



2025 Case Study





What is the Green Game Jam?

The Green Game Jam is an annual challenge for studios who work on live games with existing audiences. Studios build into their games new content that engages players on environmental topics whilst working towards a collective goal that helps restore and protect our planet.

The project is run by Playing for the Planet, a membership organisation facilitated by the United Nations Environment Programme. Playing for the Planet's mission is to activate players globally to protect and restore our planet whilst accelerating decarbonisation across the video games industry.

2025 Theme & Goal

The 2025 theme for the Green Game Jam was 'All in for Nature'. We challenged studios to engage their players on the amazing power of the natural world whilst fundraising for conservation efforts. At the same time, we invited players to join a global movement of gamers who care about nature by leaving a message on our dedicated pledge page. Because gamers understand the power of teamwork, strategy, and taking bold action.

Why 'All in for Nature'?

Nature is where people feel climate change the most - in more frequent and extreme weather, rising temperatures, or in spotting less wildlife. In addition to these aspects, one third of climate change mitigation strategies depend on the natural world. And last but not least, nature is non-contentious; across the spectrum of opinion, people care about nature. We thought it would be the most effective way to win people's hearts and minds.



Without nature there's no world to explore, no adventures to be had, no food on our plates or clean water to drink. We're not separate from nature, we are part of it, and we depend on it. And right now, nature needs protection.



June's JOURNEY

Gameplay

Hidden-object puzzles

June's Journey is a free-to-download hidden-object mobile game that invites players to relax with a story of romance, intrigue, and mystery.

Decoration gameplay

In between chapters, players can design and customise an island estate with 1920s-inspired items that rotate seasonally and can be unlocked via gameplay.

Platforms



Background

By Galina Fedulova, Senior Marketing Manager at Wooga

How Wooga's Green Game Jam campaigns grew from early experiments to established fixtures of their content roadmap – with impressive player sentiment

The Wooga team noticed some time ago that a strong percentage of our player community felt passionate about environmental causes. Our team was able to run a few small but successful green activations on social media across our entire game roster. But it was our participation in the Green Game Jam with June's Journey that has allowed us to scale up these environmental campaigns year on year, leveraging our player community into a force for good.

We ran our first Green Game Jam campaign in 2021, and returned again the following year. These first GGJ campaigns were small, featuring time-limited offers and nature-themed decorations that allowed players to

support reforestation efforts. They resonated with our audience, who showed high levels of engagement when this new content was integrated into directly into the game. With demonstrable KPI improvements such as first-time deposits and positive player sentiment flooding in, we were able to return to the Green Game Jam year after year, iterating each time.

Collaborating with Playing for the Planet has helped us to collect insights that strengthen the business cases for these campaigns, helping us win support from both Wooga management and the game team. By the end of the 2024 campaign, we contributed to planting 275,000 trees and protecting over 10,000 mi² of Himalayan habitat – an area

roughly 3 times the size of Yellowstone National Park.

From the very beginning of our participation we noticed that wildlife and the natural world were of interest to our player base – our 2023 activation that focused on snow leopards proved so popular, we brought the decoration back as a limited run in 2024. And so, when the Green Game Jam team announced that the theme for 2025 would be nature, we began gearing up for our biggest year yet, with a focus on endangered East African animals.

This case study will take you through our 2025 campaign and what we learned.



Campaign Overview

Campaign Highlights

73%

Satisfaction rate in players post campaign

25%

Higher revenue generated than initial campaign estimate

up to

11%

Increase in LiveOps event participation

8.5

Social media sentiment score on Affogata

The goal: maximising player participation in the activation whilst demonstrating the positive real-world impact of community engagement.

The campaign, titled 'Nature Trails,' introduced a wide range of themed content in-game, including four LiveOps events, a seasonal decoration set inspired by local flora and fauna, and dedicated activation branding across some of the UI elements. Beyond the game, they extended the experience with animated stories on social media and a downloadable journal filled with insights into East Africa's wildlife and nature.



LiveOps Events



Dedicated UI Branding



Daily Announcements



Seasonal Decoration Set



New Chapters on Socials



Player Journey

1 Anticipation

Players are greeted with themed loading screens that contain facts about nature. They are introduced to the new East Africa decoration set, which establishes the theme for the month. This is communicated across platforms: in-game, email, social media and website.

2 Introduction

Two days before the Nature Trails Challenge begins, an exclusive video story drops on social media. Mr. Talbot and his friendly rival Professor Souza encounter a lost baby hippo on the savannah – can the community trace the animal tracks to find his family?

Players are challenged to collect 16 million animal tracks as a community over the course of the month by completing actions and milestones in time-limited in-game events. If the community succeeds, Wooga will support 800,000 sq. ft. of wildlife habitat and donate to plant 25,000 trees – and everyone who took part will unlock an exclusive themed decoration.

3 Event Details

In each themed live-ops event, players contribute to the number of animal tracks collected by reaching event milestones. All events unlocked new decorations inspired by the animals that Wooga's donation would protect.

At the same time, players are reminded of the ongoing event with a new decoration seasonal set inspired by East Africa's flora and fauna, a new loading screen and vignette as well as educational facts about nature in the loading screen and in-game mailbox.

Event 1: Hippo Family

A hippo-themed background with a hippo decoration built for the event.



Event 2: Giraffes

Giraffe themed background and decoration built for the event.



Event 3: Club Mysteries

A new map storing almost every animal decoration created in 8 years of June's Journey. An African Dog decoration was developed for this event.



Event 5: Buy a tree, plant a tree

Wooga matches trees purchased with premium currency in-game.



4 Conclusion

Players collectively reached the 16 million tracks goal and were presented with their reward as well as a certificate of the real-world impact they contributed to.

The team released the conclusion of the introduction video story and the baby hippo was reunited with its family. Players also received a tie-in digital document with facts about all the animals and plants that they encountered during the campaign





The Outcomes

Did June's Journey succeed in their goal: to maximise player participation whilst demonstrating the positive real-world impact of community engagement?

The answer is a resounding 'yes'. Nature Trails smashed its target of 16 million animal tracks collected, meaning the June's Journey team were able to make the pledged contribution to protect habitats and plant trees. At the same time, the campaign delivered on a number of the team's KPIs, suggesting that good business and good deeds really can go hand in hand. The stats below show how taking a player-first approach to green activations can improve business KPIs, which allows studios to unlock the environmental impact at the heart of this work.

Player Sentiment

A post-campaign survey was sent out to players to see how they feel about the campaign and what they thought could be improved.

73%

of respondents were satisfied with the Nature Trails activities

71%

of respondents found environment-focused experiences make June's Journey more enjoyable

60%

of respondents found both island decorations and in-game visual elements enjoyable

8.5/10

Player sentiment score for the game's Facebook page during the campaign period on Affogata

Business KPIs

60%

engagement rate

5-11%

higher than average engagement rate compared to similar campaign events earlier in the year

25%

increase from the estimated campaign revenue uplift

1.5 MILLION

organic impressions on social media channels



Two featuring instances on the Apple App Store

Environmental Impact

25,000

trees planted through this contribution

800,000 ft2

of habitat protected - about 11 soccer pitches

Awards Success



Taking a player-first approach can improve business KPIs, which allows studios to unlock the environmental impact at the heart of this work.

Development Process

with Simona Dailidonyte, Product Marketing Consultant for Wooga

How did the team come up with the Nature Trails concept?

The marketing team knew in late 2024 that the next Green Game Jam activation needed to involve animals. To test this idea, the game team introduced an East African animal-themed seasonal set. Whilst a survey sent out alongside this set confirmed wildlife would be a winning theme, the seasonal set allowed us to gauge popularity across our whole player base, not just across those engaged enough to fill out a survey. This perfectly aligned with the theme for the 2025 Green Game Jam!

From there, we had multiple brainstorming sessions starting with big meetings across publishing, game and liveops departments and moving to more focused sessions that would shape the various details of the activation. The marketing, community, and narrative teams worked closely to build the story of the activation, making sure that it would blend into the game naturally. It was vital that we established this before we could build up the community challenge and communication strategy.

How did you convince stakeholders to get on board?

After five years of Green Game Jam activations, we've built up proven insights from past campaigns to show how this activation can drive engagement and impact which developed a lot of trust within the company.

In addition to our own internal metrics, participating in the GGJ24 research project in collaboration with the University of Edinburgh has helped us gain a more rigorous understanding of how players perceive environmentally-themed content.

And so, we always make sure to present stakeholders with a clear campaign proposal that highlights both player retention benefits and the opportunity to align with the long-term brand values of our studio.

How did your production timeline for this campaign look?

Production timelines varies from company to company. Most of the communication and liveops event setup was done closer to the campaign launch in 2025. However, since we were pledging to support animals present in the game, we started talks with our partner Dots.eco at the end of 2024 to set up donation pipelines with our selected non-profit organisations.

What challenges did you face?

We had more ideas to add to the campaign both in-game and on social media channels, but we had to be flexible with the resources and budget we had. Some of those things turned into learnings we plan to introduce next year – watch this space!



A seasonal decoration set in 2024 tested the popularity of the 2025 theme amongst the whole player base – not just amongst those engaged enough to fill out the accompanying survey.



The Learnings



1 Create synergy with the game

We believe that a successful activation blends storytelling and gameplay to deepen the player's connection with nature. When doing so, this demonstrates that play can inspire collective action that leads to real-world impact.



2 Shape it to your resources

The scale of the activation depends on the resources you have available. Begin by exploring how environmental themes naturally connect to your game and build out your idea from there. Your first step can be as simple as introducing a nature-focused in-game item. Then grow and evolve the concept over time.



3 Test early, learn early

Exploring player sentiment early is an important step to ensure the activation resonates. It'd okay if your first activation in the Green Game Jam is relatively small. Running a pilot activation like that can provide valuable insights into how players perceive the concept, what excites them, and where adjustments might be needed.



4 Stay true to your brand

Keep the activation tone of voice as close to your brand's voice as possible, making sure you connect it with the game universe. Making a major shift during the Green Game Jam activation can create the risk of player confusion as well as negative sentiment.



5 Learn and iterate

Treat each activation as a step in a longer journey. Capture what worked, what didn't, and refine for the future. Even small actions can build toward a big impact over time.



So, why join the Green Game Jam?

1 Boost your game's KPIs

June's Journey saw up to 11% higher than average engagement on their in-game events for this activation, which resulted in 25% more revenue than estimated.

2 Build a stronger connection with your players

The highly positive player sentiment for this campaign was no accident. June's Journey spent years paying close attention to what players love through their annual Green Game Jam activations.

3 Win visibility for your game

June's Journey was featured by the Apple App Store who were impressed by their campaign proposal and their activation also won two prestigious Green Game Jam Awards.

4 Strengthen your team's bond & morale

The team has seen that bringing together different departments year after year fostered strong trust and teamwork in June's Journey team; and across the board, studios report that working on events in the Green Game Jam helps boost team morale.

5 Make an impact for nature!

At the end of the day, the purpose of this campaign was to educate, fundraise and make a positive impact for nature and it was successful – June's Journey were able to make their pledged donation of \$43,250 USD for conservation efforts for the wildlife featured in the campaign!





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