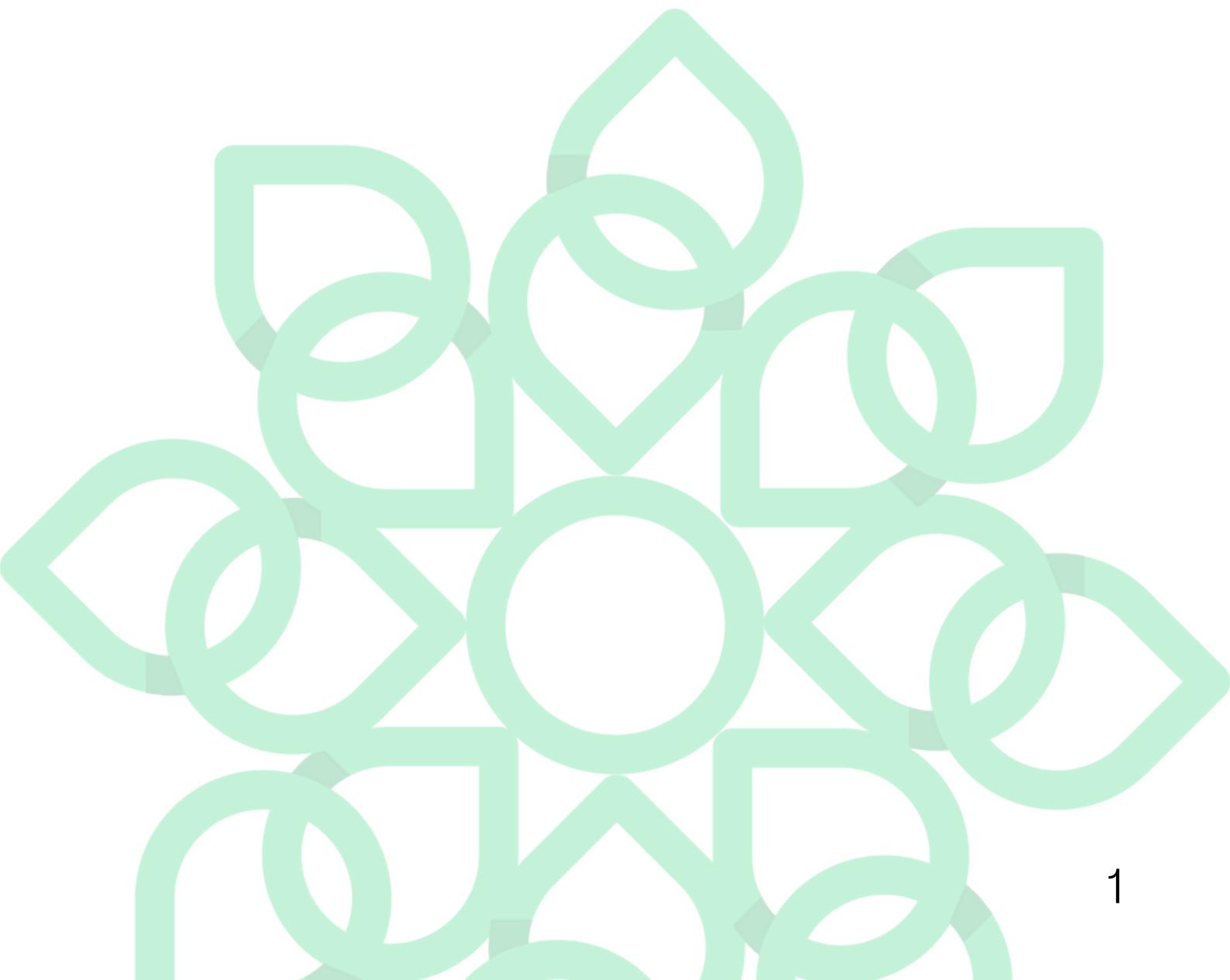




2025

Progress Report



TURNING PLAY INTO PROGRESS



A message from our CEO

2025 was about widening our horizons and turning momentum into measurable progress. Thanks to players, studios and partners worldwide, PlanetPlay pushed further than ever, proving what happens when the games industry acts with purpose. What began as ambition is now delivering clear, visible impact for people, communities and the environment.

It's impossible to ignore that 2025 was one of the toughest years our industry has faced. Studios have closed, teams have been displaced and shifting economics have tested even the strongest businesses. Yet in the middle of this turbulence, our community kept moving. ESG and CSR efforts didn't stall – they strengthened. Creativity and conscience continued to thrive, giving me more optimism than ever about how far we've come and how much further we can go in 2026.

At PlanetPlay, we believe the games community has a unique power. With 3.3 billion players connected through shared worlds, that belief was proven again and again in 2025. The first Green Games Showcase at Summer Game Fest raised \$150,000 towards habitat restoration. Our Make Green Moves campaign continued to turn gameplay into climate action, and has so far channelled more than \$2.2 million into Gold Standard certified environmental projects. And our global Play2Act survey with UNDP showed that 79% of players exposed to environmental content in games went on to make greener lifestyle choices in real life – clear proof that when sustainability is woven into gameplay, it inspires action.

Thank you to every developer, partner and player.

Every click, download and in-game choice has helped restore forests, protect habitats and support communities worldwide. Your play powers progress and together, we're only just getting started. Here's to more impact, more fun, and more ways to Make Green Moves together in 2026.

Rhea Loucas - Founder & CEO, PlanetPlay



2025 Review

Contents

- 2025 Review
- Marketplace & Activations
- Green.Earth Hongera Case Study
- Ambassadors
- Play2Act Survey Data/The GREAT Project
- In the Media/On Social
- Thought Leadership
- Awards & Accolades
- Looking Ahead

At the beginning of the year we set out to grow our reach, strengthen our community and deliver more support to the environmental projects that need it most. With your help, we did exactly that.

Impact Snapshot

Real-World Environmental Impact

- The first Green Games Showcase raised \$150,000 towards habitat restoration planetplay.com
- Since launch, the Make Green Moves campaign has channeled \$2.2 million+ in funding for certified environmental projects. planetplay.com
- By the end of 2025 PlanetPlay's campaigns had contributed to saving 30,000 tonnes of carbon, equivalent to 150,507 trees preserved.

Global Player Engagement

- Our PC games marketplace now offers 4,000 titles to 350,000 registered users, with revenue up 3,000% in 2025.
- Our Play2Act survey reached 181,000+ players across 189 countries, including Least Developed and Small Island Developing States. planetplay.com
- The participating games collectively reached 80 million players per week. Tech.eu
- 20 studios and platforms contributed to the Play2Act initiative. planetplay.com

Behaviour Change from Gameplay

- 79% of players who engaged with environmental content reported making at least one positive lifestyle change. planetplay.com
- 47% reduced energy use or chose sustainable transport. planetplay.com
- 34% shifted toward greener consumption choices. planetplay.com

Industry Recognition

- PlanetPlay received the Editor's Choice 'Games For A Better World' Award at the 2025 MCV/Develop Awards and the 'Commitment to ESG' award at the TIGA Games Industry Awards 2025. planetplay.com



PlanetPlay Marketplace Momentum

The PlanetPlay Marketplace for PC games experienced meaningful growth in 2025, becoming an easy and enjoyable route for players to support certified environmental projects while discovering the games and digital content they love.

Marketplace Growth

With over 350,000 registered users, PlanetPlay's unique marketplace (www.planetplay.com) now offers more than 4,000 PC games.

Our amazing partner studios & publishers now include *505 Games, Akupara Games, Bandai Namco, Business Goose, Capcom, Curve Games, Firesquid, Frontier Developments, Konami, Lab Cave, Ninja Theory, Nintendo, PQube, Private Division, Raw Fury, Sega, Serious Bros, Sharkmob, Spilt Milk Studios, Take-Two (Gearbox & 2K), ustwo games, Waving Bear Studio, and WhyKev*.

Purchases and revenue generated by the store increased by 1,163% and 3,000%, respectively, in 2025, with visitors from 225 countries. Every time a player adds a game to their library, they're not just boosting their collection, they're helping to fund projects that protect the planet.

100% of PlanetPlay's profit after developer revenue share and transaction costs is channeled to Gold Standard certified environmental projects, encompassing reforestation, cleaner energy, and water conservation.

- **Summer Game Showcase Success:** Thanks to the generosity of gamers, studios, platforms, and global viewers, our first-ever Green Games Showcase at Summer Game Fest on June 7th raised an incredible \$150,000 for Gold Standard reforestation projects.
- **The Expedition 22 Bundle:** At PlanetPlay, we believe every download can make a difference. In November we launched a limited edition 'Expedition 22' PC game bundle For just \$22, players could pick up nine critically acclaimed PC titles worth over \$150, with 100% of proceeds going directly to reforestation projects, raising over \$5k.

Special Activations

- Campaigns such as the SEGA Sale showed how powerful limited-time events can be for raising awareness and support. These activations brought new players in, energised existing ones and channelled more funding to our projects.
- Project Indie: Studios that join Project: Indie and list games on the PlanetPlay marketplace help to fund positive environmental change: With plug-and-play integration and a clear business model, the initiative enables smaller studios to increase the discoverability of their games.



Introducing Green Digital Gift Cards

PlanetPlay has launched a new range of games and entertainment gift cards (North America-only as of Dec 2025), giving players and everyday shoppers an easy way to support environmental projects through the purchases they already make. Gift cards from major brands including PlayStation, Xbox, Nintendo, Apple, Google Play, Netflix, Roblox and Twitch are now available, with every sale helping fund forest habitat restoration. This expansion marks an exciting step forward in PlanetPlay's mission to build a purpose-led marketplace where every transaction contributes to real, verified environmental impact.

Deepening Impact

Funding for certified climate and biodiversity projects grew steadily. Marketplace purchases, seasonal campaigns and in-game activations all helped deliver real-world outcomes – from cleaner air in Kenyan homes to restored habitats across multiple regions. By staying close to our project partners, we ensured that every contribution supported communities on the ground.

Partnering for Real-World Change: The Hongera Collaboration

PlanetPlay is redefining how the games industry can drive real-world environmental and social impact. Nowhere is this mission more tangible than in Kenya, where we have partnered with leading end-to-end carbon project developer and ecosystem restoration specialist [Green.Earth](#) to support the [Green.Earth Hongera Energy Efficient Cookstoves Project](#), which has been recognised with the important [Gold Standard Project Design Certification](#), a vital milestone for the initiative.

From digital downloads to sponsored activations, every action adds up to measurable climate impact.





Expanding Ambassador Programme

Our community of players, creators and ambassadors continued to grow. Studios explored new ways to integrate climate action, streamers championed impact-driven play and players embraced the idea that small decisions inside games can add up to something far bigger. What was once a spark is now a movement powered by people who want entertainment to mean something.

"Throughout my career, I've seen how games can unlock the imagination, build skills, and inspire generations. With PlanetPlay, we have an opportunity to harness that same power for the planet. I'm thrilled to be part of a movement that turns play into purpose, and helps gamers become everyday heroes in their quest for a greener future."

Sir Ian Livingstone CBE

A founding father of the UK games industry and a leading advocate for 'the power of play'



"I'm so excited about becoming an Ambassador for PlanetPlay because it's giving us the opportunity to blend storytelling and gaming in a way that helps bring people back to the heart of the earth. Stories have always been how we heal, connect, and grow, ultimately having the ability to transform the lives of millions."

Briana Evigan

American actress, dancer, and passionate advocate for environmental causes

Each of these high-profile figures brings a unique voice and global fanbase to the PlanetPlay movement. In their new roles, they will work closely with PlanetPlay to champion sustainability both in and beyond the video games world, including by contributing exclusive in-game content to be featured across titles from PlanetPlay's partner studios. They follow in the footsteps of fellow icons Demi Lovato, David 'The Hoff' Hasselhoff and Joe Jonas in supporting the MGM cause.



Play2Act Global Gamer Survey

More players, more studios and more countries joined the PlanetPlay mission this year. Play2Act, PlanetPlay's global green gamer survey undertaken in partnership with the UN Development Programme (UNDP), reached 200,000 players in 190 countries, widening the conversation around sustainability and helping studios embed meaningful action into their games.

Data gathered via Play2Act global green gamer survey is now featured on the UNDP's SparkBlue platform – a central knowledge hub that connects the entire UN system. This marks the first time that data directly gathered from the global video games community will feed into UN policy dialogue and climate understanding, offering UN teams and policymakers a continuously updated, real-world perspective on how gamers perceive and act on environmental challenges, particularly across youth demographics and the Global South.

Making **GREAT** Strides In Green Games

At PlanetPlay we have always believed that games can do more than entertain. They can spark curiosity, inspire informed choices and help people take part in conversations that shape the world. That is why we are a proud partner in the Horizon Europe funded GREAT Project, running from 2023 to 2026.

This year showed how powerfully games can support climate awareness and civic engagement. From classroom pilots to city simulations and player insights at global scale, the GREAT community demonstrated that play can bring people into discussions that often feel distant or complex.

What the GREAT Project does

GREAT tests how games and virtual worlds can help people share their views on climate and sustainability. Through mini games, in game polls and collaborative experiences, the project explores topics like green jobs, energy choices and future cities. The goal is simple: show how games can strengthen the conversation between citizens and decision makers.

PlanetPlay's role

PlanetPlay brings this research into real play. Our Play2Act survey has reached more than one million players worldwide, giving researchers and policymakers unprecedented insight into what players think about climate action. We also support GREAT pilots in schools, youth programmes and community simulations, helping young people explore green careers and imagine more resilient cities.

If you want to explore more about what PlanetPlay and the GREAT Project are delivering, and what is coming next, you can dive in right [here](#).



PlanetPlay in the Media

2025 was a landmark year for PlanetPlay, not only in the scale of our environmental impact, but in the way our mission has resonated across the global games industry and wider technology press. From campaign amplification and deep dives into the biggest issues, to commentary and awards coverage, PlanetPlay's story is increasingly setting the agenda.

We'd like to thank all the media and influencers who helped us raise awareness ahead of and during the livestream, including *IGN*, *Gamespot*, *Gamesbeat*, *Eurogamer*, *PC Gamer*, *Engadget*, *GamesRadar*, *Gamereactor*, *Radio Times*, *Destructoid*, *Video Games Chronical*, *Gematsu*, *Game Informer*, *Billboard*, *MCV/Develop*, *GamesMarket*, *GamingBible*, *Tech.eu*, *Business Green*, *The Energy Mix*, *Sustainability Online*, *Green Solutions*, and many more.

MCV/Develop: Championing a Greener Games Industry

This year, MCV/Develop published four feature articles penned by PlanetPlay CEO Rhea Loucas, offering guidance and resources for studios and publishers to help them on their sustainability journeys, as well as showcasing the amazing work of our peers and partners. [Read More on MCV/Develop](#).

Spotlighting Purpose-Led Gaming Through Play2Act

Play2Act, our global in-game research initiative created in collaboration with the United Nations Development Programme (UNDP), explores how games can influence attitudes and actions around climate and nature. The study and its results have been highlighted throughout the year in both specialist and non-specialist media. [Read More on GamesBeat](#).



Green Games Showcase at Summer Game Fest

Our first-ever Green Games Showcase at Summer Game Fest on June 7th raised an incredible \$150,000 for our Gold Standard habitat restoration – something that wouldn't have been possible without the media who helped us raise awareness ahead of the livestream. [Read More on IGN](#).

Always Making Green Moves

We launched Make Green Moves with a bold goal: to prove that the power of play can be used to make a real, positive environmental impact. And thanks to the passionate support of our amazing partner studios and their communities, that vision has become a reality, reinforced by regular mentions in the media. [Read More on PocketGamer](#).



Podcasts, Panels & Thought Leadership

PlanetPlay's leadership team was also featured on multiple podcasts, livestreams, and conference stages throughout the year, including London Games Festival, SXSW London, Ukie Games Insight Month, Climate Week NYC, and Playcon Malta, sharing insights into how games can accelerate environmental action and build new models for impact.

Ukie Games Insight Month webinar: In the talk [How the Games Industry Can Take Climate Action Without Sacrificing Profit](#), PlanetPlay Chief Strategy Officer Jude Ower MBE and Global Head of Business Development Felix Bradshaw shared insights, best practices, and real-world data with Ukie's Leo Harvey, showing how studios can unlock climate impact without compromising on growth.

From Play to Impact at London Games Festival: PlanetPlay CEO Rhea Loucas had the honour of taking part in London Games Festival's New Games Plus programme with an energising panel discussion, [From Play to Impact: Gaming as a Force for Environmental Change](#), alongside ustwo games, Abundant Village, Trilmix and Google Play.



SXSW London Panel: PlanetPlay Chief Strategy Officer Jude Ower MBE took to the stage at SXSW London alongside SYBO CEO Mathias Gredal Nørvig for a panel session on [Unlocking the Power of Gaming to Drive Real-World Environmental Impact](#). It discussed how studios can launch green activations that entertain players, encourage real-world action, and support studios' business goals.

Gaming on Phone Conference: PlanetPlay's Chief Strategy Officer Jude Ower MBE joined Dots.eco Co-Founder Daniel Madris Spitz for a fireside chat to discuss environmental impact in the games industry. The discussion – [Aligning Revenue Models with Environmental Impact in the Games Industry](#) – explored how revenue models in the games industry intersect with environmental impact.

Climate Week NYC: The [Gaming For Good: How Do We Maximize the Real-World Impact of the Games Industry](#) roundtable, was hosted by our friends at SYBO and Creative Denmark at the Consulate General of Denmark in New York. Our Chief Strategy Officer Jude Ower MBE joined Dr Trisha Patterson, PhD (previously Sustainability Director at Xbox) for the panel discussion, chaired by SYBO CEO Mathias Gredal Norvig and facilitated by Professor Paul Hollins of the University of Greater Manchester.



Industry Recognition

PlanetPlay, its leadership, projects and partners have been recognised throughout the year by prestigious Award nominations and wins, both within the games industry and outside of it.

PlanetPlay was honoured to have received the Commitment to ESG award at the **TIGA Games Industry Awards 2025**, which took place on Tuesday, November 4th in London, and the special Editor's Choice Games For A Better World Award at the **MCV/Develop Awards 2025**, held on June 19th in London.

Meanwhile, we were excited to announce that PlanetPlay CEO Rhea Loucas and Chief Strategy Officer Jude Ower MBE were each recognised as winners at the 22nd annual **Stevie Awards for Women in Business**.

Rhea was named a Bronze Stevie Winner in the Female Innovator of the Year – Government or Non-Profit (10 or Less Employees) category, while Jude was named a Silver Stevie Winner in the Female Social Activist of the Year category.

The Stevie Awards for Women in Business honour the achievements of women executives, entrepreneurs, employees, and the companies they run worldwide. The Stevie Award has been hailed as the world's premier business award.

In addition to the above wins, PlanetPlay was nominated as a Finalist at the MCV/Develop Awards, TIGA Awards, Playing for the Planet Awards, Develop: Star Awards and Mobile Games Awards.

These recognitions belong to everyone who has joined us on this mission – our studio, publisher and platform partners, and the players who bring it to life. Together we're proving that games can be a force for good whether that's through sustainability, education, community, or accessibility.





Looking Ahead: An Even More Exciting Year to Come

If 2025 was about proving what's possible when play meets purpose, 2026 is set to be our biggest step forward yet. The momentum from this year has opened the door to new partnerships, fresh ideas and more ways for players to take action in ways that feel fun, familiar and genuinely impactful.

One of the most exciting moments ahead will be the launch Battle for the Habitats. This new interactive experience brings players directly into the story of our planet's most threatened ecosystems, and shows how collective action can restore and protect them. It is designed to be playful, accessible and rooted in real outcomes, and we cannot wait to share more details.

We will also continue to deepen our work with climate innovators and project partners to make sure every contribution reaches the places where it can do the most good. As the marketplace expands, and with gift cards soon joining the platform, we are opening up more opportunities for everyday actions to support environmental progress.

The year ahead will be filled with creativity, collaboration and a growing sense of what we can achieve together.

Coming Soon...

