

Splash Flutter

2026 Case Study



Background



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:



Case Studies: Splash & Flutter



Developer Runaway Play submitted two games to this year's Green Game Jam, both of which will be covered in this case study due to their similar mechanics and design ethos.



About Splash

Splash is a game about helping a young olive ridley sea turtle restore their reef after a storm scattered the inhabitants. The player's sanctuary exists on this imaginary reef and acts as a nursery where they collect, nurture, learn about, and release animals into the world's oceans.

Platforms



About Flutter

Flutter is a game about restoring a rainforest by collecting, nurturing, and learning about real butterfly species from around the world. The game's mission is to create a foundation of curiosity, caring, and knowledge that reaches a diverse mobile game audience.

Splash: Campaign



Splash doubled down on their message of restoration, making the role of the reefs explicit

Runaway Play built a new Limited Time Event that introduced new characters and a new narrative about coral reef diversity. During the event players collected four new fish species, each highlighting different roles within real-life coral reef communities.

1 Launch

When entering the game, players are greeted by an adventurous green sea turtle named Penyu who needs their help restoring an abandoned reef being overgrown by algae.



2 Play

The player then plays the role of a reef rehabilitator by growing sponges and coral fragments, hatching eggs, feeding new species, and releasing them to progress through the event.



3 Progress

As players unlock species, information about real-world wildlife is woven into the storytelling through characters and discoverable facts. Each creature has a role based on their behaviors that highlights personality traits players might feel a positive connection with.



4 Impact

Each of these steps is meant to help players feel closer to the physical world, and thus more likely to take the hardest step of all, action. Splash launched three new jellyfish shirt designs on their Threadless merch store with the full proceeds going to Oceana.





Flutter: Campaign

Flutter introduced players to new species that are protected by the Rainforest Alliance in the physical world

Runaway Play built a new Limited Time Event that introduced new characters and a new narrative about rainforest protection. During the event players collected two new butterflies and three new plants, each pulled from areas protected by the Rainforest Alliance. Through a combination of in-game and social media content, they built up the player's personal relationships with the rainforest.

1 Launch

When opening the game a new bee character, Mandaçaia (modelled off the Amazonian stingless bee) invites players to start the event.



2 Play

Players grow flowers to collect butterflies. Each of the five new species are from areas protected by the Rainforest Alliance.

3 Progress

Players unlock rare African giant swallowtail and forest giant owl butterflies as in-game rewards for playing the new storyline.

As in Splash, the same personality-based approach is taken to the behaviours, movement styles, and animations of the in-game butterflies as the sea creatures.



4 Impact

Outside of the game, players found personal connection with the rainforest and each other by sharing photos of rainforest plants they may already live with at home.

Runaway Play ran an accompanying livestream from Tūhura tropical rainforest butterfly sanctuary in their hometown of Dunedin, inviting players to make direct donations to the Rainforest Alliance. Runaway Play made their own donation of \$1,000 to the Rainforest Alliance.



Impact



+48% Player Spend

48% increase in player spend compared to average similar events

+ 8% Engagement Rate

8% increase in engagement during the event leading to a total of 72% of players engaging with the content.

10% Completion Rate

10% of players completed the GGJ event from start to end which was above average compared to similar events.



+4% Revenue

4% increase in revenue compared to the previous event

+ 20% Engagement Rate

20% increase in engagement during the event leading to a total of 82% of players engaging with the content.

7.5% Completion Rate

7.5% of players completed the GGJ event from start to end which was above average compared to similar events.



So, why join the Green Game Jam?



1 Discover new ways to tell your story

Splash and Flutter are, of course, already nature-focused games. But the Green Game Jam activation tied their narratives of restoration to concrete real-world conservation efforts, allowing players to deepen their understanding of the cause.



2 Boost your game's engagement

With higher engagement and completion rates, purpose-driven content might be the KPI driver your game needs to keep players coming back for more.



3 Improve your game's monetization

Splash and Flutter both saw an increase in the number of play sessions during the Green Game Jam event, and reported higher revenue than previous events.



4 Build a connection with players

The engagement numbers speak for themselves - but the Runaway Play team also used this moment to connect more deeply with their players through Discord and live charity streams.



5 Make an for nature! impact

The purpose of this campaign was to educate, fundraise and make a positive impact for nature and it was successful. Runaway Play directly donated \$3,000, raised awareness and will have on-going merch sales to support the charities.

