



Co-funded by the
European Union



Games, Climate Emergency, Transformation (www.greatproject.gg)

🎮 **Games Realizing Effective & Affective Transformation (GREAT) in societal & cultural domains**
3-yr 🇪🇺 🇬🇧 **Horizon Europe & UKRI Project (Europe's flagship program on research & innovation)**
🌟 **Finalist of Falling Walls Science Engagement Breakthrough category 2024**

📌 A multi-disciplinary consortium with 2 game companies and 7 academic partners with the aim of building an effective communication channel between citizens and policy-makers using games on climate change in this pioneering project.

📌 Execution of 10+ real-world co-designed case studies with policy stakeholders and the collection of data from citizens to address their concerns which are then passed to policy-makers. This increases citizen engagement, science education in the public sphere, fosters public participation, builds trust, empowers communities, and closes the communication gap between citizens and policy-makers. Including the execution of a survey integrated into popular games in collaboration with UNDP, which reached 1+ million people and received ca. 180,000 responses relating to their attitudes and preferences on different climate policies & available as easy-to-use dashboard on UNDP's website (available soon!). (See here for more results - zenodo.org/records/17304270)

📌 Our Green Roofs Insights Report shows how citizens help shape more sustainable cities and explores how interactive, game-based methods can inform urban sustainability policy.



💡 Want to find out more? Our methodology shows how interactive digital tools connect citizens and policymakers, capturing public input and turning it into actionable insights:

🔄 Business Models



📄 Gaming for Good Whitepaper



🔧 TOOLKIT



📧 Newsletter



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