GREEN GAME JAM

PLAYING FOR THE PLANET



2026 Case Study

Date of publication:

Background

GREEN GAME JAM BY PLAYING FOR THE PLANET™

About the Green Game Jam

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

In 2026, studios built content inspired by reefs and rainforests with the goal to raise funds to protect both ecosystems.

This year's impact partners were:

OCEANA

RAINFOREST ALLIANCE

CARDS, THE UNIVERSE AND EVERYTHING

About CUE

Cards, the Universe and Everything (CUE) is a card collecting game that lets players collect, trade and battle anything and everything! Developed by Avid Games, it's the perfect combination of edu-tainment and clever gameplay.

In turn-based strategy combat, players can build decks of almost limitless things – whilst trivia fans collect the unbelievable facts attached to each card.

Platforms

Campaign

New cards, new abilities and exciting battle events with rainforest rewards at every turn

Cards, the Universe and Everything introduced new rainforest themed cards and gave special abilities to existing rainforest cards. They motivated players to use these cards through a new community goal mechanic and weekly battle events, and directed funds from purchases of the cards to Rainforest Alliance.

1 Cards

Old cards that were already in the game related to the rainforest were given new abilities, drawing players' attention to the game's existing rainforest content.





Players could fuse a specific combination of cards together to get a special Rainforest Alliance card, or fuse several of the same rainforest-themed cards to get a shiny version.





2 Purchases

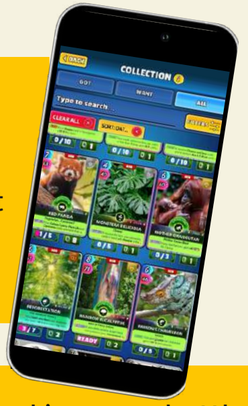
The paid pack 'Forest Friends' would appear every weekend, pledging 30% of its proceeds to Rainforest Alliance.



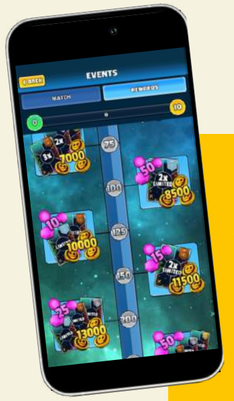
Every day for a month a new card was released that included something to do with climate action or rainforest animals.

3 Events

League matches heavily featured rainforest-related cards to prompt engagement with the rainforest theme and trivia.



Themed in-game battle events launched every weekend, with rainforest themed rewards.



Community Goal Feature

The team built a community goal feature especially for this event, encouraging players to play 10 million 'Life on Land' cards in exchange for themed rewards.

Impact

Increased revenue, longer playtimes and higher daily logins proved the new feature was a winner

+ 25% Revenue

Average revenue per daily active user increased by 25% for new users

This increase was among users in their first week of joining, compared to the preceding period. New users were more likely to spend during the Green Game Jam event compared to the period before this event





Average revenue per daily active user increased by 8.5% overall

+ 3% Session Length

Average play session length increased by 3% compared to the previous period

+ 2.5% Daily Logins

Daily logins in the game increased by ~2.5% during the Green Game Jam event

A new feature that players loved

The whole team collaborated on the new 'community goal' feature.

"What this has now left us with is an amazingly useful tool to engage our community for future events. Without the Green Game Jam, we likely wouldn't have implemented this so soon and it wouldn't have gotten as much attention from the whole team so this was a big achievement for us. Plus, players enjoyed taking part and saw this as an exciting new feature. This has become a bit of a legacy of this activation as it has made such a positive impact on the game."

Jack Greenhalgh, Developer



So, why join the Green Game Jam?



1 Improve your game's performance

With increased session length and daily logins, purpose-driven content might just be the KPI driver your game needs to keep players coming back for more.

2 Unlock new user spenders

Cards, the Universe and Everything saw higher than average revenue per daily active user, particularly for new users in their first week of joining.

3 Collab on innovative new features

The team collaborated on a community goal feature that stayed in the game long after the activation ended. It was an amazing collaboration across the entire CUE team, and players loved the new feature.

4 Make an impact for nature!

The purpose of this campaign was to educate, fundraise and make a positive impact for nature and it was successful - the game raised $5,541 for Rainforest Alliance via their packs.