



CLIMATE GAMES: THE DEVELOPER'S FIELD GUIDE

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24 MARCH 2023



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ART DIRECTOR - UBISOFT



CLIMATE GAMES

THE DEVELOPER'S FIELD GUIDE

Climate
Games?

What can
Devs do?

What can
players do?

Climate
Actions?

What can
my game do?

Measuring or
Predicting?

Climate Game
Toolkit

THE PLAN



- Quest #1 -

WHAT IS A CLIMATE GAME ?



Climate
Games?

What can
Devs do?

What can
players do?

Climate
Actions?

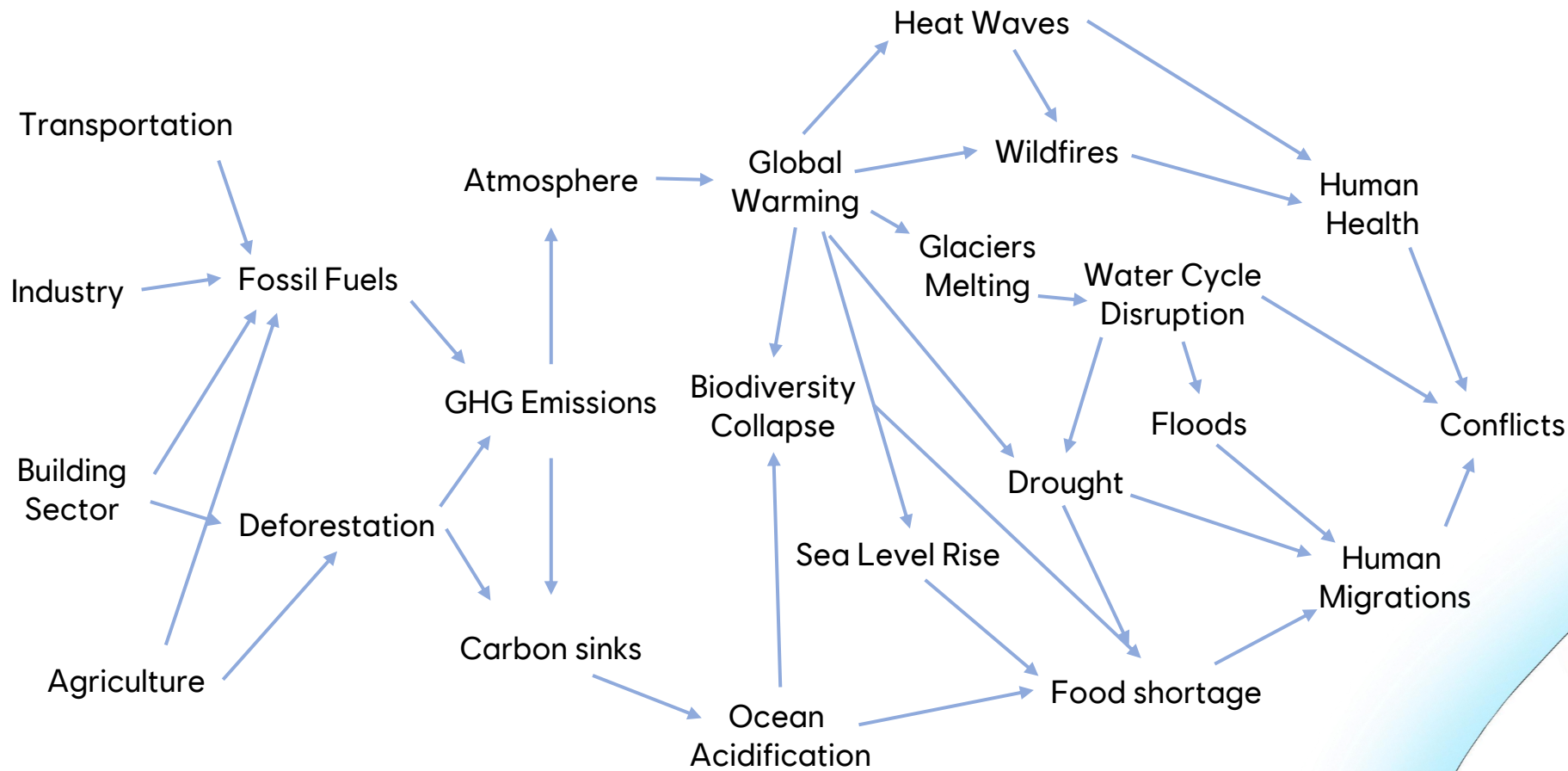
What can
my game do?

Measuring or
Predicting?

Climate Game
Toolkit

THE PLAN







**SUSTAINABLE
DEVELOPMENT**

GOALS

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



**SUSTAINABLE
DEVELOPMENT
GOALS**

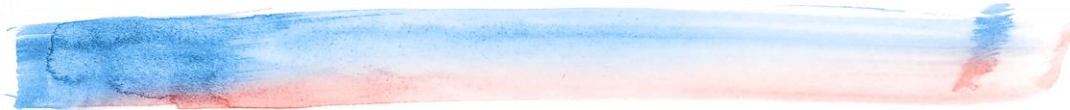




**COULD EVERY GAME
BE CLIMATE GAMES?**

- Quest #2 -

WHAT CAN GAME DEVS DO TO TACKLE THE CLIMATE CRISIS?



What can
Devs do?

What can
players do?

Climate
Actions?

What can
my game do?

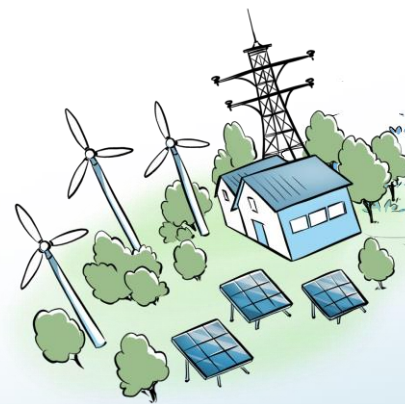
Measuring or
Predicting?

Climate Game
Toolkit

THE PLAN



REDUCE our
environmental impact





PLAY GREEN

REDUCE FOOTPRINT

DECARBONIZATION & CLIMATE CONTRIBUTION



INCREASE BRAINPRINT

RAISE AWARENESS & ACTIVATE TOWARDS ACTION

DECARBONIZATION PLAN



R&D IN ECO-DESIGN



GREEN GAME JAM



Ubisoft 2021 carbon footprint

148 kilotons of CO2 eq

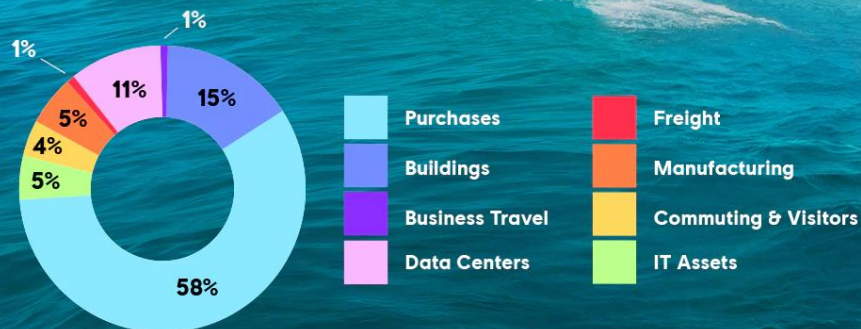
the total carbon footprint for Ubisoft in 2021, which equates to 7.2t CO2 eq. per team member.

Our commitment for 2024

-10.8%

our reduction target per employee based on 2019 levels (which were of 9.5 tCO2e per employee).

UBISOFT'S 2021 CARBON FOOTPRINT BY CATEGORY



Reporting of our emissions is based on guidance from the Greenhouse Gas (GHG) Protocol, with a market-based method. This reporting is certified by an external auditor and declared to the French Agency for Ecological Transition (ADEME) and to the Carbon Disclosure Project (CDP).

OUR ACTION PLAN

Reducing our environmental impact is a huge and complex challenge that requires collective thinking. So at Ubisoft, we've put together a global action plan drawing on expertise across a broad spectrum of specialties.



Business trips

New travel policy and development of remote collaborative working solutions



Workspaces

Optimizing on-site power consumption, ensuring environmentally sustainable teleworking



Data centers

Acquiring repurposed servers, using more recycled heat, reducing data retention times



Energy

Target : 100% electricity from renewable sources



Human resources

Team member awareness information, training and onboarding



Waste management

Target : zero single-use plastic, overall reduction in all types of waste, optimized recycling



IT Equipment

Extending hardware life cycles, systematic hardware reuse and recycling, more energy-efficient workstations



Purchases

A responsible purchasing policy binding on our suppliers



Production

Digitalization of games



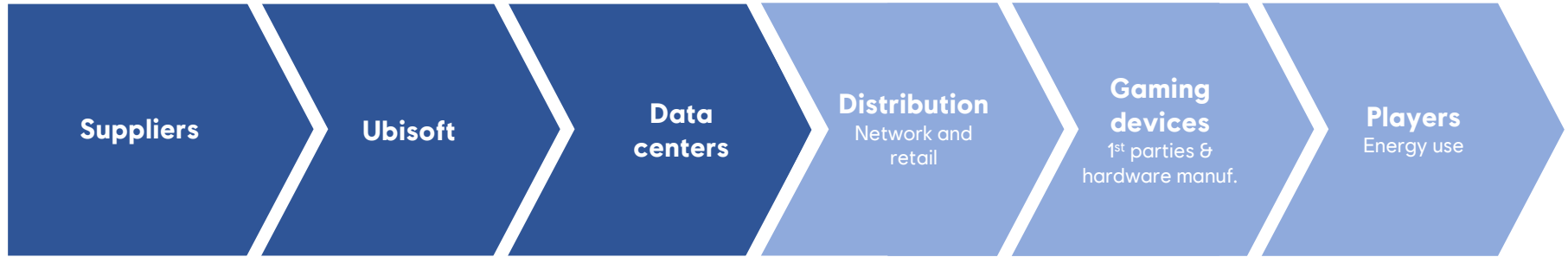
Games content

Using games to encourage a positive commitment to environmental protection

Visit ubisoft.com/environment



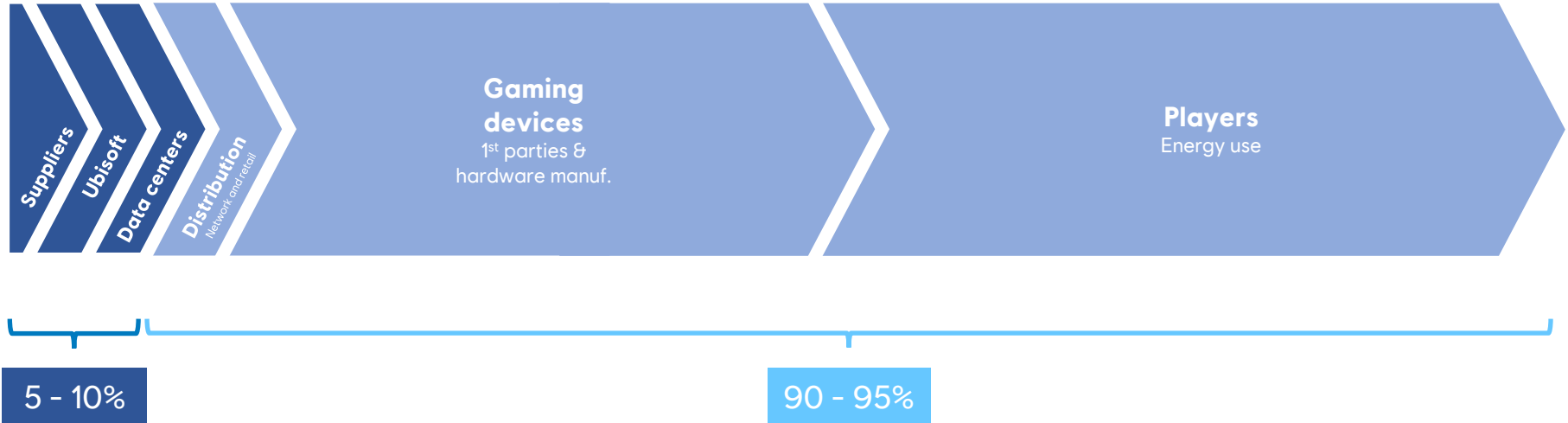
LIFECYCLE ANALYSIS



Visit ubisoft.com/environment



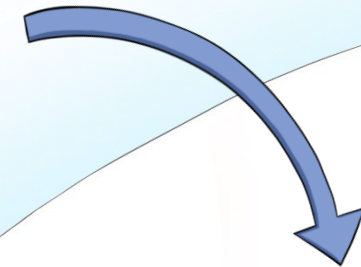
LIFECYCLE ANALYSIS



Visit ubisoft.com/environment



INSPIRE a positive
cultural impact



REDUCE our
environmental impact



WHAT IS A CLIMATE GAME?

~~A game that can fix climate ???~~

A game with a **sustainable
environmental footprint**

that nudge players to **act
for climate**

WHO YOU CALLING ECO-TERRORIST? —

How *Final Fantasy VII* radicalized a generation of climate warriors

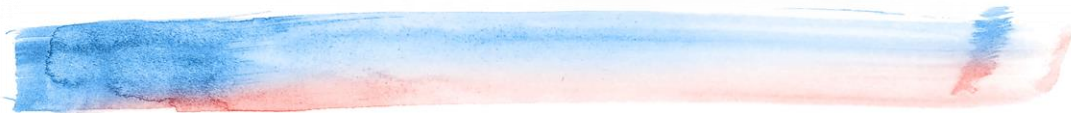
From activists to families, *FFVII*'s cautionary, planetary tale still resonates.

STEPHEN K. HIRST - 7/29/2021, 1:15 PM



- Quest #3 -

HOW CAN PLAYERS ACT FOR THE CLIMATE ?



What can
players do?

Climate
Actions?

What can
my game do?

Measuring or
Predicting?

Climate Game
Toolkit

THE PLAN



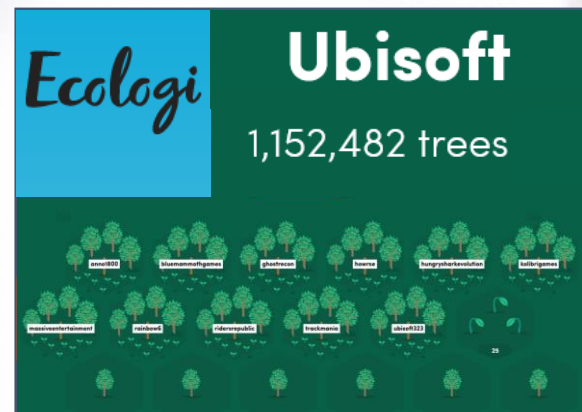
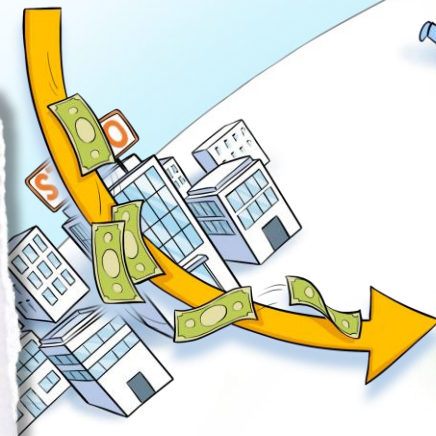




Photo credit: The People's Climate March in 2014 in New York City. (Wikimedia)

- Quest #4 -

WHAT ACTION SHOULD WE INSPIRE PLAYERS TO TAKE IN THE REAL WORLD?



Climate
Actions?

What can
my game do?

Measuring or
Predicting?

Climate Game
Toolkit

THE PLAN

LIVE SUSTAINABLY

Build resilient communities

Live off the land

Reduce your carbon footprint

Buy local products

Save water

Go Zero Waste

Ride a bicycle

Recycle your waste

Become autonomous

Grow your own food

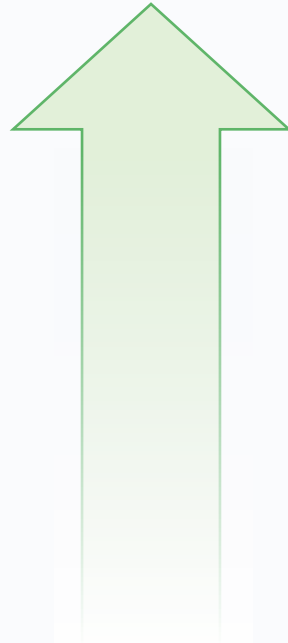
Stop flying planes

Repair & craft

Promote biodiversity

Reconnect with Nature

Eat less meat



TRANSFORM THE SYSTEM

Implement Circular Economy

Design walkable cities

Generalize public transports

Transition to renewable energies

Challenge policy makers

Rethink our KPIs

Share climate science

Vote for green governments

Invest in ecosystem restoration

Develop sustainable solutions

Reform agriculture methods

Reduce energy usage

Calculate & reduce
corporations' carbon footprint

Assemble green committees

"Vote with our money"



United Nations
Climate Change

RESIST AGAINST PLANET DESTRUCTION

Disable harmful installations

Organize strikes

Join marches & protests

Protect whistle-blowers & journalists

Debunk greenwashing

Sign petitions

Occupy strategic infrastructure

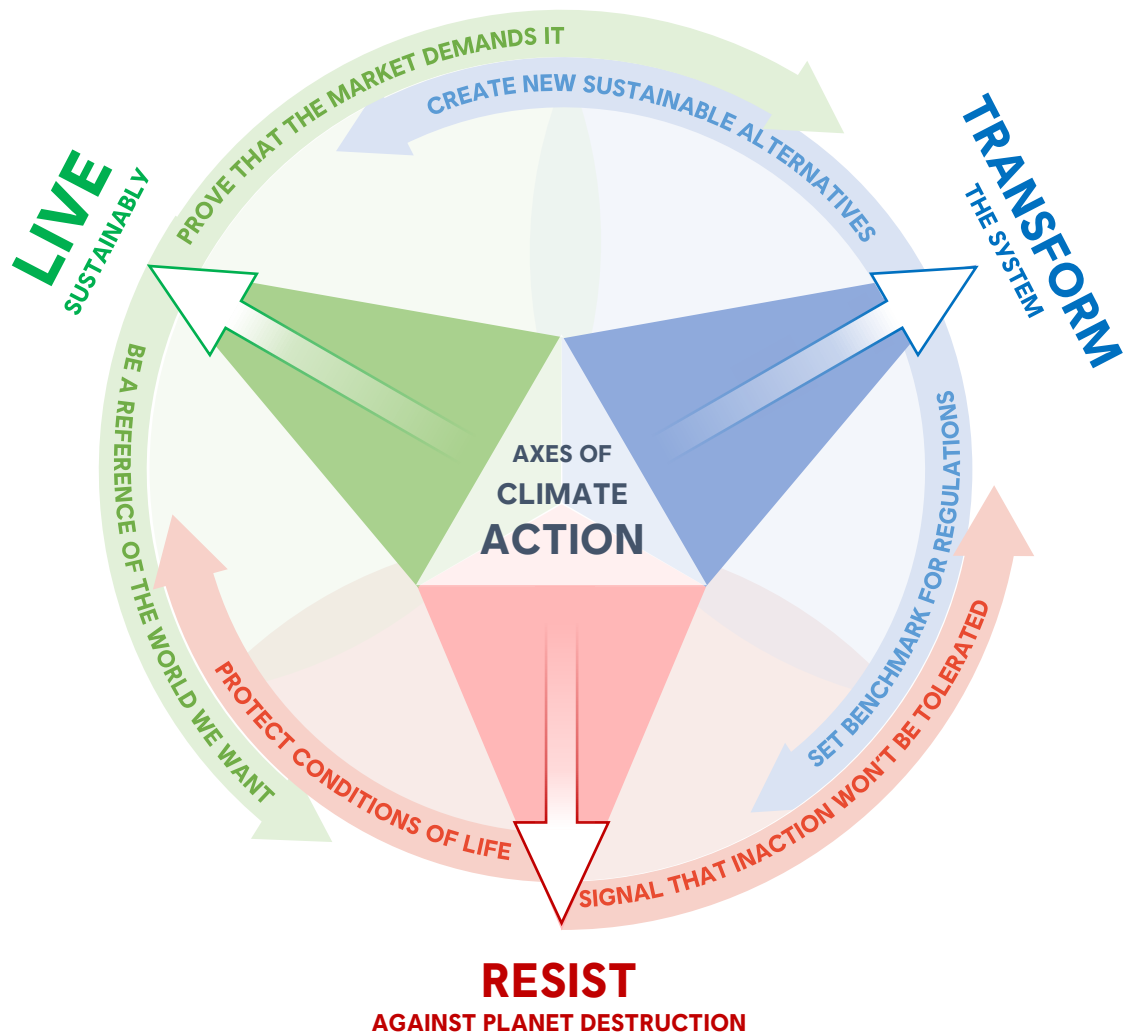
Sue big polluters

Expose harmful practices

Fund social-justice orgs

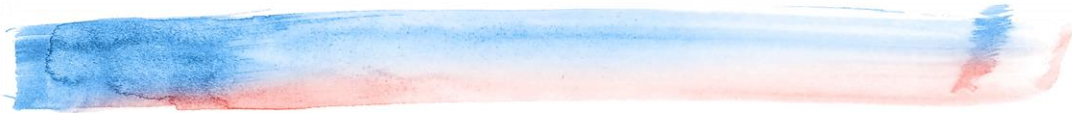
Boycott harmful brands





- Quest #5 -

HOW CAN MY GAME CONTRIBUTE?



What can
my game do?

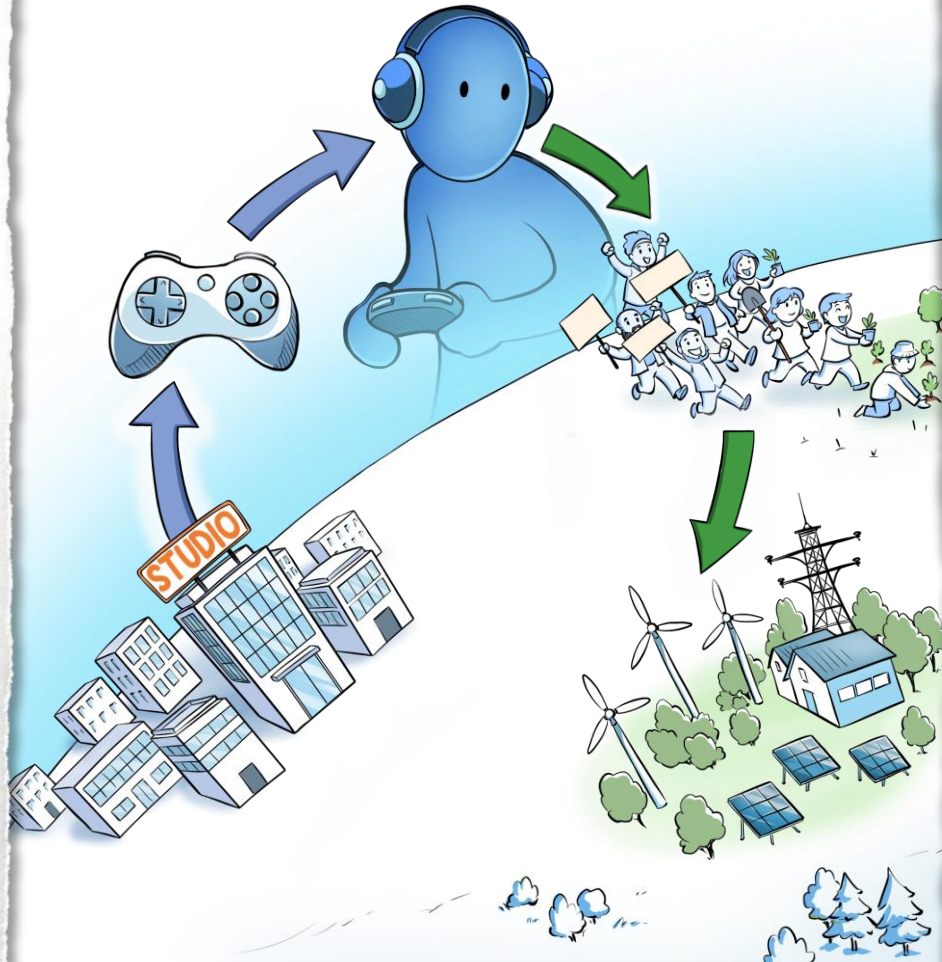
Measuring or
Predicting?

Climate Game
Toolkit

THE PLAN

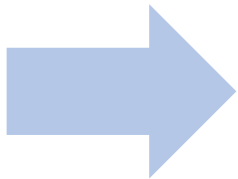
USP

Unique
Selling
Point



UIP

Unique
Impact
Potential





**SUSTAINABLE
DEVELOPMENT**

GOALS

1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



5 GENDER
EQUALITY



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ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



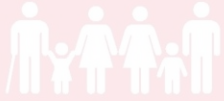
**SUSTAINABLE
DEVELOPMENT
GOALS**





SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



13 CLIMATE ACTION



14 LIFE BELOW WATER





SUSTAINABLE DEVELOPMENT GOALS

3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



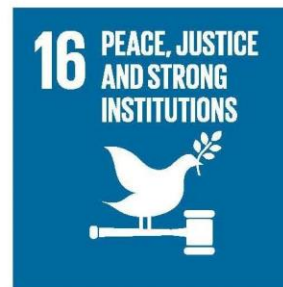
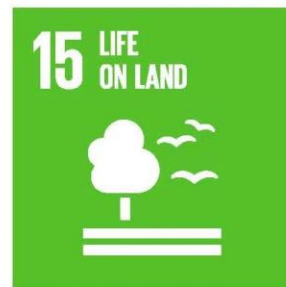
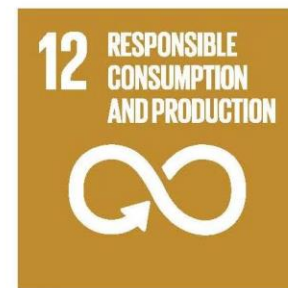
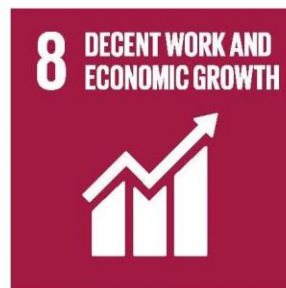
16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS

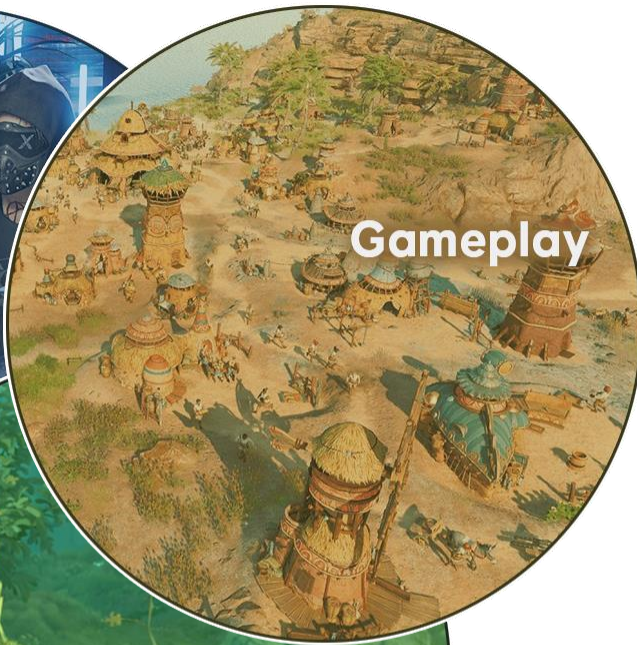


SUSTAINABLE DEVELOPMENT GOALS

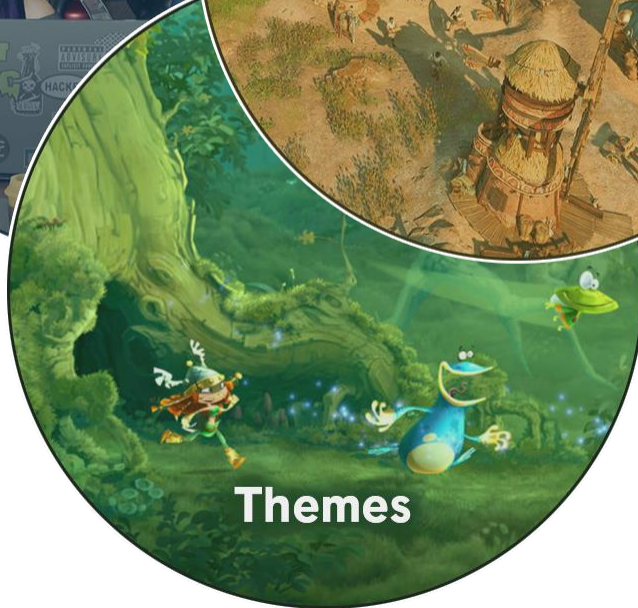




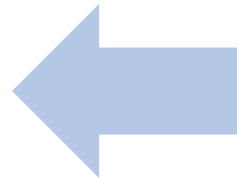
Audience



Gameplay



Themes



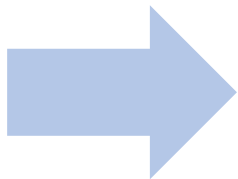
LIVE
SUSTAINABLY

TRANSFORM
THE SYSTEM



RESIST
AGAINST PLANET DESTRUCTION





Audience



Gameplay



Themes



*Don't bother me about
climate and
environmentalism...*



Unaware / uninterested

*I know it's important but
I'm not sure I can help at
all!*



Aware & interested

*I'm doing my part!
Let's save this planet!*



Actively involved

Player's personal pro-environmental journey



*Don't bother me about
climate and
environmentalism...*

*I know it's important but
I'm not sure I can help at
all!*

*I'm doing my part!
Let's save this planet!*



Unaware / uninterested

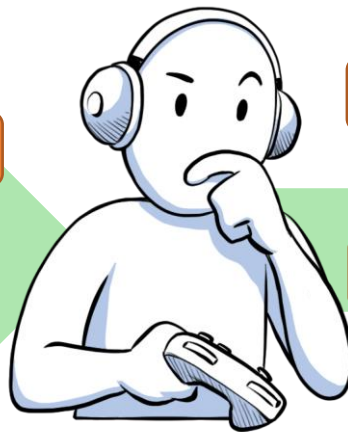
Unfamiliarity

Misconception

Relevance

Complexity

Fear



Aware & interested

Motivation

Ability

Social Norms

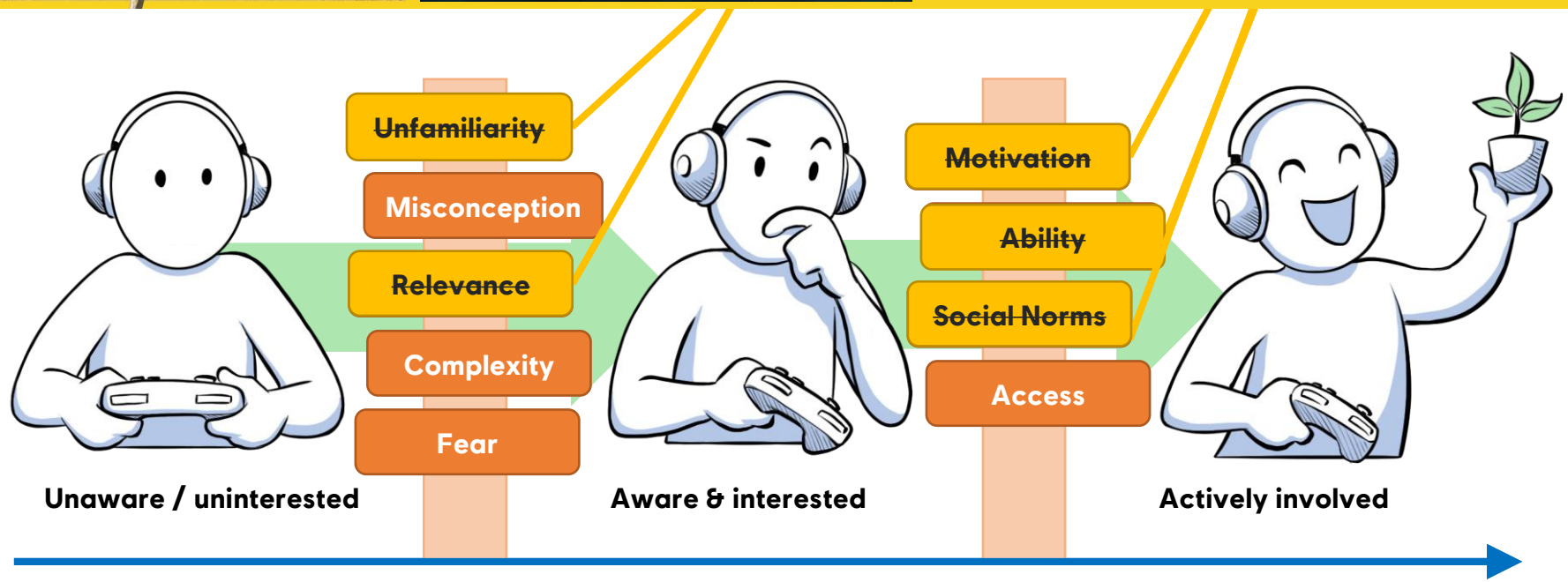
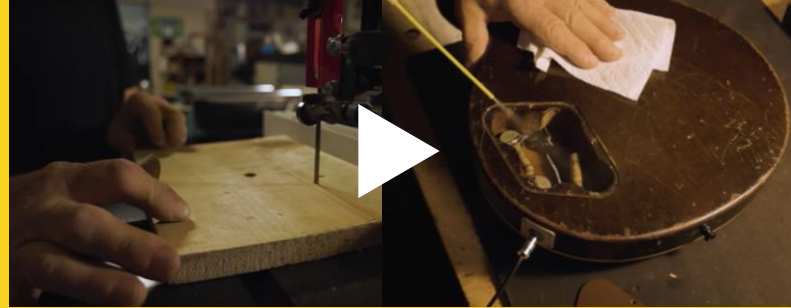
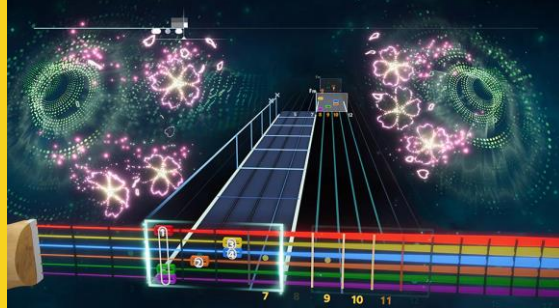
Access



Actively involved

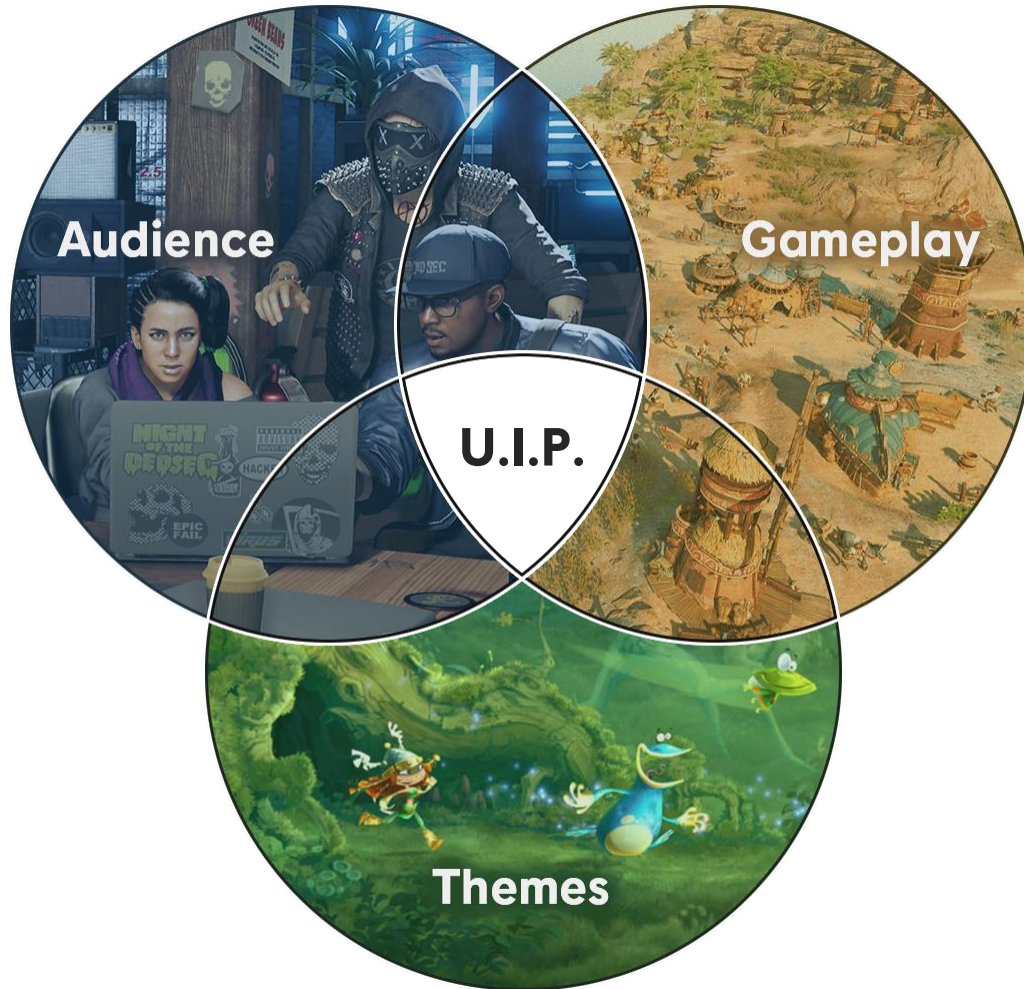
Player's personal pro-environmental journey

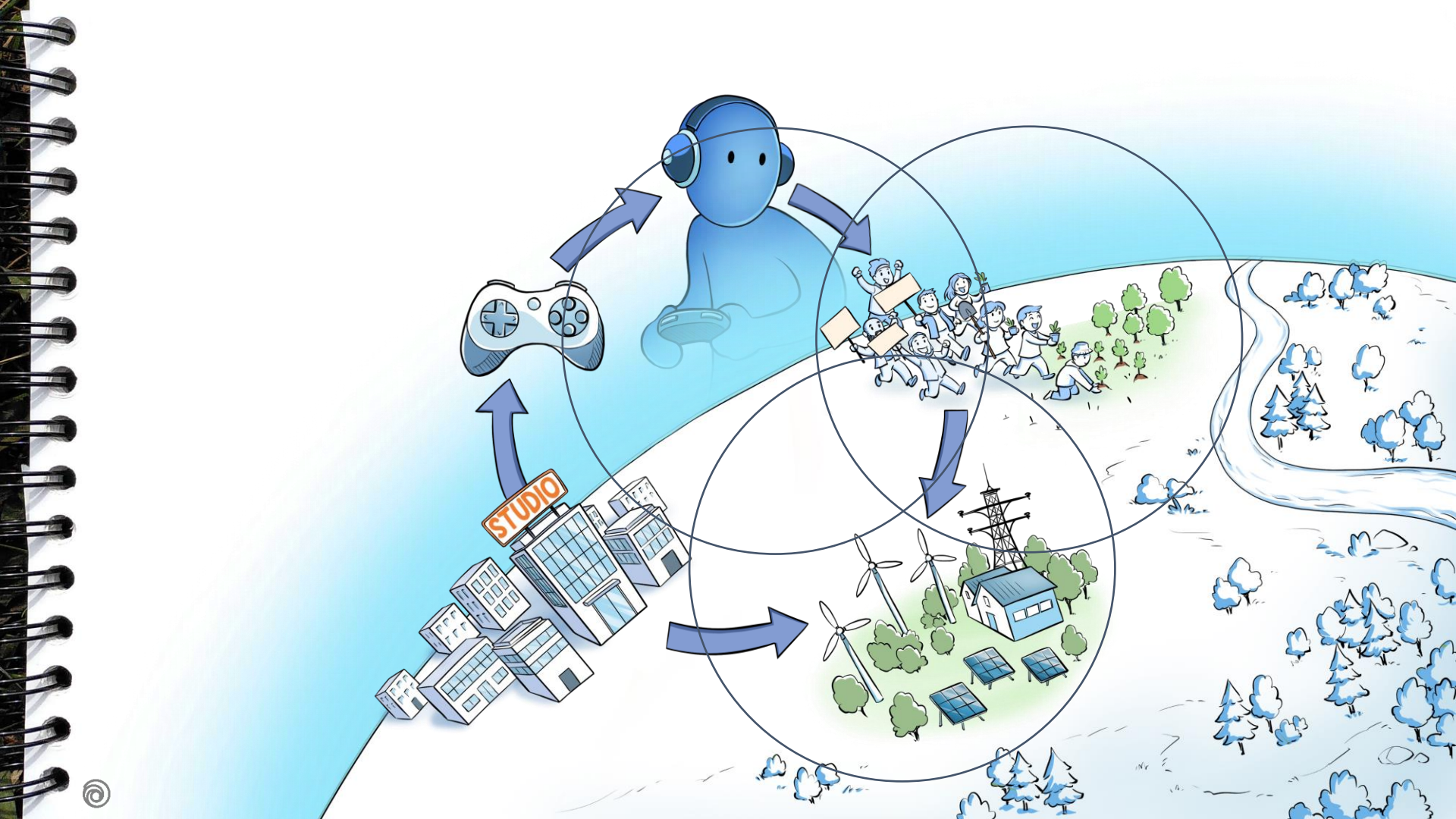


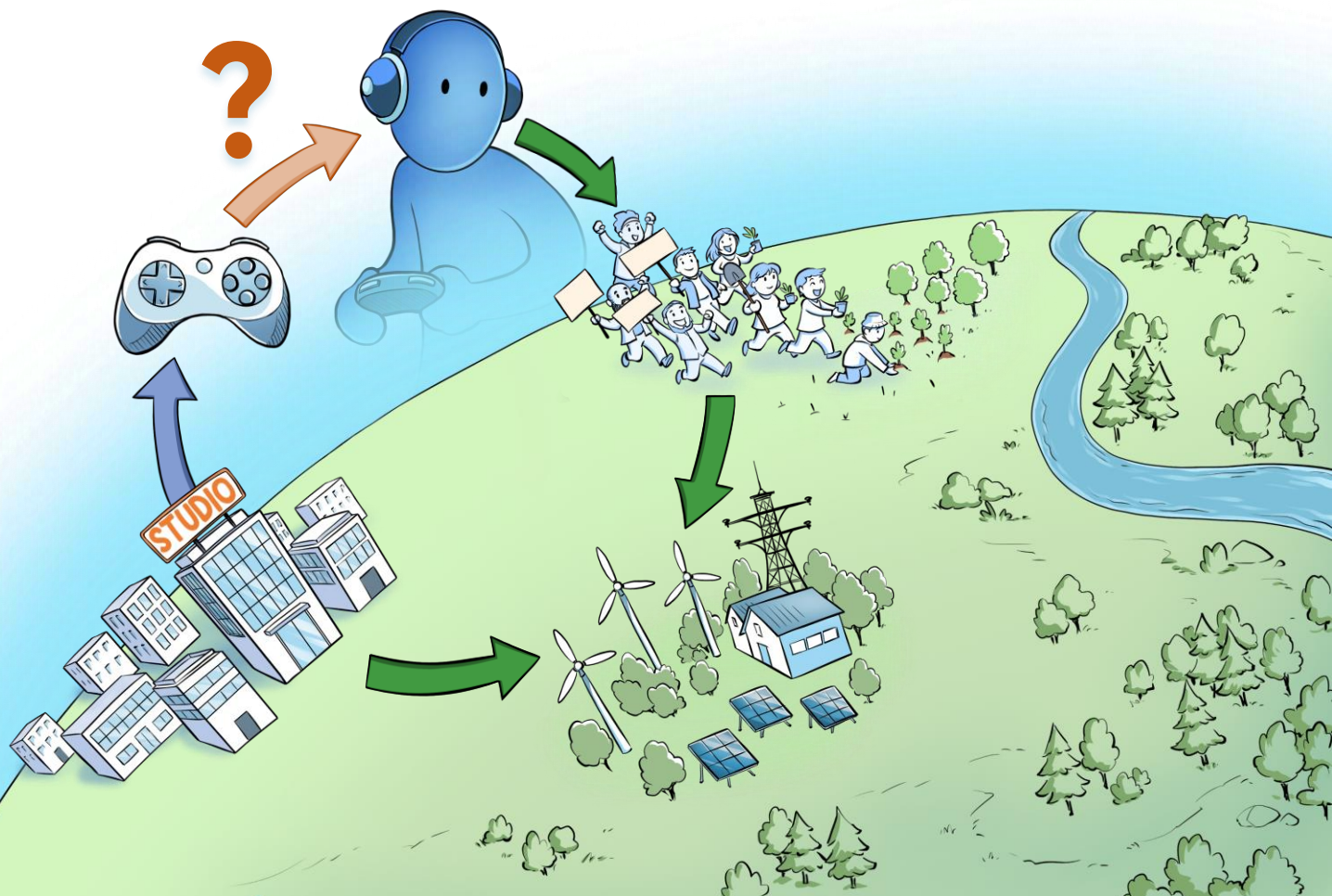


Player's personal pro-environmental journey



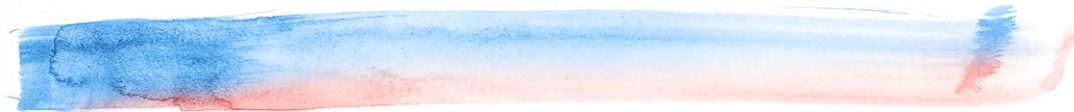






- Quest #6 -

HOW DO WE KNOW IT WILL WORK ?



Measuring or
Predicting?

Climate Game
Toolkit

THE PLAN



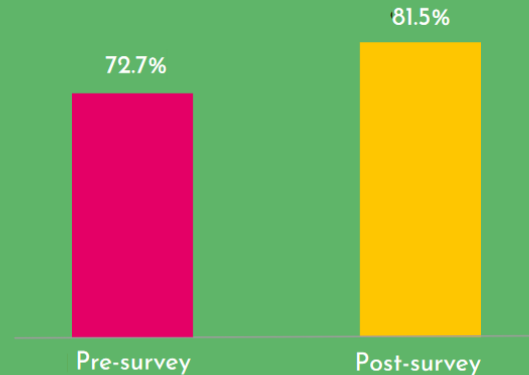
IN-GAME METRICS COLLECTION



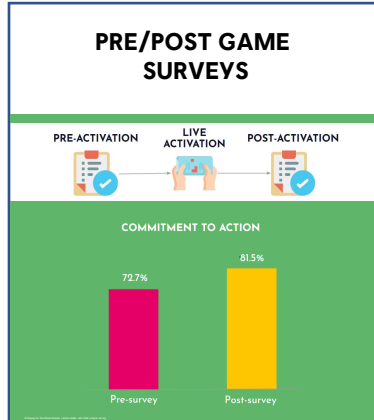
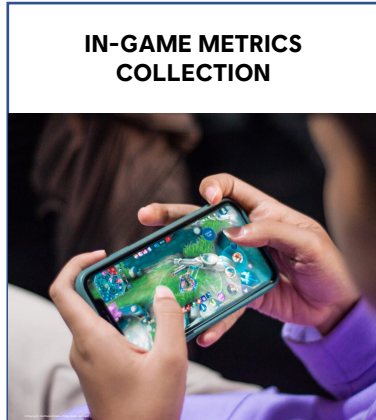
PRE/POST GAME SURVEYS



COMMITMENT TO ACTION



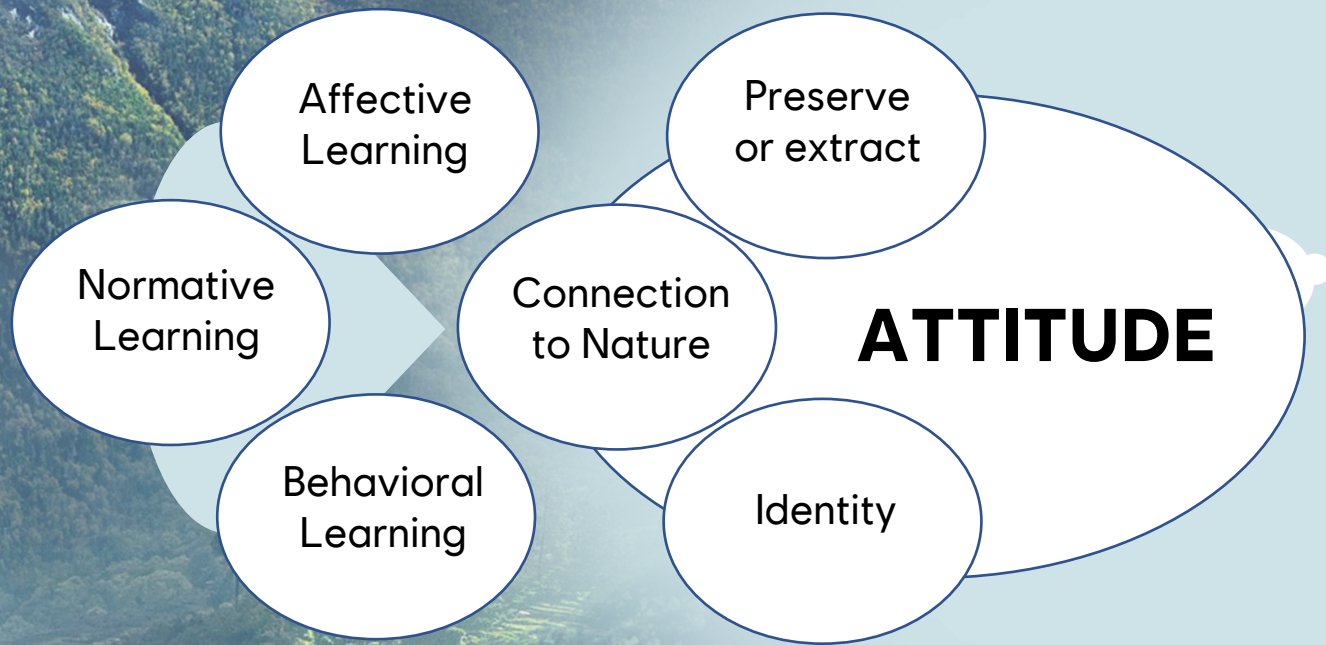
PRO-ENVIRONMENTAL INTENTIONS



PRO-ENVIRONMENTAL BEHAVIORS









PERCEIVED SELF-EFFICACY

Visible
effects

Scaffolding
& spillover

Community

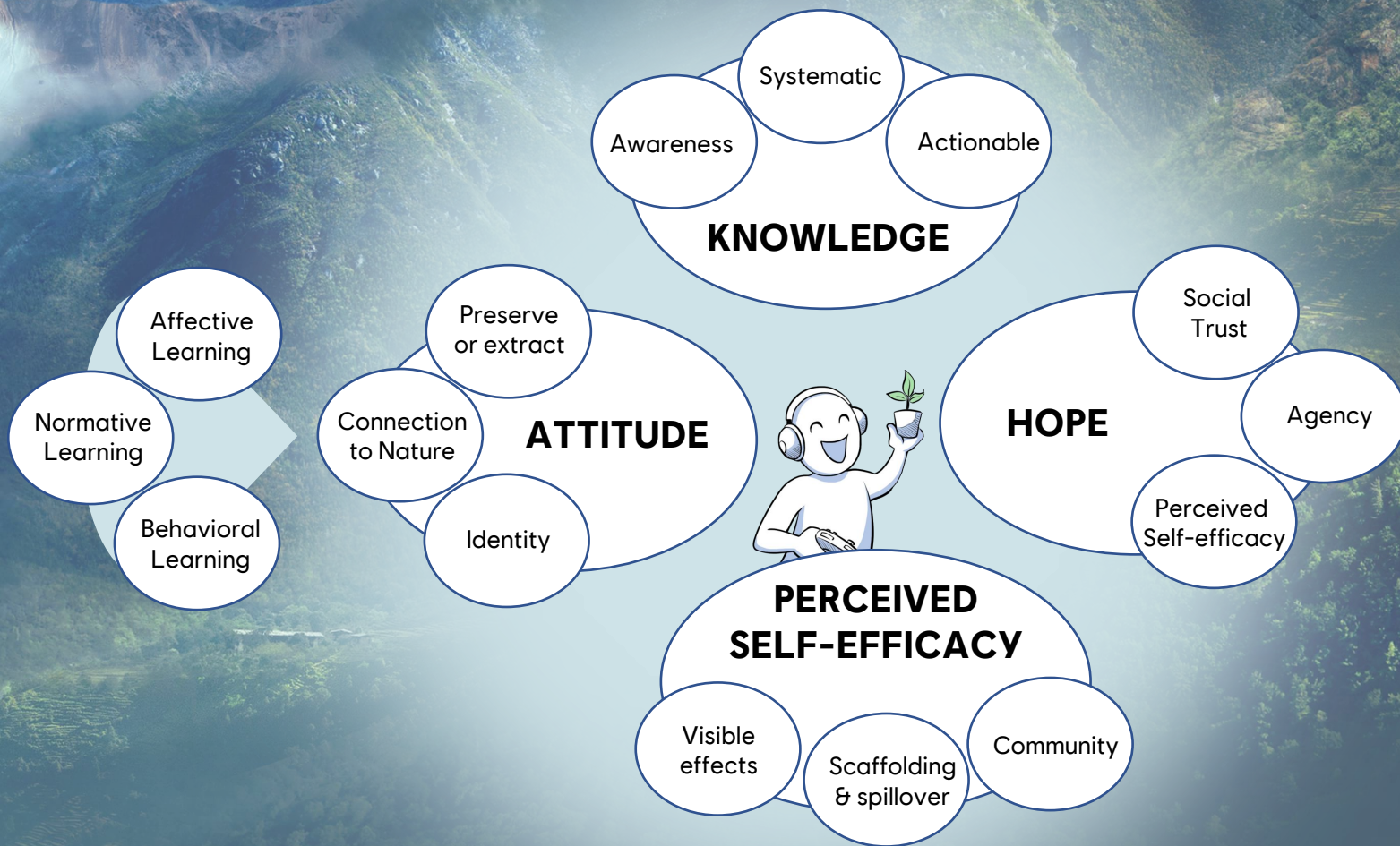


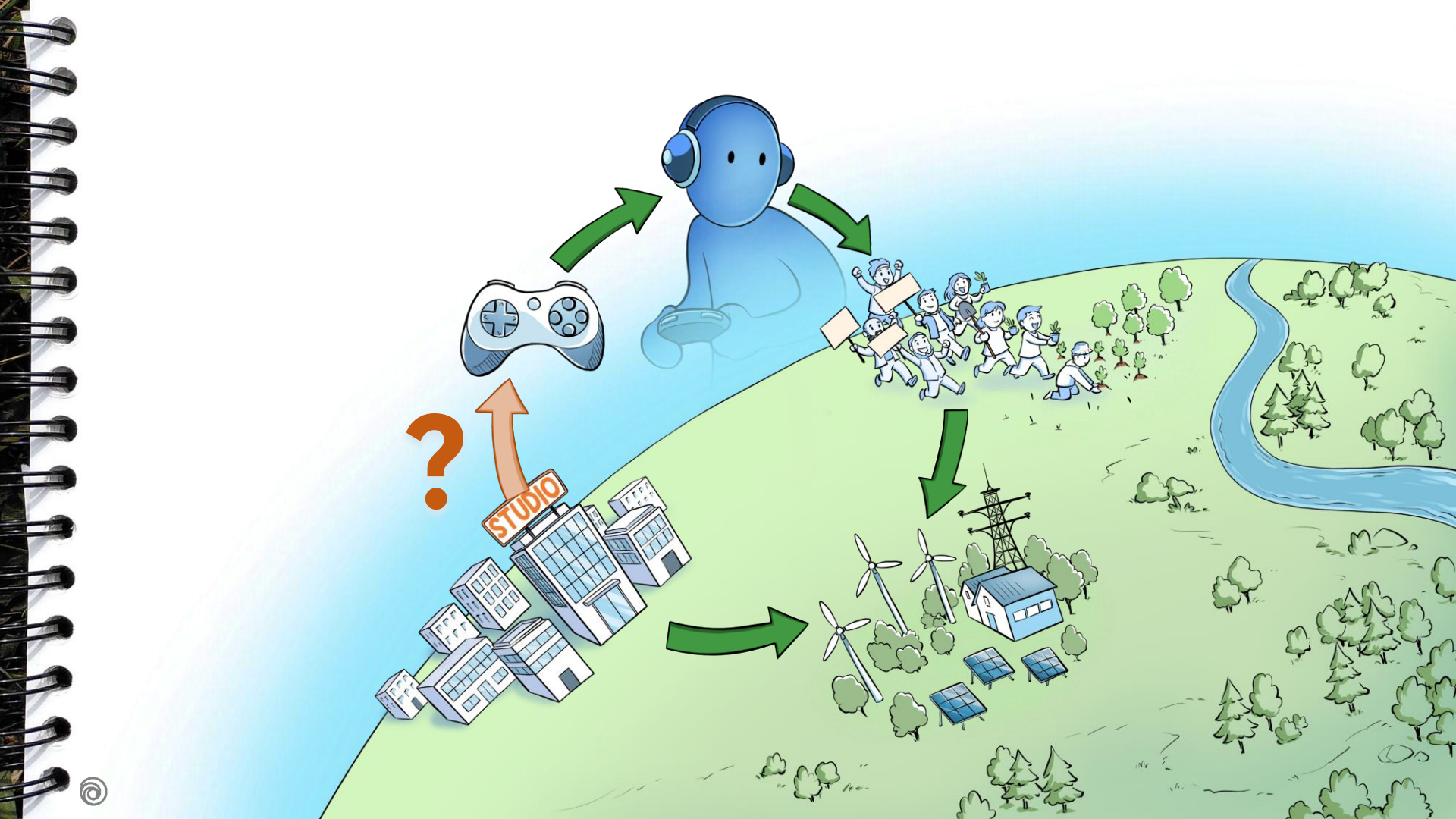
HOPE

Social
Trust

Agency

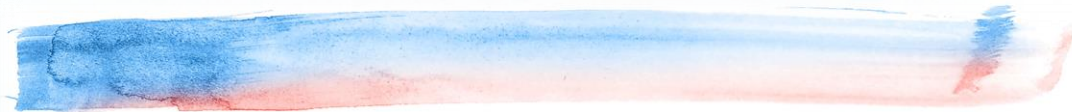
Perceived
Self-efficacy





- Quest #7 -

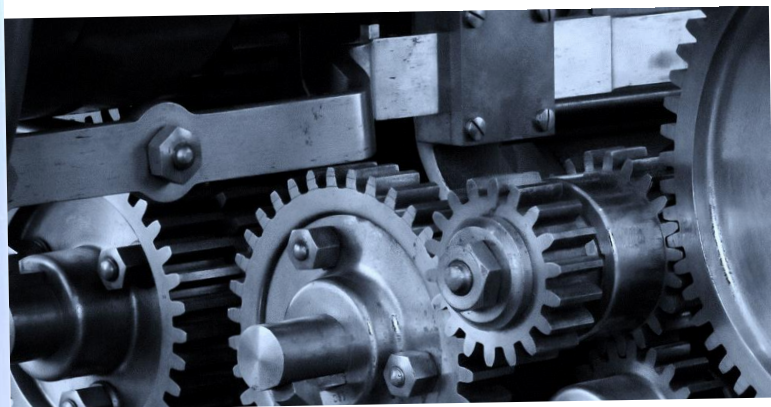
WHAT TOOLS DO WE HAVE TO ACHIEVE THIS ?



Climate Game
Toolkit

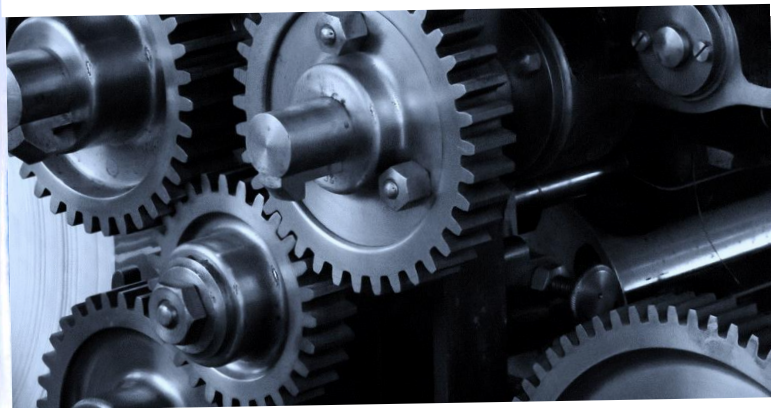
THE PLAN





MY GAME

- AS A COMPLEX SYSTEM -



THE SETTINGS MENU ON YOUR PLAYSTATION 4 INFORMATION

system (PS4™) and conforms to PS4™ specifications to ensure correct usage and storage of this game disc. For breaks, 15 minutes every hour. Discontinue playing if you are sensitive to flashing or flickering light condition and may experience epileptic seizures before playing videogames if you have an epileptic condition or symptoms whilst playing: altered vision, muscle twitches and/or convulsions.

(such as eye strain, eye fatigue or nausea) while playing on televisions. If you experience such discomfort you should stop playing and the discomfort subsides. Generally we recommend that you take a break every hour of play. However, when playing on a television, necessary breaks may vary from person to person – comfort to subsides. If symptoms persist, consult your doctor. (PS4™ is still under development. We recommend that young children to watch 3D video images or play videogames they follow the recommendations listed above.

nausea, disorientation, blurred vision or other symptoms are experienced, stop using immediately and

software licence. The PS4™ and the PS4™ game discs that contain the authorised reproduction of the copyright works present on the disc or the unauthorised reproduction of copyright works are prohibited by law. If you have any information about pirate copies please email anti-piracy@eu.playstation.com

contact everyone to play fair online but if you experience any in-game grief reporting tools or let us know at

age for which this game disc is appropriate. Set the game to the appropriate age. For information on age ratings and how to check the age rating for PS4™ or visit playstation.com/parents

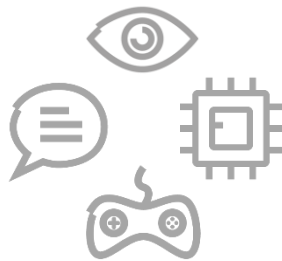
phone number below:

your landline / mobile provider. Please check with your

mobile provider. Please check with your provider

Aesthetic
visuals, sounds...

Story
Narrative,
setting...



Tech
Code,
engine...

Gameplay
Mechanics, UX...



BEST RESULTS

★ 1,605

🕒 01:44

SAVE THE MANGROVE



MANGROVES ARE A TYPE OF TROPICAL FOREST YET THEY HAVE EVOLVED TO THRIVE IN HOT, MUDDY, SALTY CONDITIONS THAT WOULD QUICKLY KILL MOST PLANTS

LOADING..

Hungry Shark Evolution

LoadWorld_Mangrove

MESSAGE

Aesthetic

visuals, sounds...

Story

Narrative,
setting...

Tech

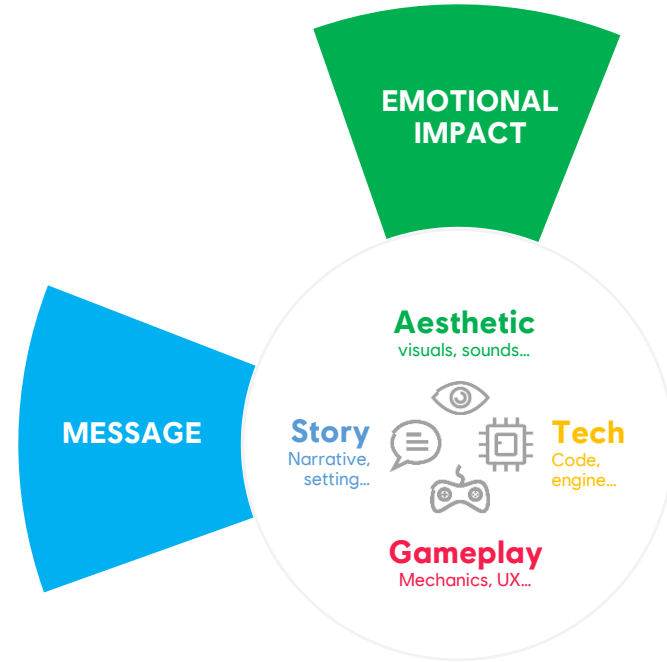
Code,
engine...

Gameplay

Mechanics, UX...



Watch Dogs Legion

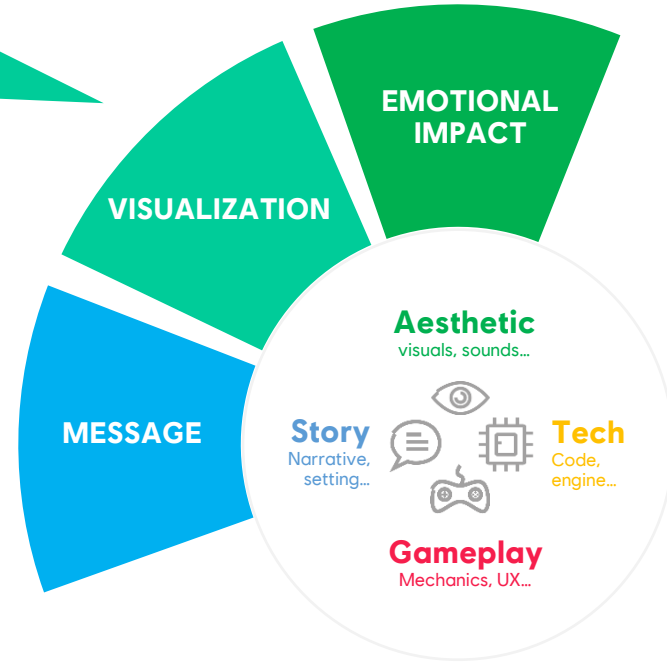




Tom Clancy The Division



Tom Clancy The Division 2





BRAWLHALLA

CHARITY STREAM BENEFITING

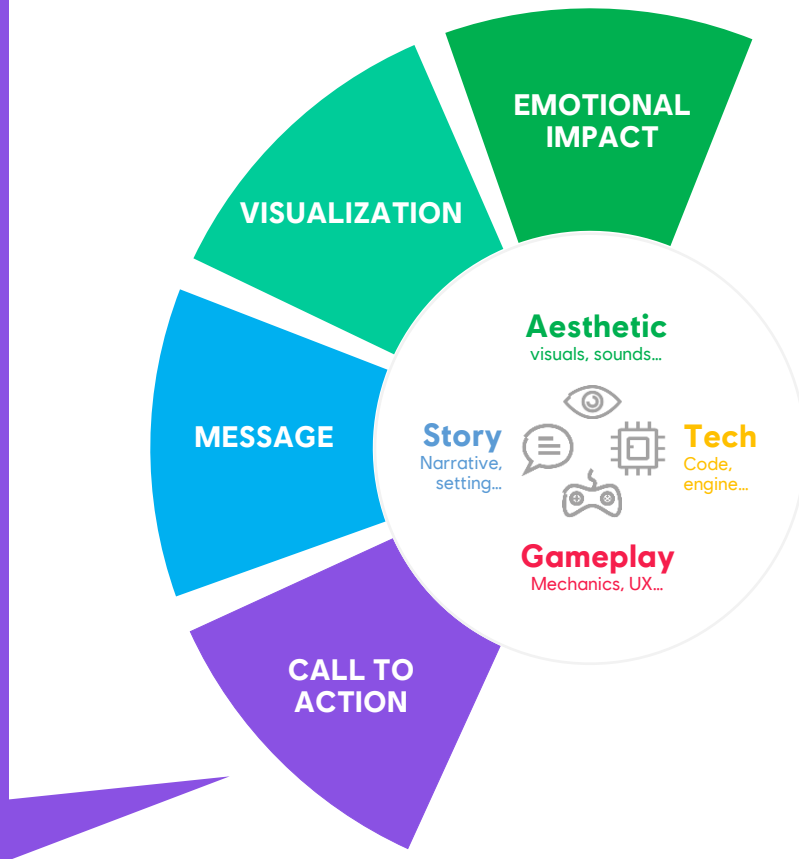
ONETREEPLANTED

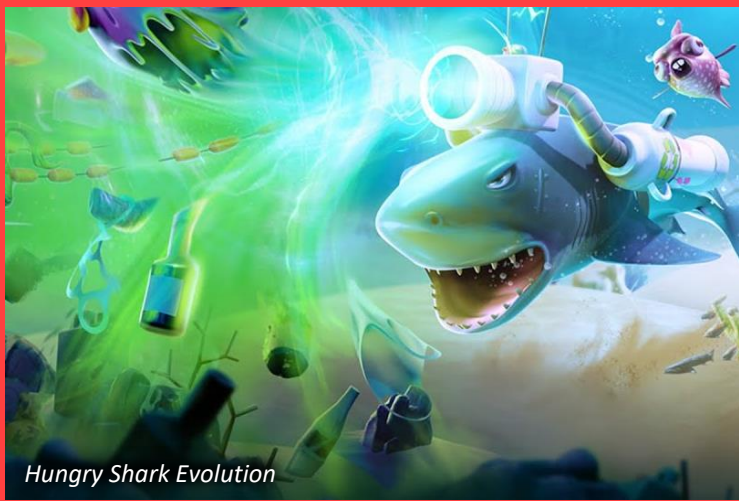
FRIDAY NOVEMBER 18TH

Game	Time
BRAWLHALLA	1PM - 3PM
PLATE UP	3PM - 5PM
GIANT UNO	5PM - 7PM
APEX LEGENDS	7PM - 9PM
PARKBOUND	9PM - 11PM
CASTLE CRASHERS	11PM - 1AM

TWITCH.TV/BRAWLHALLA

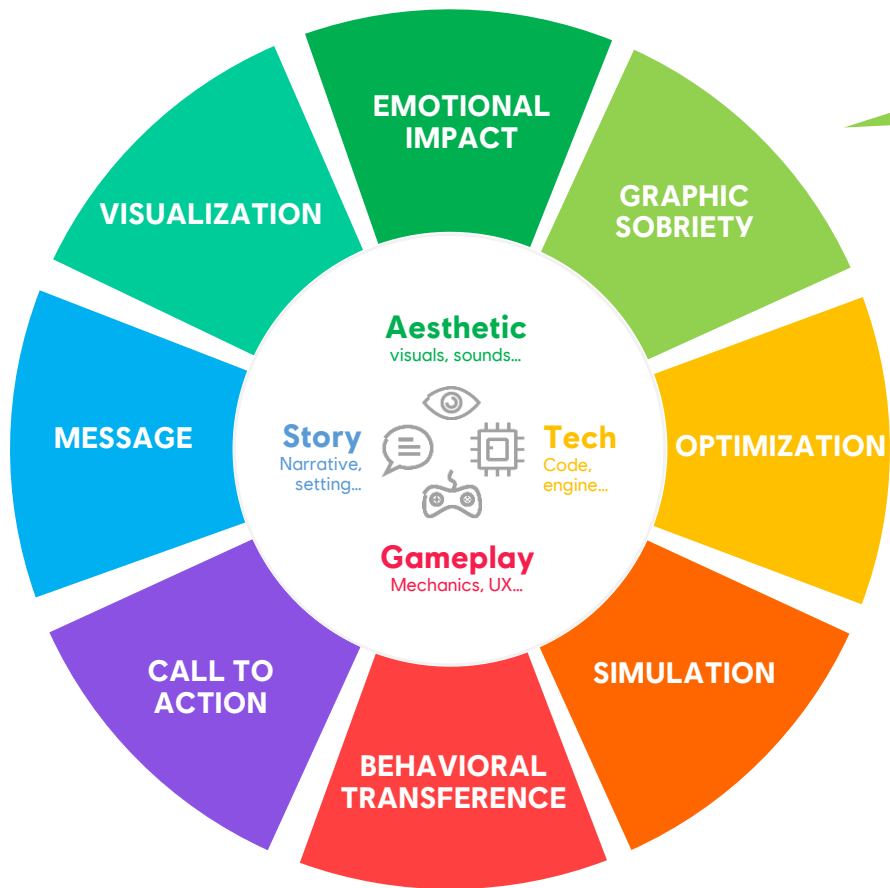
Brawlhalla

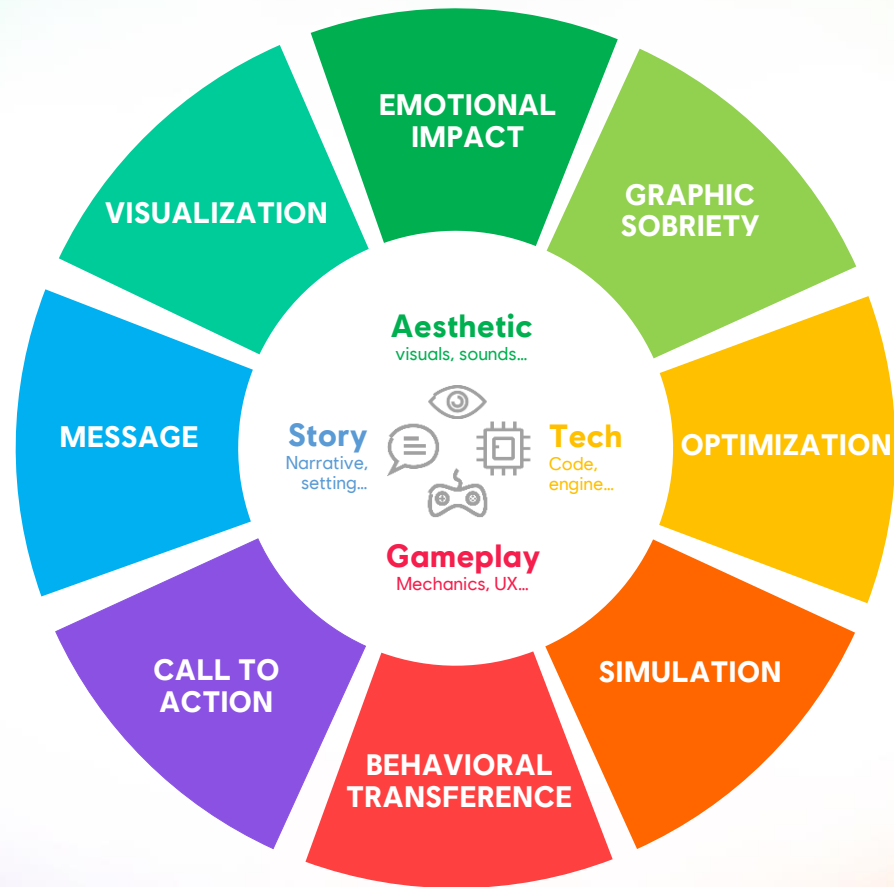












BRAINPRINT



MAXIMIZE
CULTURAL
IMPACT



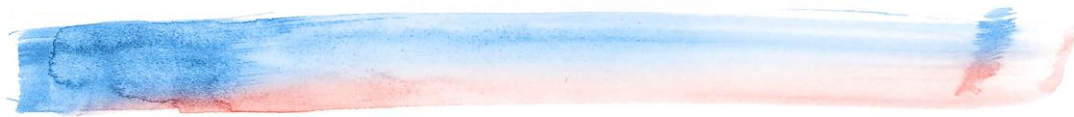
FOOTPRINT



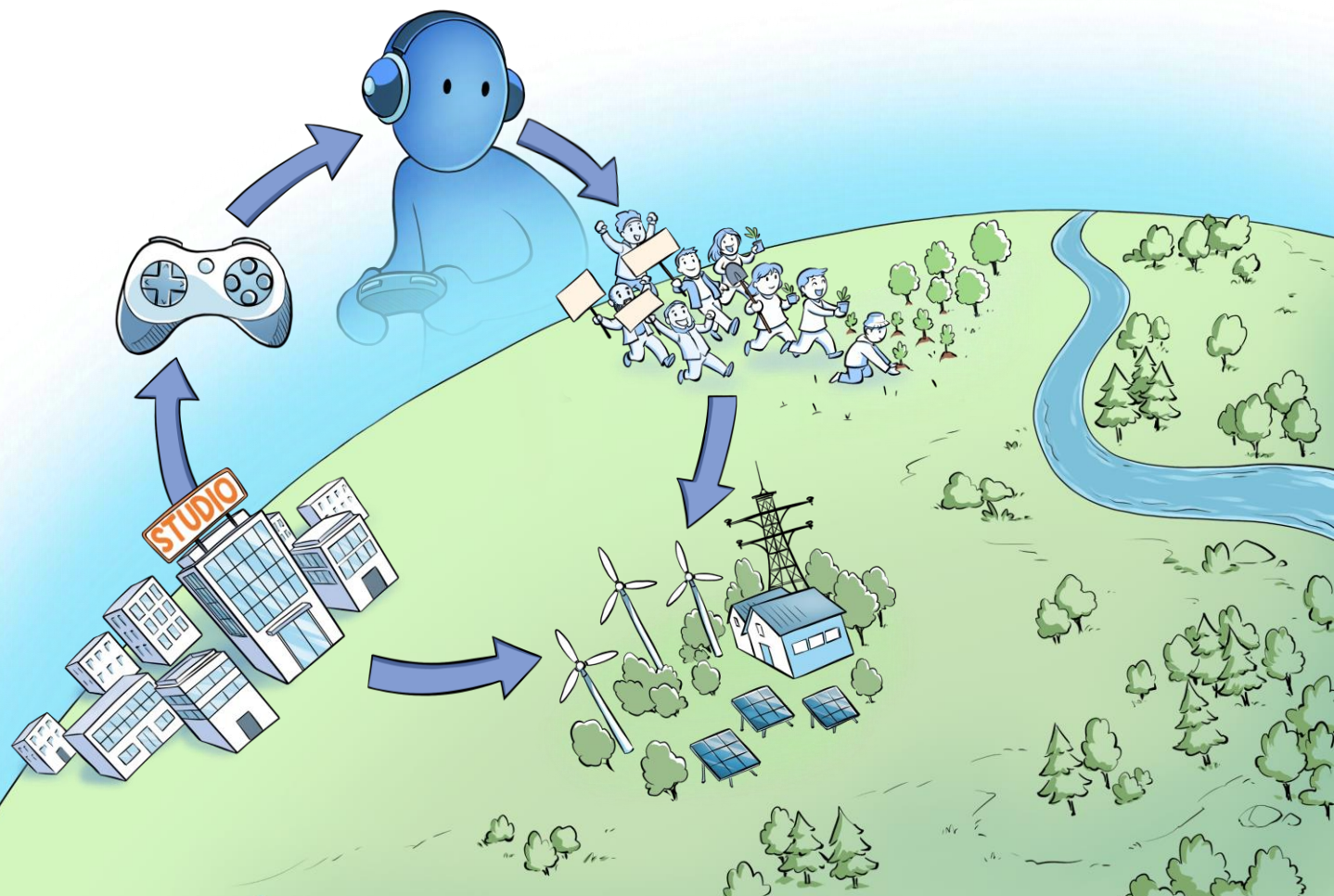
MINIMIZE
ENVIRONMENTAL
IMPACT

- Quest #8 -

LET'S RECAP !



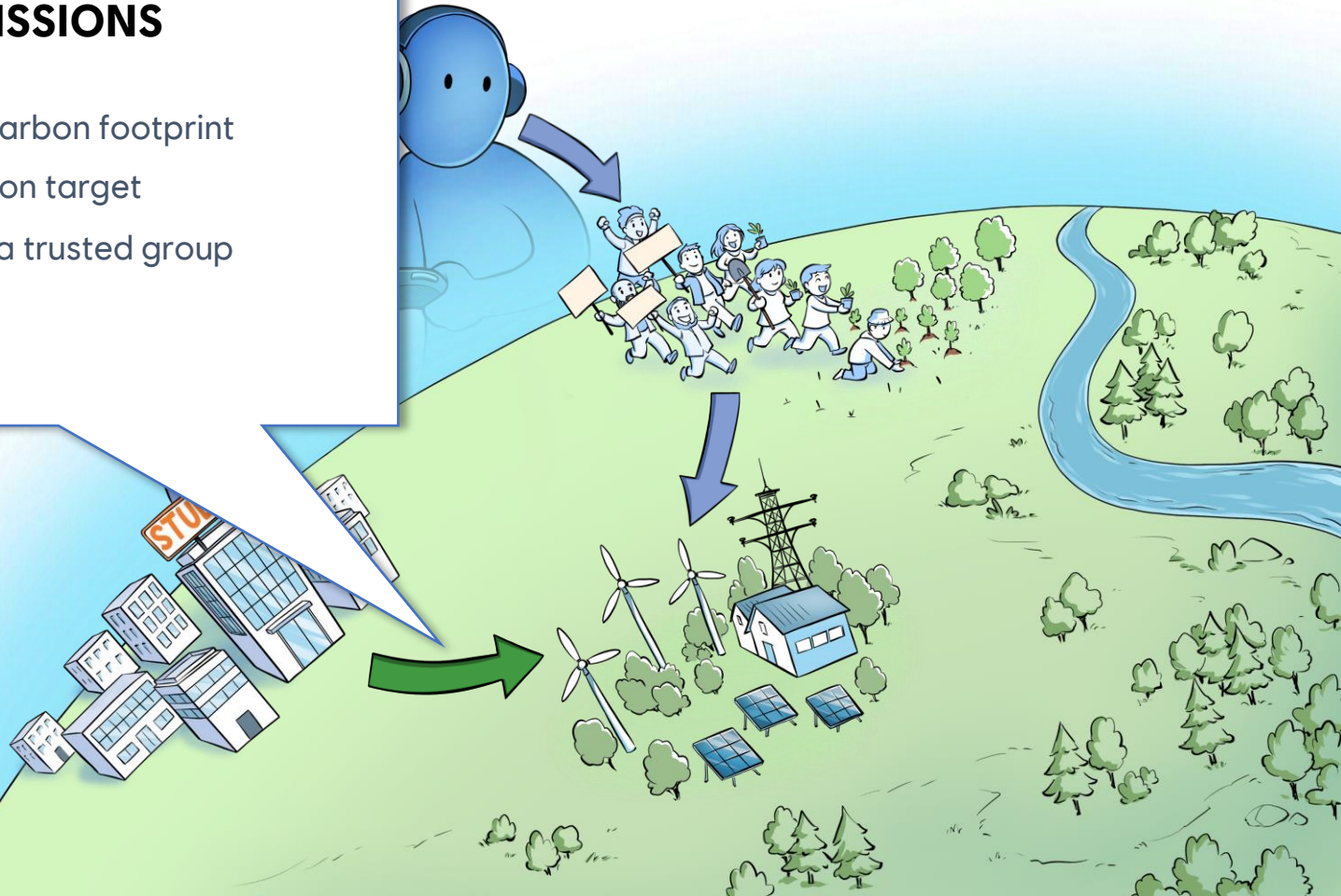
THE PLAN



1

Start reducing our **CARBON EMISSIONS**

- ✓ Calculate studio's carbon footprint
- ✓ Set a yearly reduction target
- ✓ Get it validated by a trusted group
- ✓ Start right now!

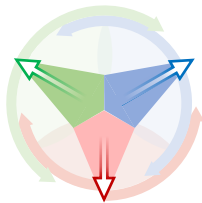


2 Identify our game's **UNIQUE IMPACT POTENTIAL**

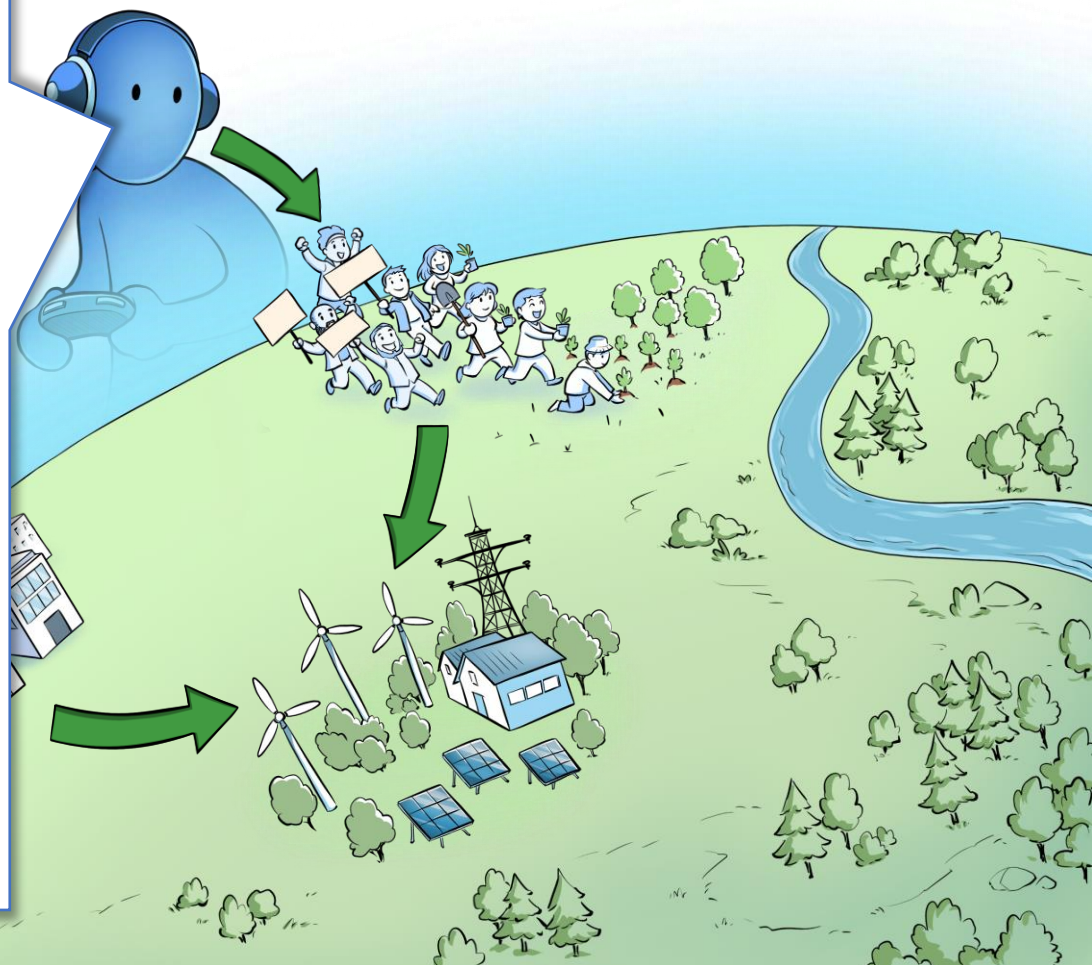
- ✓ What **SDG** could your story, world or characters explore?



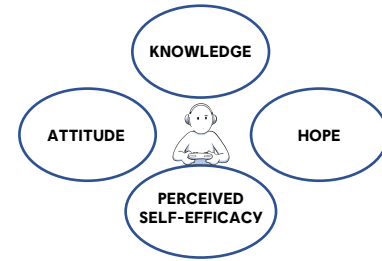
- ✓ What **axes of action** can your gameplay promote?



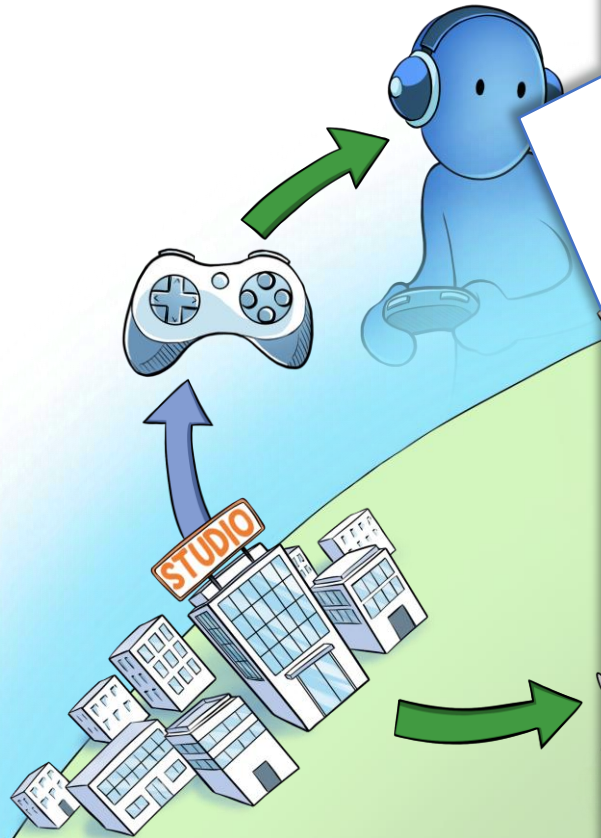
- ✓ Who is your **audience** and how much do they know?



3 Equip players for **POSITIVE IMPACT**



- ✓ Develop awareness, systemic, and action **knowledge**
- ✓ Use affective, normative and behavioral learning to **shift attitude**
- ✓ Give a perception of **pro-efficacy**
- ✓ Make players practice experience that fill them with **hope**

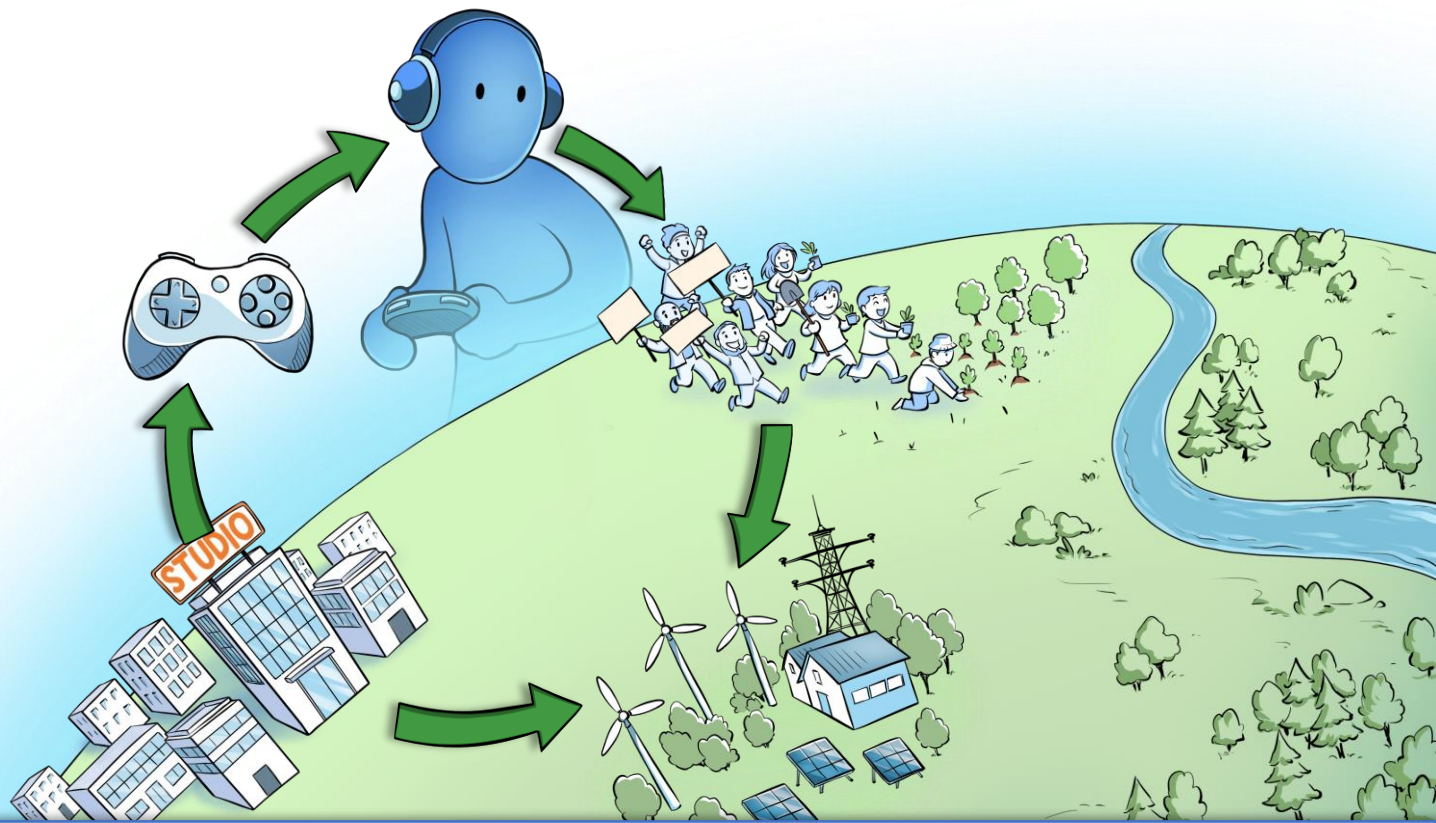


4 Leverage your **GAME FEATURES** and **TEAM SKILLS**

- ✓ Embrace the unique advantages that aesthetics, narratives, gameplay and technology can provide



- ✓ Empower your team to contribute with their own expertise



5

Give the world a game that's
PART OF THE SOLUTION TO THE CLIMATE CRISIS

WHAT IS A CLIMATE GAME?

~~A game that can fix climate ???~~

~~A game with a sustainable
environmental footprint that
nudge players to act for climate?~~

A game that is still
RELEVANT
to develop, buy and play
in the age of the
CLIMATE CRISIS

5

Give
PAR



CRISIS



THANK YOU!



UBISOFT

GDC

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PLAY GREEN

Ubisoft Commitment to Global Carbon Neutrality

<https://www.ubisoft.com/fr-fr/company/social-impact/environment>

Join like-minded people at

<https://www.igdaclimatesig.org/>



Download and read the Environmental Game Design Playbook

<https://www.igdaclimatesig.org/workstream-pages/published-resources>

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