



# 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.**





## Gameplay

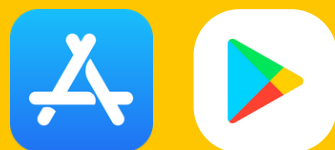
### Rummy Fun

Rummy is a popular card-matching game where players race to be the first to get rid of their hands. GameDuell's app is one of Europe's leading Rummy games, delivering fast-paced 3-player Rummy with a social competitive twist.

### Skat Treff

Skat is a traditional German trick-taking card game. GameDuell is the official partner of the German Skat Association, bringing players together for the largest Skat tournament in Germany and beyond.

## Platforms

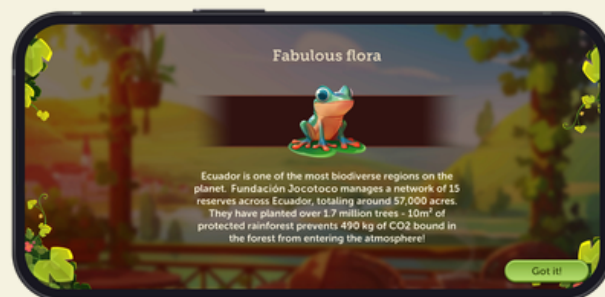


# Campaign Overview

GameDuell learned more about their players through this activation, which saw almost 12,000 of them leave messages in support for nature – all whilst playing to unlock donations.

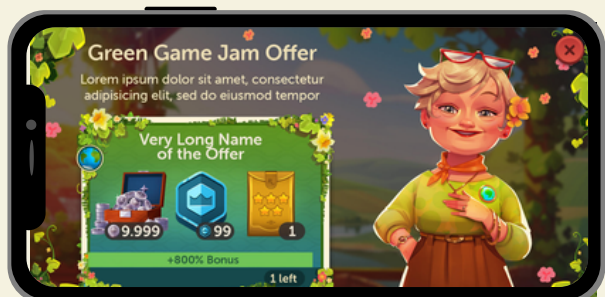
GameDuell ran the same campaign mechanic in two of their flagship mobile social card games, Rummy Fun and Skat Treff. Players engaged with special event tables to celebrate the cause, while GameDuell committed a total donation of €12,500 to support the protection of 80,000m2 of rainforest. The event successfully combined high-intensity gameplay with real-world impact.

## Key Features



### Themed Trivia

Pop-up information screens full of wider educational context and verified facts about rainforests, nature and endangered animals.



### Stand-Out Offer

A special, limited-time virtual goods bundle with a unique look to make sure it popped out from all the regular, routine purchases and highlight its link to the event's theme.



### Visual Upgrade

Instead of building a new core game mechanic from scratch, the team took a familiar, existing event framework and incorporated the nature theme. This kept the event easy to follow while still feeling fresh.



## KPI Highlights

# 25.9%

higher daily player engagement rate in Rummy compared to previous events

# 22.6%

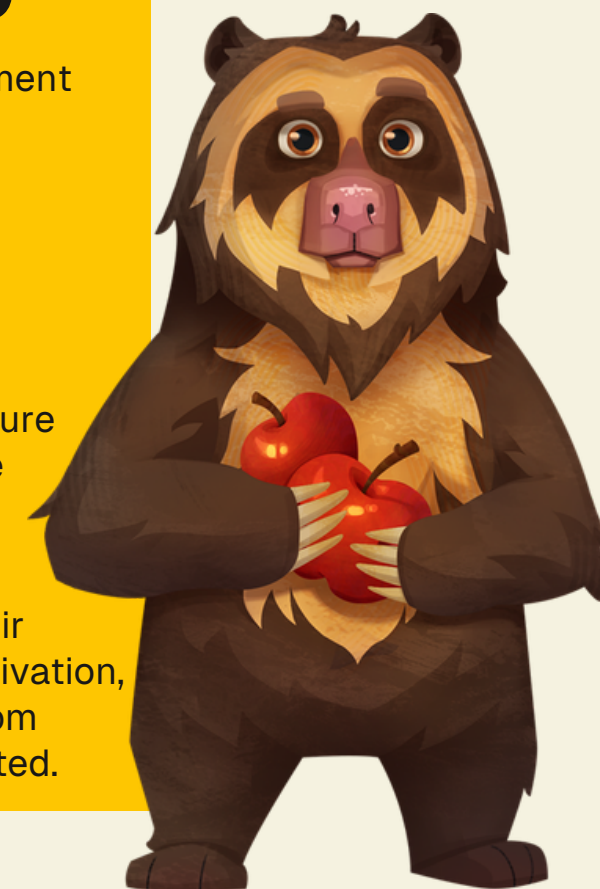
higher daily player engagement rate in Skat compared to previous events

# 11,775

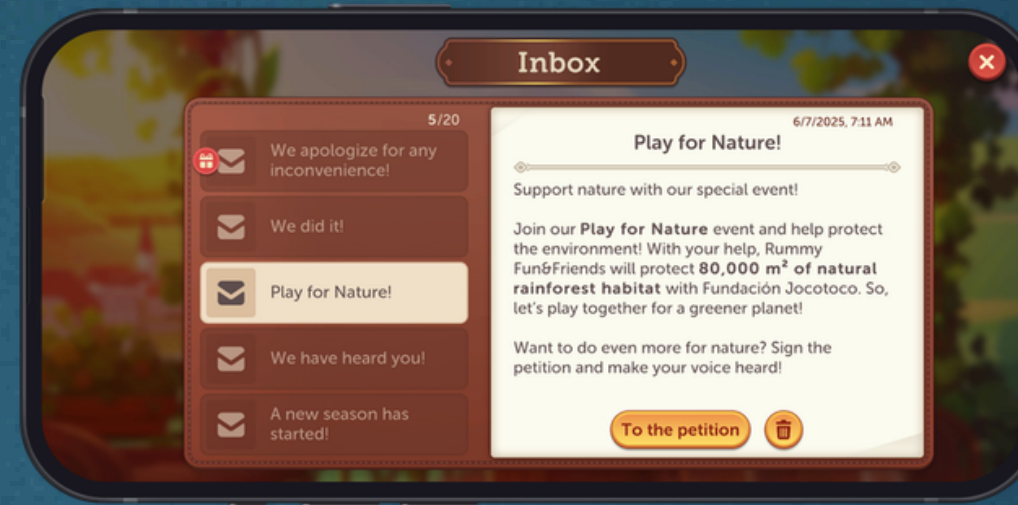
messages in support of nature through the campaign page

## Player Insights:

GameDuell got to know their audience better via this activation, seeing stronger interest from mature players than expected.



# Player Journey



## 1 Signposting

Messaging screens at the start of the event communicated how the whole community's in-game actions as part of the event would contribute to a real-world environmental cause. Not only was this a unique hook that got players curious to find out more, it made the connection between gameplay and impact crystal clear, incentivising participation.

## 2 Event Details

Players earned "Leaves" by winning games on special event tables. These leaves fueled progress toward milestones, unlocking in-game rewards.

With each milestone reached, players were shown custom awareness screens. These highlighted the importance of biodiversity and the conservation efforts of Fundación Jocotoco, the chosen fundraising partner for the campaign.

## 3 Supporting Communications

Through the in-game inbox, players received regular updates and reminders about the event's purpose and progress. The team reinforced both engagement and motivated players to action on it, by engaging with the All In For Nature campaign.

The inbox system is the most visible communication channel, usually saved for critical game updates, player gifts & the game's weekly newsletter. Putting the GGJ in this group signalled it was a key community and company initiative.

## 4 Conclusion

Players' engagement helped GameDuell raise €12,500 (~\$14,475 USD) for Fundación de Conservación Jocotoco through the donation platform ThankU. This directly contributed to the protection of 80,000 m<sup>2</sup> of rainforest, a haven for endangered species like the Brown-headed Spider Monkey, Spectacled Bear, Mountain Tapir, Puma, and Jaguar.



# The Outcomes

**GameDuell were able to make the pledged contribution to protect habitats whilst improving their KPIs and getting to know their players.**

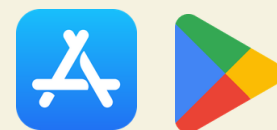
## Business KPIs

**25.9%**

higher daily player engagement rate in Rummy compared to previous events

**22.6%**

higher daily player engagement rate in Skat compared to previous events



included in editorials on the App Store and Play Store

## Player Sentiment

GameDuell got to know their audience better via this activation, seeing surprisingly strong interest from their generally more mature player base. This older demographic really "got" the urgency of "green topics" and sustainability. The team were reminded that they can't just chase after the younger crowds (Gen Z and Millennials) with climate-themed content. Their mature audience is an active, engaged, and conscious consumer group for these themes, too.

**11,775**

messages in support of nature through the provided link

## Environmental Impact

**\$14,475 USD**

raised for Fundación de Conservación Jocotoco

**80,000 m<sup>2</sup>**

of Equadorian rainforest protected - the size of about 11 football pitches

## Awards Success



**GameDuell got to know their audience better via this activation, seeing surprisingly strong interest from their generally more mature player base.**

# Development Process

with Tom Pieper, Product Manager at GameDuell

## How did you develop the activation? Did it differ from your usual production schedule?

Yes! A wonderful behind the scenes detail of our Green Game Jam activation this year is that all members of the team had the chance to pitch in.

We introduced the Green Game Jam and the 2025 theme to the entire company. From there, we welcomed volunteers from all teams to join the effort, including marketing, customer support, QA, development and art. We held group brainstorming sessions to align on what our goals for this activation should be and how to make them into something fun.

This collaborative spirit carried on even into production, which normally just a few teams work on. For this activation, the community management team wrote our awareness screen content; the illustration, marketing and UI artists collaborated on the themed in-game assets; whilst the developers and designers co-created the final concept and execution plan. It really was a full team effort from start to finish!

## What happened to any ideas you didn't include in the finished product?

In the early stages of our brainstorming sessions, the team thought of giving out unique UI elements for player profiles as a participation reward. We weren't able to get the feature working in time for the GGJ event itself, but the idea generated a lot of interest within our team, proving the concept was solid. As a result, avatar frames were developed and launched as a permanent new cosmetic feature shortly after.

## What did players think of the event overall?

Our players responded really well to the breath of fresh air from the typical cycle of standard in-game events. In the end, the Green Game Jam was a great opportunity to think outside the box and generate new ideas.

## How did you choose your charity fundraising partner for this year?

We chose to partner with the donation platform ThankU, a Berlin-based startup. Their core mission and company values were strongly aligned with our own culture and the goals for this event. Since GameDuell is also based in Berlin, that local connection made for a closer partnership.

Ultimately a huge factor in our choice was ThankU's serious commitment to transparency, and specifically partnering with charities and environmental groups that are also transparent in their operations. We were particularly impressed by their hands-on approach to choosing and overseeing projects, ensuring that the money they raised went towards initiatives that were carefully vetted and truly impactful. It's always important to find a fundraising partner that works for your organisation and we were grateful for ThankU's help on this activation.



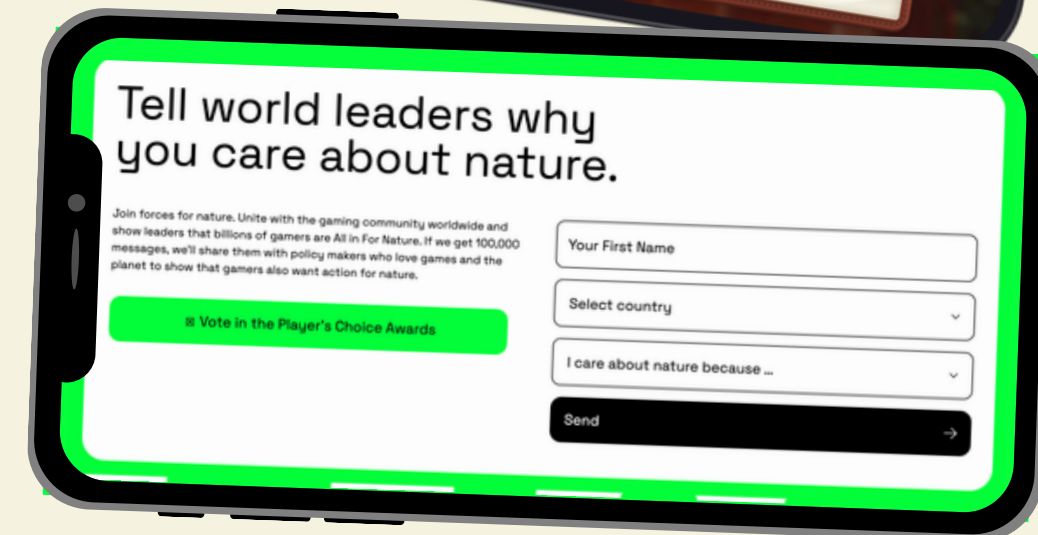
**The Green Game Jam was a great opportunity for GameDuell to think outside the box and generate new ideas that their players loved.**



# Player Messages

**GameDuell won the All In for Nature Award for the studio with the most messages left by players on the campaign page.**

The team prompted players to go the extra mile by sharing a message in support of nature on our dedicated All in for Nature page. They shared this alongside information about the event via the game's inbox as an additional step players could take to get involved. Since the inbox is streamlined to game updates, gifts and the weekly newsletter it cut through, with a strong conversion rate on the campaign page and resulting in 11,775 responses.



**11,775** messages in support of nature through the campaign page

**49%**

**"We are nature. Protecting it means protecting ourselves, and our future."**

**33%**

**"I want future generations to have a healthy environment and beautiful wildlife."**

**7%**

**"I believe the only way to a brighter future is through collective action."**

**7%**

**"I want to use my voice to make the change I want to see in the world."**

**3%**

**"I see how nature benefits my community and want to preserve that."**

**"Without nature we are nothing."**

**Tina**

**"Without nature, we do not exist; nature does not belong to individuals, it belongs to all of us – the plants, the animals, and the humans!"**

**Ronny**

**"Excellent idea from the Skat team!"**

**Jürgen**

**"If we don't do anything now, it will be too late. Let's get to work."**

**Kerstin**

**"We need to care more about our planet! I have grandkids and great grandkids that may end up with less in life because we didn't take care of nature. What a loss that could be. "**

**Sharon**

**"Nature makes life beautiful. I love animals and nice scenery and ocean life. We are destroying it so we are the only one to make it better again."**

**Tessa**

**"Its beauty alone is worth protecting!"**

**Jenni**

**"Good idea, good game"**

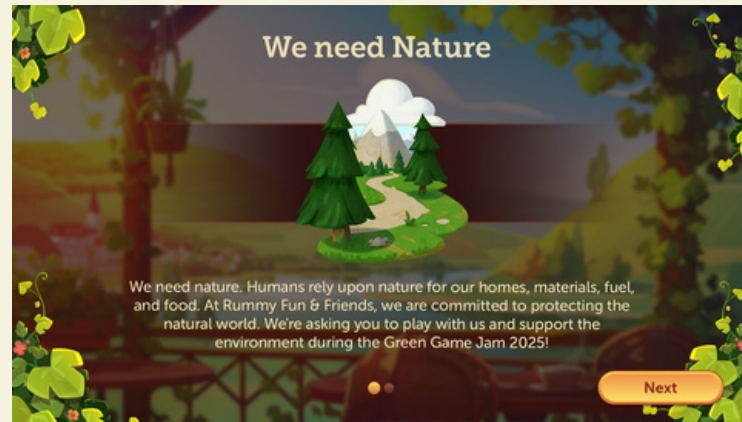
**Didi**

**"We have a responsibility - we cannot treat earth as a consumer product which you use and put to the trash can after you're done."**

**Stefanie**

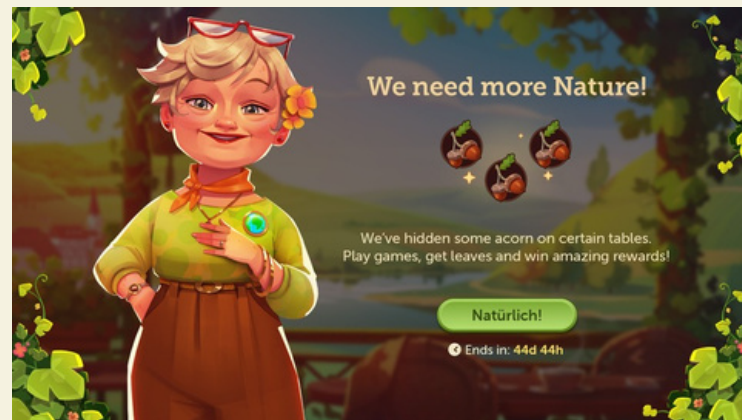


# The Learnings



## 1 Bring everyone on board

Volunteers from all over the studio had the unique opportunity to help plan this campaign, allowing them to experience a side of the business usually limited to only a few teams. This fresh perspective helped the company to develop new and popular features. You never know where inspiration will come from!



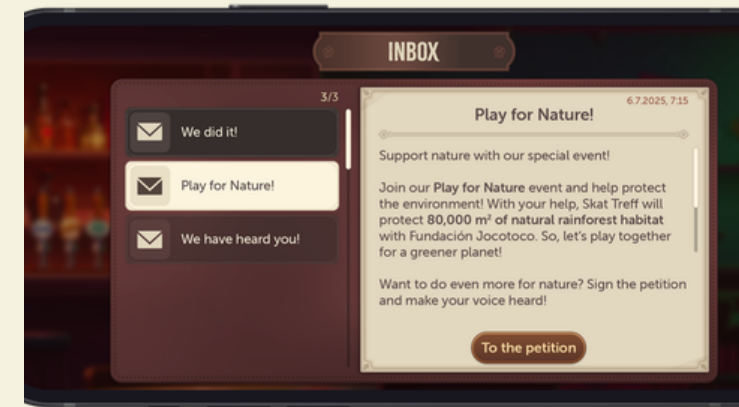
## 2 Change a little, a lot

The core game mechanic stayed the same, but the event was designed with a unique nature themed style to make it distinct from usual gameplay. The team also added screens with verified facts about rainforests, nature and endangered animals. All of this was designed to draw players' attention to the new content, without tampering with the base game that they know and love.



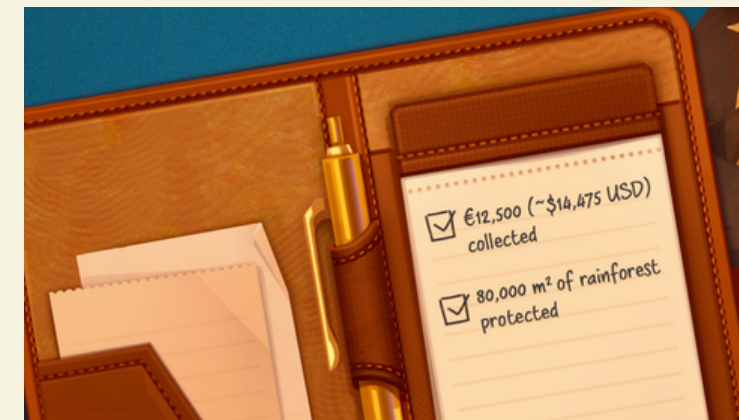
## 3 Get to know your players

The team noticed that their more mature (Gen X & Boomers) audience showed a strong interest in the activation, which surprised them. They assumed that climate themed topics generally resonate more with younger audiences, but that wasn't quite the case. This insight taught them they can pitch future events around environmental-related themes more confidently to their entire player base.



## 4 Show players you take it seriously

If you show players your event is important, they'll think it's important too. GameDuell used the game's most critical communication tool, the inbox, to share the event with players. Since this channel is reserved for important game updates, player gifts and the weekly newsletter, it signaled that the activation meant a lot to GameDuell and this led to players paying attention.



## 5 Find a partner that works for you

GameDuell were extremely happy with the donation platform they chose. They specifically appreciated ThankU's commitment to transparency as well as their local connection, both being Berlin-based organisations. Aligning their company values, the goals for the event and the values of ThankU was essential in getting the campaign off the ground.

# So, why join the Green Game Jam?

## 1 Boost your game's KPIs

GameDuell saw around 22-25% higher than average engagement on their in-game events for this activation across the two games.

## 2 Get to know your players better

GameDuell learned things about their audience through this activation that surprised them – namely, that their older player base really "got" the urgency of "green topics" and sustainability just as much if not more than Gen Z and Millennials.

## 3 Generate fresh ideas

An idea for a new feature that didn't make it into the Green Game Jam activation was later launched as a permanent cosmetic change after a huge amount of team interest.

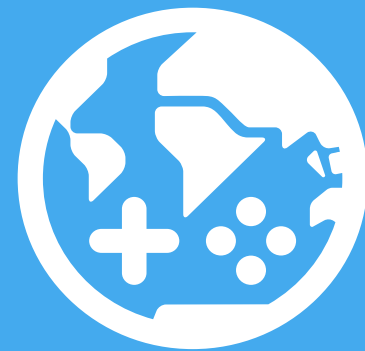
## 4 Strengthen your values

In choosing a charity partner for this event, GameDuell reflected on their own values and company culture – eventually choosing Berlin-based studio ThankU in what became a close partnership.

## 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 – GameDuell donated €12,500 (~\$14,475 USD) for Fundación de Conservación Jocotoco to help conserve much of the wildlife featured in the campaign!





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FOR THE  
PLANET™**

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