



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

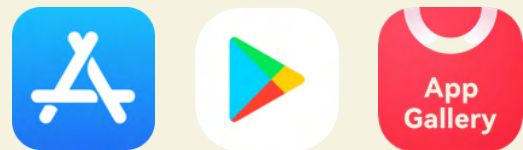
5v5 MOBA

Honor of Kings is a quick-match (15–20 minutes) mobile multiplayer online battle arena (MOBA) game. Players are paired with opponents and allies around the world for 5v5 battles, selecting from a vast array of hero characters to play as – each with special abilities, cosmetic skins and backstories.

Mini-games

The game features temporary, event-based mini-games or puzzles through which players can unlock unique rewards.

Platforms



Background

By Hommy Yang, Game Operations Director TiMi Studios, Tencent Games

With 205 million monthly users playing together internationally, Honor of Kings had already connected the planet. Next, we wanted to protect it.

What game connects over 260 million players around the world? This game is Honor of Kings. Born in China in 2015, the game first launched in Brazil in 2023 as a test, and went fully global in 2024. Today, from Southeast Asia to the Americas, players speak different languages, but when they open Honor of Kings, they share the same joy, the same team spirit, and the same universal language of gaming.

And that made us ask ourselves a question: When you have a platform that connects hundreds of millions of people, beyond bringing joy, what other meaningful things can we do? That is where Honor of Kings' environmental story starts.

At first, our mission was simple: Play for Fun. To make a great game and bring happiness to as many people as possible.

But as we grew, we started thinking about bigger value: could we evolve from playing for fun to playing for the planet?

At the same time, we noticed a common challenge: For many people, environmental protection sometimes feels distant, abstract, like a serious lecture. We didn't want to preach. We wanted to make it something players could naturally join in through the game they already love.

So before setting out to develop our 2025 event, we developed a series of four clear principles to guide us:

Integrate, don't invade

Environmental themes should be part of the game, not forced add-ons.

Capitalize on the MOBA Social Graph

Use community and connection to scale impact.

Root in our own IP

Use the heroes and the universe we know our players already care about.

Make real-world impact

No empty promises. Every action in the game must translate to action in real life.





KPI Highlights

90%

engagement rate

4%

increase in
daily play time

572

peak attempts at
minigame by a single
player in one day

69%

higher social media
buzz than major IP
collaborations

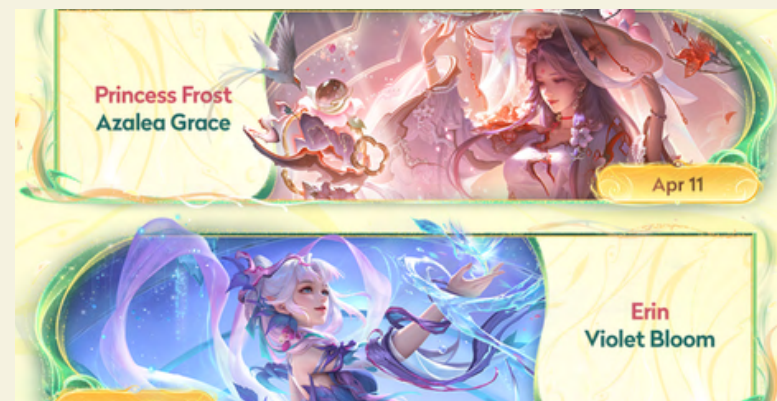
87%

said they were more
willing to take real-
life environmental
action after joining
the event.

Campaign Overview

In 2025, Honor of Kings integrated an environmental message seamlessly into existing gameplay and lore, leveraging the player community for real-world impact.

The campaign, titled 'Protect Nature, Protect All Life' introduced a wide range of themed content in-game, including two mini-games, a new skin for the hero Sang Qi inspired by the Artemisia Annua plant and localised creator challenges in the Philippines and Indonesia. In-game actions led to 28,000 metric tons of carbon credits that were purchased and retired across four projects by Tencent Games.



New Themed Costumes



New Mini-Game



Daily Missions



Overarching Narrative



Real-World Activities



Player Journey

1 Introduction

An introductory video framed environmental ideas within the in-game universe, building a narrative that connected the Honor of Kings' Gorge to the real world:

- In the Gorge, the Base is the spring of life — the heart of the map, the source of all vitality.
- In the real world, forests are Earth's spring of life — the lungs of our planet, the foundation of all ecosystems.

By redefining “protecting forests” as “protecting Earth's Basel,” the environmental message became something every Honor of Kings player could understand and empathize with.

2 Real-World Tie-In

All players' in-game actions were represented in a server-wide progress bar which, when hit, would allow Tencent Games to purchase verified carbon credits, supporting four critical forest conservation projects in Brazil, Malaysia, and Indonesia.

And the team went further with localized action in key regions. In Indonesia, creators hosted live streams to fundraise and restore mangroves in Jakarta whilst in the Philippines, creators launched a challenge: every kill in-game equaled one real tree planted and protected.

3 Flourishing Fauna

The team connected the eagerly anticipated 'Flourishing Fauna' spring skins to the campaign message of nurturing life. They chose Sang Qi (Sakeer)'s skin as it was inspired by the sweet wormwood plant, a symbol of healing. All players participating in the 'Protect Nature, Protect All Life' event would receive this skin for free as a thank you for getting involved.



4 Knowledge Sharing

By completing daily missions, players unlocked knowledge about 18 endangered rainforest plants and animals



5 Match for Green

The team launched a mini game that was easy to learn but extremely hard to beat. This difficulty was on purpose.

The challenge players felt was an intentional metaphor for environmental protection – it's hard, it requires persistence and most importantly, teamwork. Players shared their struggles, asked friends for help, and turned this mini-game into a viral social moment that saw 69% higher buzz than major IP collaborations.



The Outcomes

The campaign saw extraordinary engagement, allowing Honor of Kings to meet their real-world impact goals.

Integrating environmental messaging seamlessly into gameplay paid off. Playtime increased and participation rate was high allowing the team to turn those in-game metrics into support for projects in four real-world nature reserves.

Business KPIs

90%

participation rate

+2

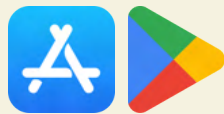
average new players per invitation

4%

daily playtime increase - the second-highest growth since the 2024 global launch.

69%

higher social media buzz than major IP collaborations



included in editorials on the App Store and Play Store

Environmental Impact

28,000

metric tons of carbon credits were purchased and retired across four projects, providing critical funding to 4 real-world conservation efforts

- Brazillian Amazon APD Grouped Project (Brazil)
- Rimba Raya Biodiversity Reserve Project (Indonesia)
- Kuamut Rainforest Conservation Project (Malaysia)
- Katingan Peatland Restoration and Conservation (Indonesia)

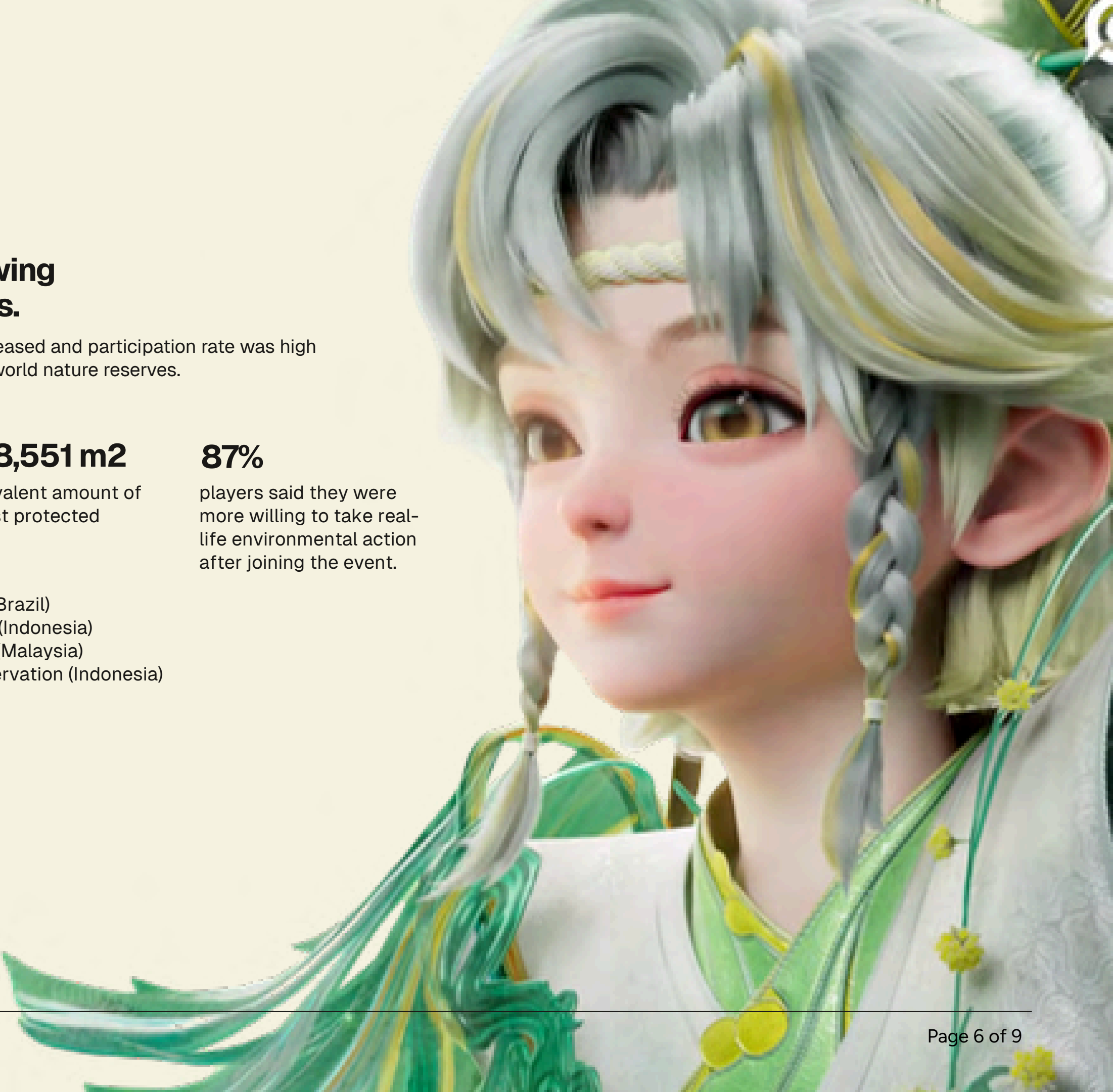
578,551 m2

equivalent amount of forest protected

87%

players said they were more willing to take real-life environmental action after joining the event.

Awards Success



The Learnings



1 Integrate, don't invade

Environmental protection wasn't layered on top of the existing game but it was deeply integrated into the UI, game lore, and gameplay. The team succeeded in making something that felt like Honor of Kings, not a corporate ad.



2 High-quality resonant content

Visuals, narrative, and the Flourishing Flora skin met premium standards, earning trust and praise from the community. If you don't put effort into making this content, you show your players you don't take it seriously and therefore they won't either.



2 Use strategic resistance

Honor of Kings made their 'Match for Green' mini game too hard for players to beat without asking others for help. This impressed upon them a metaphor about environmental action whilst also boosting the game's social media buzz.



4 Tangible, verifiable impact

Players were shown how the impact of their in-game actions translated across real projects, real trees and real carbon credits. By delivering on their promises, Honor of Kings were able to build the foundations of a meaningful relationship with players.

So, why join the Green Game Jam?

1 Boost your game's KPIs

If correctly framed, well integrated and high quality, as Honor of Kings demonstrated, games can expect to see increased playtime and a high participation rate.

2 Build a stronger connection with your players

The Honor of Kings team knew they'd built a game that connected people, but they wanted to take it further. Participating allowed them to engage with their players in a way that felt meaningful and won their trust.

3 Surprise your players – and your team

The team thought players would respond positively to the event – but didn't realize just how much they'd love it. The overwhelming positive player sentiment came as a huge surprise to the team, and gave a big boost to morale.

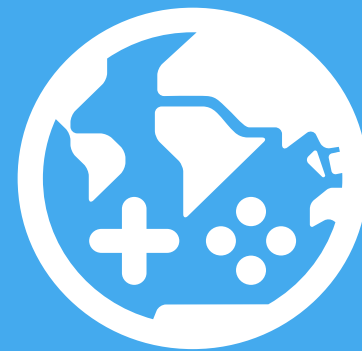
4 Win visibility for your game

Honor of Kings was featured by the Google Play and Apple App Store, and their activation also won a prestigious Green Game Jam Award.

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 – Honor of Kings were able to purchase and retire carbon credits across four projects in Brazil, Malaysia, and Indonesia.





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FOR THE
PLANET™**
