GREEN GAME JAM

PLAYING FOR THE PLANET™

Seekers Notes

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

Seekers Notes

About Seekers Notes

Seekers Notes is a free-to-play hidden object mobile game set in the Victorian-era town of Darkwood, where players search cluttered scenes for hidden items while uncovering mystery storylines.

Alongside hidden object gameplay, it features match-3 puzzles, collectible artifacts, and regular in-game events for its community of players.

Platforms

Download on the App Store | GET IT ON Google Play | Available on Galaxy Store | Get it from Microsoft | available at amazon appstore

Campaign

A rainforest-focused event turning gameplay into real-world conservation

Every month a major update of the game delivers a new location, original story, and themed rewards. For the Green Game Jam, Seekers Notes tied the charity-focused event ‘Guardians of Nature’ to the Main Event ‘Voices of the Bush,’ allowing players to easily access the new content as part of ordinary gameplay.



1 Launch

Guardians of Nature was announced as part of ‘Voices of the Bush,’ which centered on a new Hidden Object location, Bush Station. Promotion began a week prior via in-game announcements, social media, and an in-app event card on the Apple App Store.

2 Play

Players collected Emerald Leaf tokens by playing Bush Station. Optional in-game bundles to top up their Emerald Leaf collections were available to purchase.







3 Progress

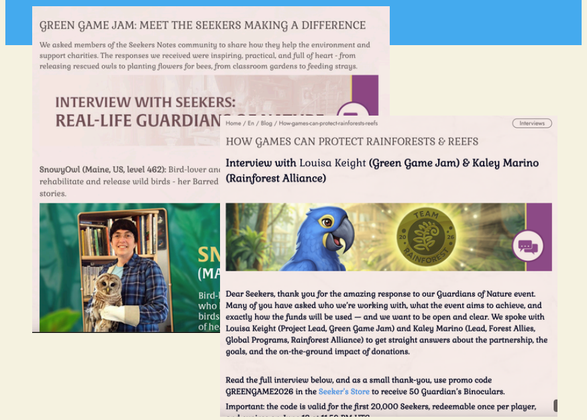
A new event mechanic included a two-tiered goal system: a personal progress bar for individual rewards and a real-time global milestone system to track collective community efforts – rewarding all participating players at each milestone, at the same time.

The final reward, a statue of the endangered Hyacinth Macaw, will continue to remind players of their achievements long after the event concluded.

4 Impact

Mytona committed to donating 50% of the revenue generated fromt he campaign to protect and restore rainforests through the Rainforest Alliance if players met the goal.

To educate players on rainforest ecology, Seekers Notes produced social media interviews with this year’s partners and players from the game community alongside informative videos about the Rainforest Alliance.


GREEN GAME JAM: MEET THE SEEKERS MAKING A DIFFERENCE

We asked members of the Seekers Notes community to share how they help the environment and support charities. The responses we received were inspiring, practical, and full of heart - from releasing rescued owls to planting flowers for bees, from classroom gardens to feeding strays.

INTERVIEW WITH SEEKERS:

Interviews

HOW GAMES CAN PROTECT RAINFORESTS & REEFS

Interview with Louisa Keight (Green Game Jam) & Kaley Marino (Rainforest Alliance)

Dear Seekers, thank you for the amazing response to our Guardians of Nature event. Many of you have asked who we're working with, what the event aims to achieve, and exactly how the funds will be used — and we want to be open and clear. We spoke with Louisa Keight (Project Lead, Green Game Jam) and Kaley Marino (Lead, Forest Allies, Global Programs, Rainforest Alliance) to get straight answers about the partnership, the goals, and the on-the-ground impact of donations.

Read the full interview below, and as a small thank-you, use promo code GREENGAME2026 in the Seeker's Store to receive 50 Guardian's Binoculars.

Important: the code is valid for the first 20,000 Seekers, redeemable once per player.

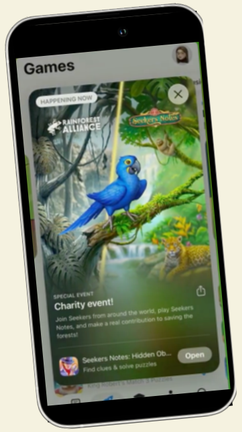
Impact

Reactivated Players

The event re-activated users by up to 20% and increased in-game currency spend

The Green Game Jam activation saw a cohort of less active players play more than normally. On the first day of the GGJ, the number of starts on the main event increased by 20%. Throughout the event the engagement also remained higher than average.

10x Store Impressions



The game saw its biggest iOS featuring of 2026, generating 10x its average event impressions

This is one of the best performances in the past year, second only to the game's Birthday featuring.

50% net revenue donated

Players hit their goal

Due to the in-game support, Mytona were able to contribute 50% of the event's net revenue to the Rainforest Alliance. This will go towards the work of Forest Allies, their iniative that supports communities to stop deforestation, restore damaged areas, and promote the responsible management of tropical forests.

Very Positive Player Sentiment

Goal Support

Players loved that their gameplay translated into tangible real-world impact.

Requests for More

Many players explicitly requested more events of this nature, suggesting future causes like ocean cleanups & saving whales.

Motivated by Rewards

Players were highly motivated to earn the leafy trophy and the guardian, translating into increased gameplay.



So, why join the Green Game Jam?



1 Improve your game's performance

With reactivated users and increased in-game currency spend, purpose-driven content might just be the KPI driver your game needs to keep players coming back for more.

2 Featuring opportunities

Platform partners like Apple App Store offer dedicated featuring for a small number of standout games. Seekers Notes was featured on the Games page, generating 10x its average featuring impressions in 2026.

3 Build a connection with players

The engagement numbers speak for themselves - but the Seekers Notes team recieved so many messages and thanks from players grateful that they could use their favourite game to do good. Players even requested more charity-led content and suggested other causes for the game to focus on.

4 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 - Mytona was able to donate 50% of net revenue from the event to the Rainforest Alliance.