

Tencent 腾讯

Green Game Jam for Youth Background Brief

Prepared by Tencent Global Communications

Introduction for 'Green Game Jam for Youth'

The video game industry launched Playing For The Planet Alliance (P4P) during the Climate Summit at United Nations Headquarters in New York in 2019 which is part of a push by UN Environment Program (UNEP) to support the game industry to raise awareness about pressing environmental issues.

The P4P Alliance is facilitating the **Green Game Jam for Youth**, in partnership with Tencent Institute of Games and TiMi Studio Group in encouraging green game design proposals from youths around the world - sparking the development of new and creative ideas through games to promote greater awareness on climate change and the need for environment sustainability among the next-generation of game developers.

Students can either design original games for raising environmental protection awareness, or submit proposals for existing games.

Students will also gain exclusive access to webinars and live courses on game design from the Tencent Institute of Games, UNEP, as well as experts and scholars in related fields where students will learn about game design, environmental protection expertise and outstanding cases in the game industry through pre-recorded webinars as well as sharing of ideas and progress in environmental protection sub-fields.

Submissions will be evaluated by industry experts from Tencent Institute of Games, TiMi Studio Group as well as representatives from P4P Alliance members which include top tier gaming companies such as Sony and Supercell. The winning team will receive cash reward and certificate of participation. Not only that, the team(s) with outstanding proposal will have the coveted opportunity to share their ideas with the corresponding gaming company.

Benefits of Participation

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Position university as **innovative, forward-looking institutions**

- Raises institution's profile as creative climate champion on international industry platforms and media.
- Showcases university's capability to produce outstanding students.
- Promotes awareness of climate agenda among students and faculty.

Learning and mentorship from global leaders in the gaming industry

- Access to exclusive series of free online lectures and industry mentorship for students.
- Exposure within the influential community of the UNEP and P4P Alliance members.

Career-building opportunity for students

- Links students to global network of gaming companies and industry experts.
- Stimulates creativity among students and fosters sustainable awareness.

PR exposure for universities where announcement will be made to regional and local media; participating universities will be **quoted in all media activities** (ie. Press release, byline articles)

Leverage on Tencent Global and Tencent Games' **social media to gain higher visibility**. Universities will be mentioned in social media posts throughout the competition duration.

Solidify university's position and awareness as advocates in climate agenda and gaming in SEA region.

Outstanding submissions will also be able to attain **mentoring from top global gaming companies** such as Sony Interactive Entertainment and Supercell etc, and be featured at the UN Climate Change Conference (COP26) later this year.

Competition Themes and Categories


The theme of the competition is **conservation and restoration of forests and oceans.**

COMPETITION CATEGORIES:

Original New Game	Format <ul style="list-style-type: none">• Design a new game.• Game formats include (but not limited to): minigames, mobile games, HTML5 games, PC games, console games, AR/VR games, and cross-platform games.• Submission via Powerpoint to include introduction to the team and ideas, a video that demonstrates the gameplay and a playable game demo.
Green Activation in an Existing Game	Format <ul style="list-style-type: none">• Propose new gameplay or live-ops plans for live games that can foster players' awareness of environmental protection.• Proposal examples include (but not limited to): new playable areas, characters time limited game mode, gameplay options, crossover features.• Submission via Powerpoint to include introduction to the team and ideas.



How to Participate

- Students can sign up through TiMi Studio Group Global website from **June 5, 2021, onwards**.
- Each team can have a maximum of 6 members. All students, no limitation on age, are welcomed to participate in the competition, as long as the student is officially a student of the university.
- **Submission of PowerPoint Example**
(Note: Students may create own proposal or add slides to the template, but, must make sure all the information required in the template is provided)

Proposal
Template
- **Game Demo Example**
➤ <https://v.qq.com/x/page/q0701uuo7yw.html>
- All submissions have to be sent in for evaluation **by the competition deadline on July 30, 2021**.
- Further details and competition terms and conditions are available at TiMi Studio Group Global website: <https://www.timistudios.com/green-game-jam-for-youth/>
- Separate links will be provided for **proposal submission** and **exclusive online courses** after signing up.



Exclusive Webinars and Online Courses

Students not only compete globally against participants from around the world to showcase their skills and creativity but will gain guidance and mentorship on games development and how it can be utilised to increase awareness on climate change and sustainability from Tencent's industry experts as well as other representatives from P4P, via exclusive online webinars.

Participants will be able to access pre-recorded free webinars and live online courses from the Tencent Games Institute, for guidance during the competition.

These webinars and courses will include lessons on game design and development featuring experienced instructors from TiMi Studio Group.

Experts from the UNEP, as well as from other organisations will also share their expertise and experience on effective methods and initiatives for promoting environmental awareness and protection.

Panel of Judges

International Judges:

Representatives from Tencent Games, TiMi Studio Group and the members of the *P4P Alliance* which include Sony, Microsoft, Ubisoft, Supercell etc. For the full list of the *P4P Alliance* members, please visit the official website: <https://playing4theplanet.org/members/>



Judging Criteria for Original New Game

- 40% Innovation
- 20% Theme
- 20% Art Style
- 20% Degree of Completeness

Judging Criteria for Green Activation in an Existing Game

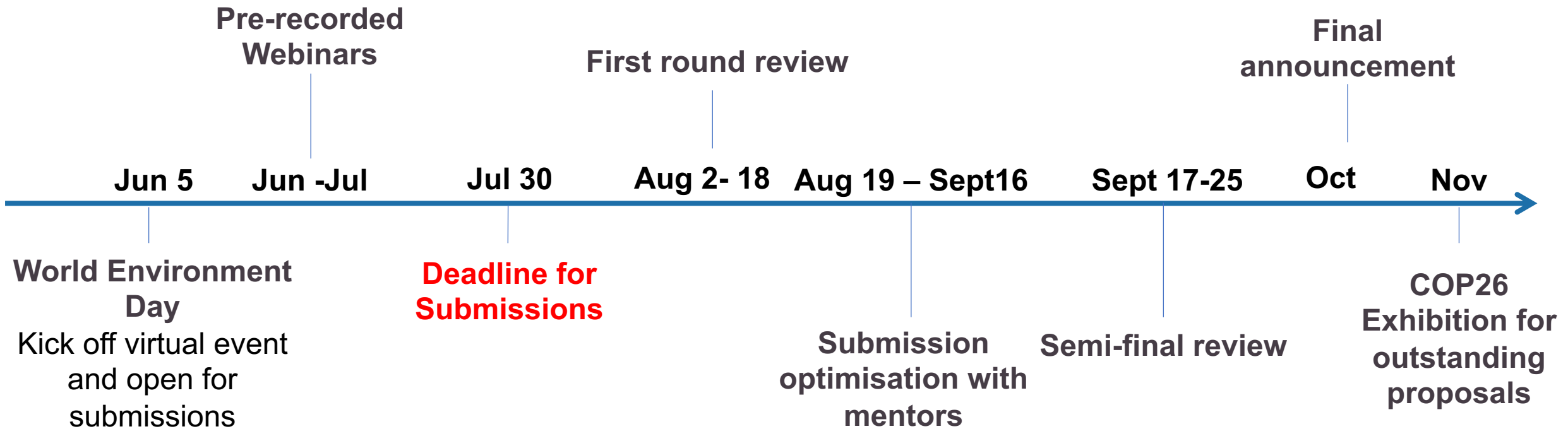
- 40% Feasibility
- 20% Innovation
- 20% Theme
- 20% Compatibility to the selected game

Prizes and Awards

Category	Name	Number of Awards	Prize
Original New Game (Global)	Green Creative Game Gold Award	1	USD\$10,000 + certificate
	Green Creative Game Silver Award	2	USD\$3,000 + certificate
	Green Creative Game Bronze Award	3	USD\$1,000 + certificate
	Green Creative Game Excellent Award	5	USD\$500 + certificate
Green Activation in an Existing Game (Regional)	Regional Award in Southeast Asia	TBD	Certificate

- Winning submissions will be awarded cash prizes and certificates, after deliberation by the panel of international judges.
- Winners will be announced to local and international media.
- Students with outstanding submissions will also be able to attain mentoring from top global gaming companies such as Sony Interactive Entertainment, Supercell etc, and be featured at the UN Climate Change Conference (COP26) later this year.

Competition Timeline



More Information About the UNEP P4P

The video game industry launched Playing For The Planet Alliance (P4P) during the Climate Summit at United Nations Headquarters in New York in 2019, which is part of a push by UN Environment Program (UNEP) to support the game industry to raise awareness about pressing environmental issues.

In joining the Alliance, members have made commitments ranging from integrating green activations in games, reducing their emissions and supporting the global environmental agenda through initiatives ranging from planting millions of trees to reducing plastic in their products.

TiMi Studio Group is the first game development studio from China to join the P4P Alliance and is the developer of games such as Call of Duty: Mobile, Arena of Valor, Honor of Kings and the upcoming Pokémon UNITE.

Other members of the Alliance include Sony, Microsoft, Ubisoft, and Supercell.



Thanks

The background features a dark blue gradient with several overlapping, semi-transparent geometric shapes in lighter shades of blue. These shapes include rectangles, parallelograms, and thin lines, some of which are oriented diagonally, creating a modern, abstract pattern on the right side of the slide.