GREEN GAME JAM

PLAYING FOR THE PLANET

MAGIC THE GATHERING ARENA

2026 Case Study



Date of publication:

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:

OCEANA

RAINFOREST ALLIANCE

About Magic the Gathering Arena

Magic: The Gathering Arena is a free-to-play digital collectible card game. Developed by Wizards of the Coast, it's based on the rules of the original tabletop game. Players use mana to summon creatures, cast spells, and reduce their opponent's life total to zero.

New cards can be collected by opening digital booster packs, earning wildcards, and playing limited events.

Platforms

Campaign & Design

Celebrating the iconic lands of Magic the Gathering through five bespoke cards

Land cards are the primary resource in MTG Arena. By tapping these cards during their turn, players generate the mana required to cast spells, play creatures, and activate abilities. Since it's impossible to play the game without lands, the Wizards of the Coast team thought: what better way to explore this year's Reefs and Rainforests theme than by celebrating Magic's iconic lands and the mana they represent?



1 Purchase

Players could purchase these new versions of standard land cards with in-game currency, with the proceeds donated equally to Rainforest Alliance and Oceana.



2 Play

Players can equip these new cards to fulfill the same essential function that land cards play in the game.

These cards were the first set of cards that were bespoke designed for MTG Arena by partner artists where normally, these designs are only created for the physical card game.

3 Learn



The team selected the real-world location of each card based on the land card type and mana.

For example, in MTG Arena, **blue** is associated with knowledge, adaptation and long-term planning. The team linked this with the complexity of coral reef ecosystems and the importance of scientific monitoring.

As a result, they focused on the Coral Triangle for the blue mana Island card, a region between the Pacific and Indian Ocean that supports more than 76% of the world's coral species and sustains coastal communities across six nations.

Once players have the cards, they can equip them year round, serving as a constant reminder of their contribution to nature.



Impact

An unexpected revenue boost confirmed the approval of fans

+ 25% Higher Revenue

The total revenue generated from the campaign was 25% above projections

+ 50% Higher Spending

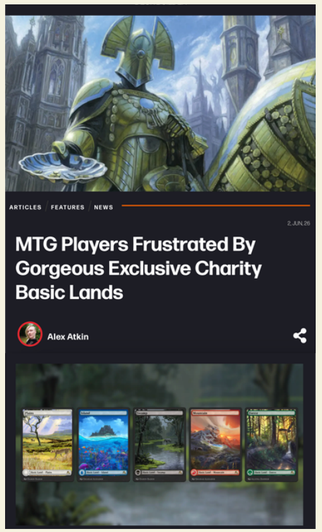
The GGJ bundle had the most gems spent on a Land bundle in 2026

The land cards saw 16,000,000 gems spent - a mixture of paid and earned currency. That's 50% higher than average spending, and the most spent on a Land bundle in 2026.

Fans loved the cards

They even asked for versions in print.

Magic the Gathering fan-site MTG Rocks ran an article titled 'MTG Players Frustrated By Gorgeous Exclusive Charity Basic Land'. This was referring to the card collectors who wanted to purchase the full-art cards for their physical collection, and especially contribute further to an important cause.





$25,000 raised

for Rainforest Alliance and Oceana

Since the lands incorporated regions looked after by both Rainforest Alliance and Oceana, the team gave each organisation an equal split of proceeds.

So, why join the Green Game Jam?

1 Improve your game's performance

The MTG Arena team saw 25% higher revenue than projected for the promotion, suggesting purpose-driven content that aligns with your game's story might just be the push your players need to motivate spending.

2 Build content players love

Fans loved the bundle, only available on MTG Arena, and requested physical versions to be made!

3 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 - MTG Arena raised $25,000 for Rainforest Alliance and Oceana.