GREEN GAME JAM

PLAYING FOR THE PLANET

LORDS MOBILE

# 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




## About Lords Mobile

Lords Mobile is a real-time strategy and construction SLG. Developed by IGG, the game blends PvE content, like dungeon raids and boss fights, with PvP elements such as attacking other players' castles and competing in server-wide Guild vs. Guild battles.

Lords Mobile's live-ops mix short solo and weekly guild competitions with seasonal campaigns, cosmetic events, and bigger esports-style tentpoles like its World Championship.

### Platforms



# Campaign

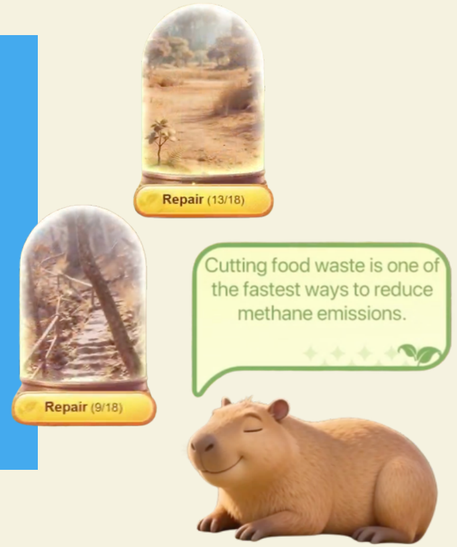
## Cute capybaras, conservation challenges and a real-world twist

A three-week campaign called Rainforest Guardian Project where players rebuilt the homes of cute capybara through a chapter-based storyline. As players unlocked new narrative content about key areas of restoration each week, Lords Mobile donated $20,000 to Rainforest Alliance's Forest Allies project, to help fight the real-world causes of deforestation.

### 1 Play

Upon event start, players are issued their challenge: the capybara's rainforest home is under threat, and they need your help to restore it. Six unique rainforest habitats each require unique combinations of resources to replenish their greenery. These special resources can be gathered by unlocking 'repair chests,' through in-game quests.



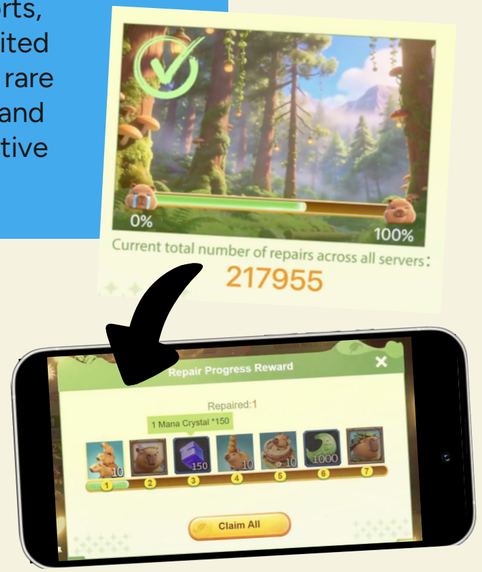




### 2 Learn

Most players won't end up with the right resources, making it essential to trade with others. This mechanic subtly teaches players the importance of community and collaboration in climate action. More explicitly, capybara pop-ups remind players of ways they can take action for the planet in their everyday lives.

### 3 Progress

A real-time, server-wide progress bar tracks all contributions. Players earn exclusive in-game rewards for their efforts, including limited decorations, rare collectibles, and commemorative avatars.







### 4 Impact

Lords Mobile launched a companion social media competition inviting players to share their real-world actions for the planet in exchange for in-game currency, extending the campaign's impact beyond the game. And of course, they made a $20,000 donation to Rainforest Alliance to protect and restore rainforests in the physical world.

# Impact

The most successful charity campaign in Lords Mobile's history, with unprecedented player participation.

## + 3.4% Play Sessions

### Higher engagement, more frequent log-ins and longer play sessions

The campaign saw sustained user involvement over the full three weeks, avoiding the short-lived traffic usually found in similar liveops events.

- **Player engagement** was **42%** higher compared to the average of previous brand charity campaigns.
- **Daily logins** increased by **2.5%** compared to the previous period

## 98% Positive Player Feedback

**Praised the event for allowing them to support a real-world cause while playing the game**

**Strong expectations for more social impact campaigns, with suggestions for what to do next**

**Mentioned that they had started to look out for the Rainforest Alliance frog certification label on products**

## 100,000+ Discussions

### about rainforest conservation

Across in-game chats and community platforms, Lords Mobile generated 100,000 organic discussions about why rainforest protection matters. Through the companion social media competition, over 1,000 players shared their daily real-world practices to protect our planet.

**1000+ real-world actions**

## $20,000 raised for rainforests

Lords Mobile made a contribution to the Rainforest Alliance's Forest Allies project to protect and restore rainforests in the physical world.

## 16x higher engagement than the target

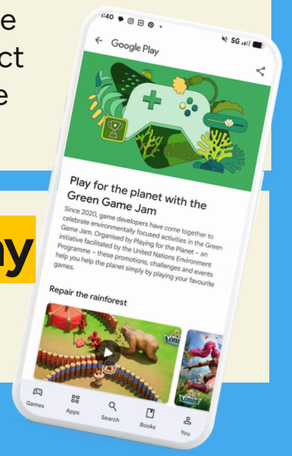
In total, the engagement target for this event was exceeded by 16 times

## 23 million social media impressions

Lords Mobile partnered with 100+ content creators to produce original campaign content, designed to boost organic awareness



## Featuring on Google Play Store homepage



# So, why join the Green Game Jam?

## 1 Improve your game's performance

With longer play sessions as well as higher engagement and log-in rates, purpose-driven content might just be the KPI driver your game needs to keep players coming back for more.

## 2 Featuring opportunities

Platform partners Apple App Store and Google Play offer homepage featuring for a small number of standout games. Lords Mobile was featured on the Google Play Store Games page.

## 3 Build a connection with players

The engagement numbers speak for themselves - but the Lords Mobile team recieved so many messages from players grateful that they could use their favourite game to do good.

## 4 Make an impact for nature!

The purpose of this campaign was to educate, fundraise and make a positive impact for nature. Lords Mobile donated $20,000 to Rainforest Alliance and started over 100,000 conversations about rainforest protection with their players.

GREEN GAME JAM
WINNER
BEST IN RAINFORESTS
2026