



**Brief set by**  
ustwo games

## Create a game that tackles climate change

**Related Disciplines**  
Game Design

**Deadline**  
22 March 2022, 5pm GMT

**Additional Prizes**  
The opportunity to land yourself a  
placement at ustwo games

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### The backstory

ustwo games are a B-Corp with a mission of bringing the meaningful parts of gaming to everyone. They focus on craft, polish and emotion to create games that push the medium, are hugely accessible, but pack an emotional punch.

They believe that games, gamers and consumers all have the power to make the difference - so they want to use that power to tackle the most important problem humanity faces right now, the climate emergency. They have already made a start, with a series of their own games including Assemble with Care which encouraged people to give the objects in their life a second chance, Alba: a Wildlife Adventure which addressed the relationship between humans and nature, the power of communities and the hope that even the smallest person can make a difference, and most recently they released an update for Monument Valley 2: The Lost Forest which tried to make players aware of the need to protect forests and encourage their activation for that cause.

But they want to do more, and that's where you come in.

### What's the challenge?

ustwo games want you to create a game that educates, empowers and mobilises players and play communities to tackle climate change and make a difference.

Traditional game play often focuses on solo achievements or actions that only affect those involved with the world of the game. They may capture the zeitgeist of when they were made, but they do little to change it. ustwo want to change this. They want you develop a game that is not only enjoyable and exciting to play, but also makes real world impact.

### Who are we talking to?

Existing mobile, console and PC gamers. They often play games to be part of a wider community and seek experiences that can impact their daily lives, whether simply as a form of escapism, finding a sense of achievement, or feeling part of something bigger than themselves. They are aware of climate change, but might not know how or what they can do to make a difference.

### Things to think about

#### Be bold

"I used to think that top environmental problems were biodiversity loss, ecosystem collapse and climate change. I thought thirty years of good science could address these problems. I was wrong. The top environmental problems are selfishness, greed and apathy,

and to deal with these we need a cultural and spiritual transformation. And we scientists don't know how to do that."

*James Gustave Speth, Chair, UN  
Development Group*

As James Gustave Speth mentions, there is more to climate change than science. In order to deliver cultural and spiritual transformation, you need to be bold and innovative with your ideas. Think about how your response could revolutionise the way people think about these issues or radically change their behaviour.

#### Be concise

There's so many issues surrounding climate change, so it might be wise to not try and tackle them all at once. Consider focusing on what it is you most want to address about climate change and double down on that message. ustwo games have a lot of experience in this field, and have learned that a strong and simple environmental message is the most memorable and captures the attention of players the best.

#### Don't forget about the experience

It's all well and good creating a game that has the potential to make a huge difference to climate change, but if you forget to make it enjoyable for your audience, it will never go anywhere. Make sure you put the players at the heart of your idea.

#### The important stuff

Your game can be designed for PC, mobile or console, it's up to you. It can also be designed for one or many players.

You should:

- Emphasise how your idea not only raises awareness of climate change, but also actively makes a difference; either through the players' actions or the game mechanics themselves.
- Focus on the gaming experience. Keep detail on things like story and characters brief.
- Think about emotions as much as mechanics, because how you want players to think and feel is as important as what you want them to do.
- Show your idea in action using any appropriate method that helps understanding – it could be recorded play, video, storyboarding, concept art, real life images, doodling, live playacting or any form of prototyping.
- Add in anything else you feel demonstrates how the game will make a positive contribution to tackling climate change.



**D&AD  
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**What and how to submit:** Read ***Preparing Your Entries*** before you get started for full format guidelines.

**Main** (essential):

Present your idea using a **presentation video** (max. 3 min) OR **JPEG slides** (max. 10) that clearly outline the gameplay and concept. This can be recorded gameplay with voiceover or storyboarded/animated indicative gameplay.

**Helpful links**

The United Nations Framework Convention on Climate Change [unfccc.int](https://unfccc.int)

The Climate Change Committee  
[theccc.org.uk/contact-us/useful-resources](https://theccc.org.uk/contact-us/useful-resources)

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