

A MAJOR GROUNDBREAKING COLLABORATION LAUNCHES AT THE WEB SUMMIT 2024 TO TACKLE CLIMATE CHANGE THROUGH VIDEO GAMES

PlanetPlay – along with UNDP, SYBO, Lockwood and ‘GREAT’, a major EU Horizon / UKRI project – will announce initial insights from the global gaming community, which shows that gamers want to take action for the planet while they play

Lisbon, Portugal – November 11th, 2024: PlanetPlay, a not-for-profit platform that empowers gamers worldwide to contribute to environmental action, will take to the stage at this year’s Web Summit to present its bold vision of how video games can become a powerful tool in the fight against climate change.

They will be joined by major partners SYBO, which has the most downloaded game in the world, Subway Surfers; the GREAT project, which is an EU and UKRI funded project researching the link between gaming and climate policy; and Lockwood Studios, developer of virtual gaming world Avakin Life.

In a panel on November 14 titled *‘Play2Act: Can Gaming be a Solution to the Climate & Nature Crisis?’* PlanetPlay will bring together industry peers from video games and academia to discuss, for the first time publicly, the [Play2Act Climate and Nature Survey](#), and explore some of the initial findings. The panel will also discuss some of the other ways games can be an effective solution to the climate crisis, as well as highlighting industry examples.

Panel participants include *PlanetPlay CSO Jude Ower MBE, Lockwood CEO Halli Bjornsson, SYBO CEO Mathias Gredal Nørvig, and Professor Paul Hollins of Bolton University.* They will be discussing and addressing:

The Play2Act Climate and Nature Survey

The panel will focus on PlanetPlay’s collaboration with the United Nations Development Programme for the [Play2Act survey](#), a major initiative under the GREAT ([Games Realising Effective and Affective Transformation](#)), an EU project which is co-funded by Horizon 2020 and UK Research & Innovation, of which PlanetPlay is an industry partner alongside five European partners – namely Bolton University, DIPF, UNIR, ZSI and Serious Games International. SYBO and Lockwood are involved with Play2Act, distributing the survey to the players of their game titles.

Play2Act [was officially launched in September 2024](#) and the survey gathers public opinion on how video games can be used to tackle climate and nature challenges. Interactive in-game polls have already gathered insights from over 700,000 players across 200 countries, revealing a growing belief in gaming’s potential to drive real-world change.

In fact, around 50% of respondents stated they feel that games can play a role in solving climate change and environmental issues, and approximately 50% of respondents stated they changed habits due to playing gaming content which promoted positive planetary action. These

outstanding results build on previous research from Yale which revealed that gamers tend to care about climate change slightly more than non-gamers.

The Play2Act survey has just completed its initial roll out (Sept to Nov 2024) and the initial results are being shared at the Web Summit for the first time publicly. Play2Act will run for at least 2 years and a new survey will be presented to gamers every six months, via questions placed in games such as Subway Surfers, Beatstar, Pokemon GO! and Avakin Life, using PlanetPlay's proprietary in-game survey technology.

Participating game studios will receive the resulting data to better understand player sentiment, while an industry report will be published in collaboration with a major games publication in Q1 2025. UNDP will leverage the aggregate data to better understand global opinion with a particular interest in the next generations and global south.

So far, participating studios include SYBO, Rovio, FunPlus, Lockwood, CM Games, Ten Square Games, Eline Media, Actrio, SpaceApe, Jagex, Xbox, Amazon Games, Unity, Hutch, Niantic, Bandai Namco, and Trailmix.

The goal is to reach 1 billion people through the project, empowering the global population to speak up and, together, re-build a healthier planet for all, one game at a time.

Rhea Loucas, founder and CEO of PlanetPlay stated: "Games have enormous power and potential to solve the climate crisis, from amplifying global voices to raising funds to support critical green projects on the ground. If we can move player power in the right direction we can make significant changes. Through Play2Act, we know gamers really care, providing further evidence that if the industry takes more action, players will support them even more."

Mathias Gredal Nørvig, CEO at SYBO, said: "At SYBO, we are proud to pioneer the synergies between purpose and game-making. Through Subway Surfers and its hundreds of millions of players, we can create awareness and encourage individual action. We have done that for sustainable energy, plant-based diets and recycling agendas. But just as importantly, we can listen to players and bring their voices and opinions to policy-makers. As a key contributor of survey answers in the GREAT Project, and a recent host of the Gaming Round Table at the UN Climate Summit in New York with UNDP, we believe that games can drive change in multiple ways, all at the same time. We can't wait to speak at Web Summit and bring even more partners onboard."

Halli Bjornsson, CEO at Lockwood, offered: "Through gaming, we have the power to engage millions in environmental action and bring attention to the issues that truly matter. By contributing to the Play2Act initiative, Lockwood can amplify the voices of our players and share their insights with the world. Avakin Life has long been a space where people connect and express their identities, and now it's also a space where players can actively support the planet. We're excited to join forces with PlanetPlay, SYBO, UNDP, and GREAT at the Web Summit to help make real-world change through digital play."

Join PlanetPlay at Web Summit 2024

PlanetPlay's panel will take place at Web Summit on **14th November 2024 at 10.50am**, at **Lisbon, Portugal**.

For more information on PlanetPlay and its initiatives, visit: www.planetplay.com.

For Play2Act media assets, [click here](#).

For more information on SYBO, visit www.sybogames.com

For more information about the EU GREAT project, [click here](#).

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NOTES FOR EDITORS

About PlanetPlay

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 the 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. In our first year, we have driven over \$2.2 million in funding for environmental and nature projects. By partnering with forward-thinking game studios, PlanetPlay is on the front line of the fight against the environmental crisis and continuously developing and launching new initiatives to make a significant impact. For more information, visit www.planetplay.com

About The GREAT project

The GREAT Project, funded by Horizon Europe, is focused on using video games as innovative tools to bridge the gap between citizens and policymakers. It aims to create accessible and engaging games that facilitate meaningful dialogue on critical social issues, such as environmental challenges. By involving a diverse group of research institutions, game developers, and policy experts, the project seeks to make policy-making more participatory and transparent. The outcomes are expected to influence future civic engagement and policy advocacy, demonstrating the potential of games to empower citizens and shape effective policies. Visit www.greatproject.gg