems"

PocketGamer.com, December 2024





1. Collaboration with the Games Industry: Driving Change Together

At PlanetPlay, collaboration is at the heart of everything we do. Partnering with the global games industry has been instrumental in amplifying our mission to address environmental concerns through gaming. From independent developers to major studios, the creativity and innovation of our partners have enabled us to bring to life engaging games that not only entertain but inspire action for the planet. By integrating environmental themes into gameplay, we've demonstrated how games can become powerful tools for awareness, education, and collective change.

One of our standout achievements, the UNDP Play2Act survey (see Section 3 below), exemplifies the transformative power of gaming collaborations. This in-game poll gathered insights on how games can address the climate crisis, reaching over 900,000 participants across 227 territories (including 188 UN-recognized countries). Such incredible reach and engagement were made possible by the gaming industry's commitment to integrating the survey into their platforms, demonstrating their dedication to both the planet and their audiences.

We are deeply grateful to our partners across the games industry for their dedication to this shared mission. Together, we are proving that gaming is not just a form of entertainment—it's a force for good that can influence hearts, minds, and actions worldwide.

Impact Highlights - A year in numbers

- **Global Reach:** Showcase the survey's presence in 227 countries and the engagement of 900,000+ individuals.
- **Environmental Impact:** This year, we have delivered over 50,000 clean cookstoves to families in need in the Mount Kenya region, and passed the due diligence from Gold Standard. The stoves are in use now and saving local families and our planet from toxic smoke and CO2 emissions every day.
- **MGTm initiative** (see below) has contributed significantly to our green project's success, with the support from over 20 game studios, we have collectively reduced over 12,500 tons of carbon, equivalent to have saved over 62,500 trees.
- **Media snapshot:** PlanetPlay, Make Green Tuesday Moves and Play2Act have been featured in more than 2,400 publications in 2024, reaching a potential audience of 200m+.



2. Make Green Tuesday Moves

PlanetPlay's Make Green Tuesday Moves (MGTM) initiative transforms the passion of gamers into real-world environmental impact. Launched in April 2024, MGTM is a groundbreaking campaign that engages players through exclusive in-game content, with 100% of proceeds supporting sustainability projects. By uniting gamers, studios, A-List celebrities and eco-conscious partners, MGTM is proving that video games can be a powerful force for global change.

"As someone who has spent years entertaining audiences around the world, I know the power of influence. Climate change isn't just a distant threat; it's here and now. By joining the Make Green Tuesday Moves initiative, we can turn our everyday gaming into a force for good. Let's make every play for our planet. Together, we can create a legacy of sustainability for future generations. Stay cool, stay green, and make a difference!"



David Hasselhoff

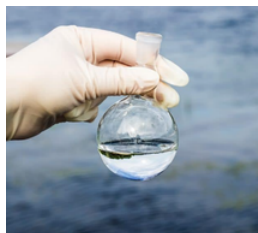
Outcomes

MGTM leverages the global reach of video games – 3.3 billion players worldwide – to tackle urgent environmental challenges. It demonstrates clearly how the games industry can drive positive change by seamlessly integrating sustainability into player experiences.

Participating games like Subway Surfers, Peridot, Avakin Life and Fishing Clash collectively have over 36 million daily players, have been played over 4 billion times, and have an estimated 400m monthly active users. For a full list of MGTM games & partners [click here](#).

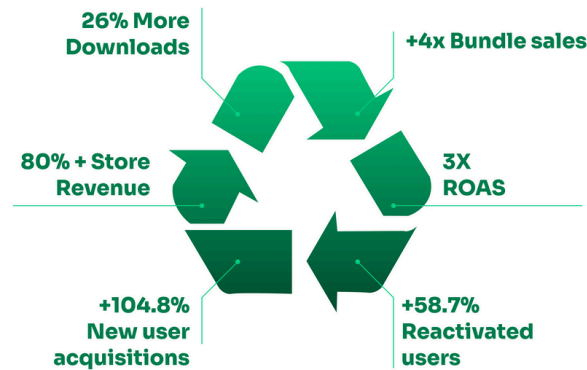
In 2024, MGTM raised in excess \$150,000 for environmental causes, saving 12,500 tonnes of carbon and 62,500 trees in the process. Flagship projects include:

- [The Hongera Project](#) (Kenya): Providing clean cookstoves to reduce deforestation and harmful indoor smoke.
- [WAI Wanaka](#) (New Zealand): Driving water conservation and ecosystem protection.





For partner studios, MGTM has demonstrated proven uplift across several metrics – highlights include*:



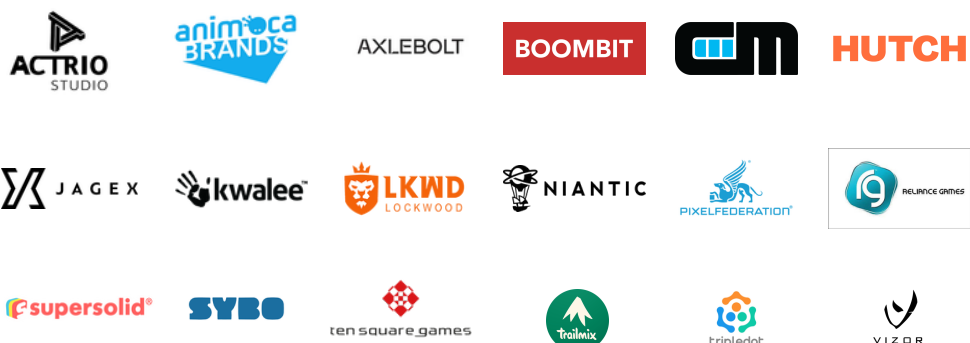
MGTM activations to date have received high-profile coverage across more than 2,400 media outlets, including Eurogamer, PC Gamer, NME, IGN, Venturebeat, GamesIndustry.biz, PocketGamer.biz, PocketGamer.com, Billboard, Music Week, LicensingSource, LicenseGlobal and more, each time reaching an audience of 200m+ globally.

Each month, MGTM collaborates with leading gaming studios to release unique green-themed in-game content, from character skins and badges to missions and messages, with support from A-List celebrity ambassadors.

Gamers not only enjoy exciting new experiences but also contribute directly to impactful sustainability initiatives. Funds raised go toward certified environmental projects, including reforestation, renewable energy, and ocean conservation.

About Games, Studio, Celebrity & Industry Partners

MGTM has partnered with 17 major studios across 27 games, including:





In addition, PlanetPlay has demonstrated our ability to drive partnerships with high-profile ambassadors global superstars that include [Demi Lovato](#), [Joe Jonas](#) and [David Hasselhoff](#).

"Helping our planet is something I really care about, and the best part is we can all do that while playing games as part of PlanetPlay's Make Green Tuesday Moves initiative. PlanetPlay makes sustainability fun and rewarding, so what are you waiting for? Let's make a difference together."

Joe Jonas



Google has amplified the MGTM initiative through dedicated pages on the Google Play marketplace, making it easy for players to discover and join the campaign and delivering even more impact for partner studios and their games.

"PlanetPlay's Make Green Tuesday Moves initiative is a fantastic example of how the games industry can leverage its massive reach to make a positive impact. We're proud to support MGTM by featuring it on the Google Play store, making it easier for millions of gamers to get involved and play for the planet."

Tamzin Taylor, Head of Google Play Partnerships, Western Europe



* Not including December 2024 Demi Lovato MGTM activation

1 Business of Apps - <https://www.businessofapps.com/data/subway-surfers-statistics/>

2 PocketGamer.biz - <https://www.pocketgamer.biz/news/81112/subway-surfers-hits-4bn-downloads/>

www.planetplay.com
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3. Play2Act

In September 2024 PlanetPlay and the United Nations Development Programme (UNDP) joined forces and called on game studios to join Play2Act, an in-game poll to explore climate and environmental action, supported by a major EU funded project, GREAT.

Through a poll embedded in popular games, Play2Act captures public views about how video games can contribute to addressing the urgent and interconnected climate and nature crises affecting people and the planet.

The poll, launched with an initial rollout in the last quarter of 2024, followed by a second phase anticipated in mid-2025, is being conducted in the framework of the 'Games Realising Effective and Affective Transformation (GREAT)' project funded by the European Union Horizon and UK Research and Innovation (UKRI), of which PlanetPlay is a key industry partner amongst the six delivery partners to the project, these include experts in games, data analytics, and policy from various participating academic institutions include Leibniz Institute for Research and Information in Education (DIPF), Zentrum für Soziale Innovation (ZSI), Bolton University, Oxford University, and Universidad Internacional de La Rioja (UNIR).

The GREAT initiative, running from 2023-2026, aims to explore the innovative potential of games in helping citizens express their preferences and attitudes on policy issues, including the climate crisis.

Play2Act uses in-game polls to gather insights from players, particularly younger audiences, on how green gaming content and video games can be powerful tools to help fight climate change and preserve nature. This interactive approach allows players to share their views while staying immersed in their favourite games.

Respondents are given options to fill out the survey in 10 languages: Arabic, English, French, German, Italian, Japanese, Mandarin, Portuguese, Russian, and Spanish.

Over 1.7m questions have been answered by players via in-game messages, reward links, playable ads and social media activations in multiple languages. The survey campaign – funded by the European Union Horizon and UK Research and Innovation (UKRI) – has enjoyed an engagement rate of 20.1% and a 90.8% completion rate across some 227 countries and territories (188 UN recognised).

Over 912,000 sessions have been recorded, with games featuring the Play2Act survey including Subway Surfers (Sybo), Love & Pies (Trailmix), Pokemon Go/Peridot (Niantic), Nitro Nation (Create Mobile), Beatstar (Space Ape), Pac-man (Bandai Namco), Avakin Life (Lockwood Publishing), Fishing Clash (Ten Square).

Games specific social promotions include; Angry Birds 2/Angry Birds: Dream Blast/Angry Birds Friends (Rovio), Top Drives/F1 Clash (Hutch), Runescape (Jagex).

In addition, publishers including Fun Plus, E-Line Media, Outplay, Actrio and Futurevision have supported the initiative, alongside Xbox Insider and the Unity asset store.



4. Content and Media Coverage

PlanetPlay's impact has extended beyond direct fundraising, having earned recognition in esteemed publications such as Forbes, CityAM, VentureBeat, plus games and music industry media.

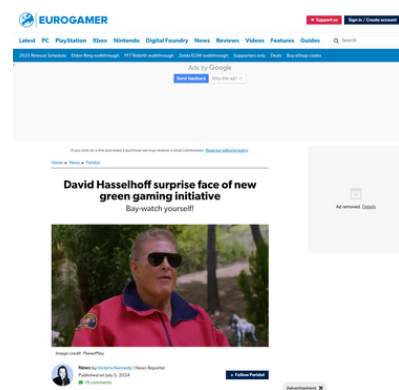
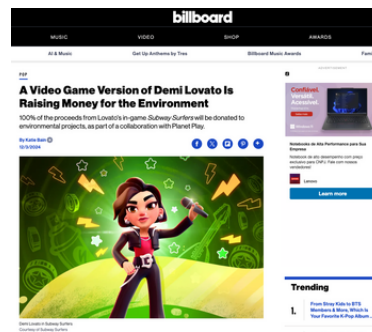
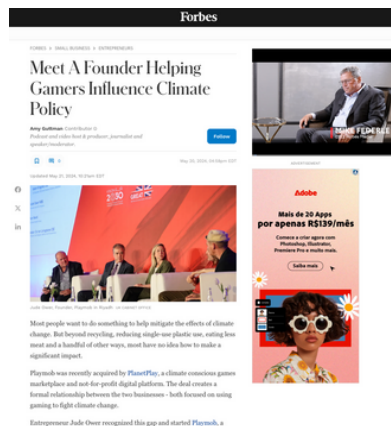
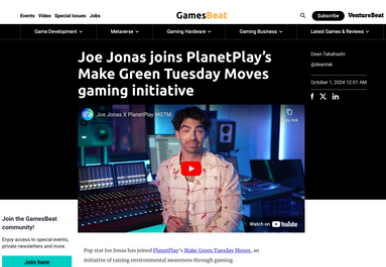
This recognition underscores PlanetPlay's significant influence within the industry and highlights the importance of its commitment to driving positive change.

Our flagship Make Green Tuesday Moves (MGTM) initiative has seen games studios use our platform to launch 'green' items within their games, with proceeds from the sale of these items invested into fully certified sustainability projects by PlanetPlay.

A number of the MGMT activations are being supported by a 'Star of the Month' from the world of entertainment (with David Hasselhoff kicking things off in July 2024, followed by Joe Jonas in October and Demi Lovato in December), backed up by a huge social media campaign.

MGTM has received high-profile coverage in Eurogamer, PC Gamer, NME, IGN, Venturebeat, PocketGamer, GamesIndustry.biz, Music Week, Billboard and more, each time reaching an audience of 200m+.

- <https://venturebeat.com/games/joe-jonas-joins-planetplays-make-green-tuesday-moves-gaming-initiative/>
- <https://www.eurogamer.net/david-hasselhoff-surprise-face-of-new-green-gaming-initiative>
- <https://www.billboard.com/music/pgp/demi-lovato-video-game-subway-surfers-planet-play-sustainability-projects-1235843569/>
- <https://www.forbes.com/sites/amyguttman/2024/05/20/meet-a-founder-helping-gamers--influence-climate-policy/>
- <https://www.undp.org/news/planetplay-and-undp-call-game-studios-join-play2act-game-poll-explore-climate-and-environmental-action>





We also keep the ever-growing PlanetPlay partner community updated via regular blog posts and social media updates, featuring internal & external Q&As and educational resources, backed up by a monthly LinkedIn newsletter.

Our team are also regular speakers on the industry conference circuit, offering thought leadership around sustainability in video games at the likes of Web Summit, XDS External Development Summit, UNDP Climate Promise, Games for Change, GREAT Futures and the Global Women in Games Annual Conference.

PlanetPlay has actively participated in key games industry events over the past year. Highlights include CEO Rhea Loucas and Chief Strategy Officer Jude Ower leading a delegation of games industry leaders to the UNDP office in New York and hosting a roundtable event in April. In September, Jude Ower and Mathias Nørvig (CEO at SYBO) co-hosted a roundtable during Climate Week. At GDC, we collaborated with Niantic to co-host a gathering at GDC in March; at Develop:Brighton, we sponsored and presented the Best Publisher Award; and at Gamescom, we partnered with Jagex to co-host an event.

And we are honoured to have received a host of awards and accolades, including:

- Our Chief Strategy Officer Jude Ower MBE recognised in the first ever Playing For The Planet Awards in the Champion category.
- Our CEO Rhea Loucas being named in the Founders Forum and EQL:HER 2024 InspiringFifty, as well as being shortlisted for the TIGA Awards Outstanding Leadership accolade.
- PlanetPlay's campaign with SYBO's Subway Surfers and J Balvin named as Best Sustainability Initiative at the Cynopsis Gaming Tempest Awards, as well as being shortlisted for the Shorty Awards.
- PlanetPlay being named as a Finalist in three categories of the TIGA Games Industry Awards - Commitment to ESG, Service Provider and Technical Innovation.



Partner Testimonials



Niantic: Niantic is inherently focused on making a positive social impact in the world through action, in our products and out in the real world with our players. Our main tenants are sustainability and health, so we're always looking for campaigns and projects that help support those themes. By participating in the Make Green Tuesday Moves campaign, we're connecting in-game action with real world impact.



Pixel Federation: At Pixel Federation, we are passionate players, and as such, we believe in playing fair! Paying respect to our employees, customers, the local community, and the environment is an integral part of our corporate culture. Our co-operation with PlanetPlay and joining the initiative Make Green Tuesday Moves was just the next logical step in our common goal.



Boombit: I am very happy that we can participate in the Make Green Tuesday Moves (MGTM) programme, which is part of our CSR activities. The gaming industry, due to the nature of its activity, theoretically has a small impact on environmental issues, but we are aware of the changes in the climate, so we strive, for example, to minimize the use of electricity. Due to the changing requirements that are placed on public companies regardless of the industry, we are also working internally on preparing for ESG reporting requirements.



SYBO: Promoting sustainability and environmental action has been a priority of SYBO's since the start. With over 3 billion active gamers around the world, we recognize the industry has an immense opportunity to raise awareness and funding for climate initiatives – and we do not take that responsibility lightly. Through in-game activations, social media campaigns, strategic collaborations like Make Green Tuesday Moves, and beyond, we're dedicated to using our platform to encourage players to live more sustainably.



Lockwood Publishing: The MGTM campaign aligns with Lockwood's CSR goals by promoting sustainability. Avakin Life releases new green items every first Tuesday of the month, with proceeds supporting climate efforts. Celebrity endorsements also help drive awareness and engagement for this initiative.



Kwalee: We are excited to be part of the 'Make Green Tuesday Moves' campaign. We believe that the games industry can make a difference in promoting eco-friendly behaviour, and this campaign aligns perfectly with Kwalee's commitment to sustainability. PlanetPlay is an incredible organisation that uses the power of gaming to promote conservation. We're proud to continue our support for PlanetPlay's work and excited about how our players can help make a difference, one in-game purchase at a time.



5. Expanding Horizons

As we look ahead to 2025, PlanetPlay remains committed to building on our partnerships with game studios and the wider industry, while forging new relationships to expand our impact. Our vision for the next twelve months is anchored in using games as a powerful tool for environmental and nature-positive activations.

PlanetPlay's Role at GDC PlanetPlay will serve as an official Industry Partner at GDC, showcasing the incredible potential of games to drive positive change for the planet and society.

Make Green Tuesday Moves at the London Games Festival A large-scale Make Green Tuesday Moves activation is planned during the London Games Festival, coinciding with Earth Day.

Launch of the Play2Act Survey Results The Play2Act survey results will be launched in partnership with the UNDP.

Sharing Insights with the Games Industry Key insights from the Play2Act survey will be shared with the wider games industry to inspire meaningful action, facilitated by Newzoo.

Green Games Showcase A 'green games' showcase will take place at the 2025 Summer Games Fest in LA.

Invite More Players We aim to grow our movement by encouraging more players to join us. Small actions can lead to significant change, and together we can achieve great things.

Sharing Data Insights Building on our partnership with the UNDP, we will continue to analyse and share valuable data on the perspectives of young people and gamers. These insights will help studios and brand partners make more informed decisions and align with players' values.

Engaging More Game Studios We wish to bring all game studios—large and small, independent and major—into our growing movement. Together, we can create a collective impact on the planet's future while recognising that green initiatives resonate deeply with players.

Expanding Green Projects We are committed to increasing our portfolio of green projects, delivering tangible environmental benefits by removing carbon and restoring our planet.

Amplifying the Power of Games We will continue to celebrate the unique ability of games to entertain while driving real-world positive change and inspiring action. By working with a wider network of industry partners and organisations, we aim to unite efforts and achieve even greater impact.