GREEN GAME JAM

PLAYING FOR THE PLANET

Call of Dragons

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 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 Call of Dragons

Call of Dragons is an MMO fantasy conquest game from Lilith Games, which marries strategic combat with base-building and immersive fantasy.

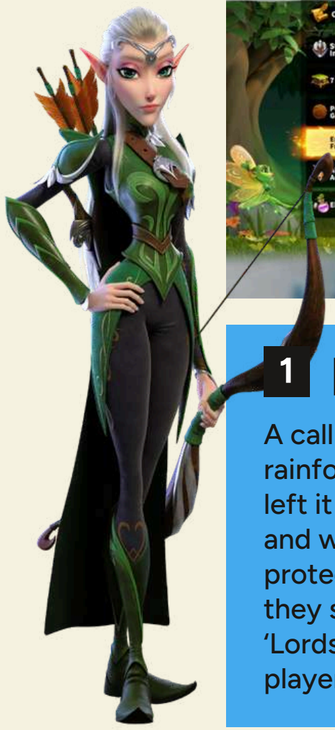
The game runs regular point-accumulation and ranking events year-round, offering players the chance to unlock rewards or themed currency that can be exchanged for prizes.

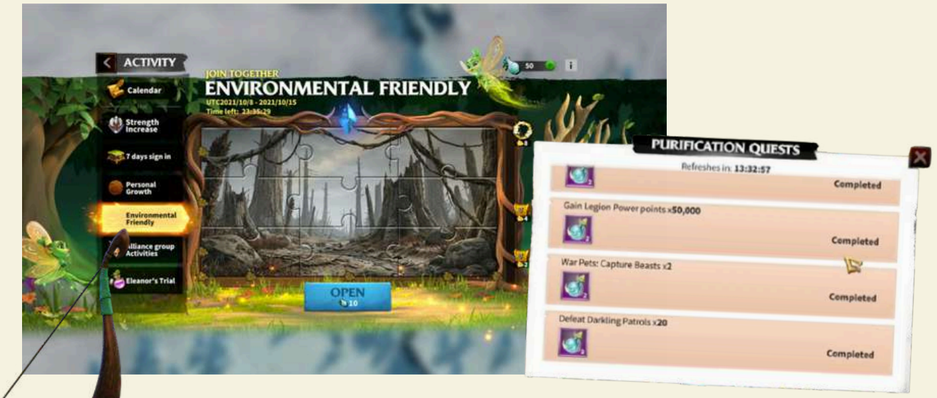
Platforms

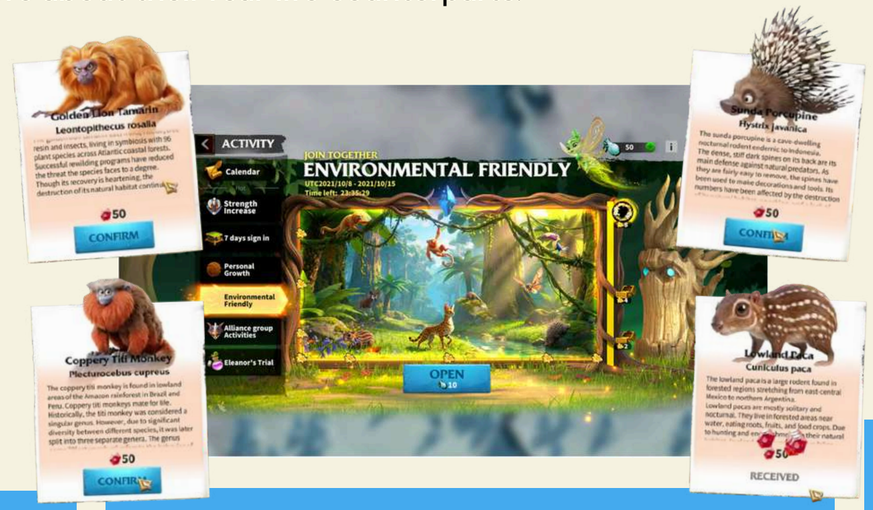
Campaign

Simple tasks unlock a bigger picture in this rainforest-themed adventure

Rainforest Guardian tied a brand new (and satisfying) sweep-the-board mechanic to conservation action. Players feel the urge to fill out the rainforest picture and unlock the different species cards it depicts - in the process, learning more about their real-life counterparts.









1 Backstory

A call for help from the rainforest: dark forces have left it damaged and fading, and whilst the druids are protecting what life remains, they still need help from the 'Lords'. That's where the players come in...

2 Play

By completing a few simple tasks each day, players collect 'vitality vials' which are used to cleanse polluted areas of a rainforest picture board. With each area cleansed, a new animal is unlocked, along with a card featuring fun facts about the species.

3 Progress

The team deliberately chose animals that are endangered or widely loved, hoping that interest would be an entry point to understanding the pressures some rainforest animals live under.

Later cleanses require more vitality vials so players must complete more daily tasks to restore the rainforest, building a sense of progression.

4 Reward

At the end, players receive a special avatar frame to show their progress to other players. This frame stays on their profile permenantly, as a reminder of their experience.



Impact

With an irresistible new sweep-the-board feature, the campaign saw completion rates well above comparable events

+75.7% completion

Higher completion rates than a weighted average of other events

Completion rate measures the share of participating players who reached the events completion threshold.

Rainforest Guardian completed at 47.3%, against 20.3%, 36.2% and 14.4% for the three comparison events.

Event	Completion
Rainforest Guardian	47.30%
Event A	20.30%
Event B	36.20%
Event C	14.40%

+37.4% engagement

Higher engagement rates than a weighted average of other events

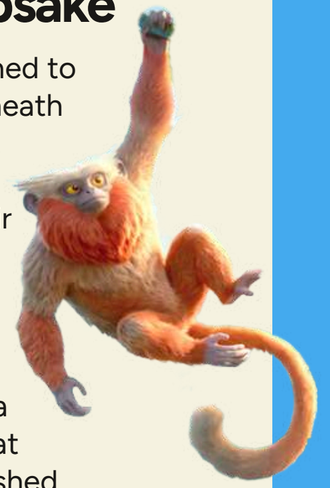
Engagement measures the share of eligible players who logged in during the event period and took part.

On engagement, Rainforest Guardian was above the weighted average of all three comparison events and close to the strongest single event.

Event	Engagement
Rainforest Guardian	66.20%
Event A	49.40%
Event B	68.80%
Event C	24.00%

Player Feedback

A request for a keepsake



One curious player was determined to find out which animal hid underneath each square of the puzzle board. He was impressed by how precisely the animals fit into their square, whilst the whole picture still held together naturally. In particular, he mentioned the monkey's tail that followed the curved edge of a puzzle piece - a clever and memorable touch, that prompted him to ask for the finished picture as a downloadable wallpaper.

So, why join the Green Game Jam?

1 Improve your game's performance

With higher completion and engagement rates, purpose-driven content might just be the driver your game needs to keep your users playing and boost your KPIs.

2 Build a connection with players

The engagement numbers speak for themselves - but the Call of Dragons team received evidence that players were paying such close attention to the event that they were willing to hold onto its imagery long after the final piece was unlocked.

3 Generate fresh ideas (that your players love)

This event was the first time Call of Dragons used a sweep-the-board feature. Running over a longer window with a low barrier to entry, it reached a completion rate well above comparable events.

GREEN GAME JAM

FINALIST

BEST IN RAINFORESTS

2026