

# THE SDG GAME

< Final Presentation · Group 1 Team 3 />

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< Background / >

# Background

- SDGs (Sustainable Development Goals) is proposed by United Nations in 2015
- A blueprint on addressing a wide range of global challenges humans face everyday
- However, after 5 years, **to what extent that the current society actually know about SDGs** and get to involve themselves in related activities is still a big question.
- In order to meet the target and indicator by 2030, **participation of society and individuals should be taken seriously.**



< Case Study />

# Greta Thunberg and Climate Change 1a

- Inspired many teenagers around the world
- Demanding actions to resolve climate emergency.
- Growing recognition regarding SDGs (esp. Climate Change) amongst youngster
- Climate change is a global issue
- **Different regions have different distinctive focus on SDGs.**
- E.g., African countries would focus more on poverty, hungry problems instead of climate change

# Open Defecation Free Program in India [b][c]

- In India, near to 594 million of people, where 48% practices open defecation
- To combat this, swachh bharat mission was launched on 2nd oct 2014
- Despite efforts, not much progress has been made
- Indian misconception of having private latrines in their house as not being pristine
- Therefore, **when encountering a problem, diverse perspective is needed.**



# Awareness of SDGs

According to the [Report of Results Global Survey on Sustainability and the SDGs](#) distributed in January 2020 <sup>(1)</sup>:

- **Less than half** of the respondents worldwide **know the SDGs** (< 50%)
- Goal 13, 3, and 4 have the highest priority
  - Climate change, Well being, and Quality education
- Prioritized Goals
  - Young people prioritized Goal 13 (Climate Change)
  - Older people prioritized Goal 3 (Good Health & Well Being)
- People generally see all sectors to have responsibility in SDGs, the government in particular



**Difference in priorities leads to different decision making when something happens**

# **Less than half of the respondents worldwide know the SDGs**

**# Awareness of SDGs**

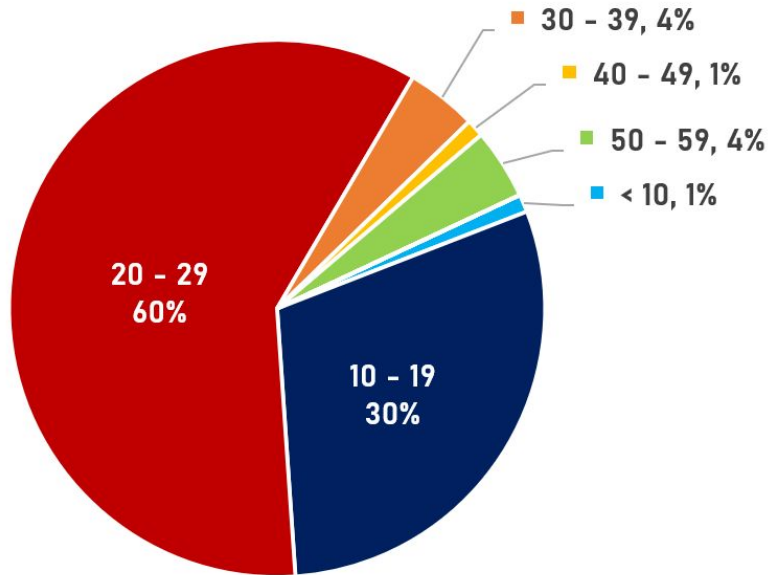
**# Report of Results Global Survey on Sustainability and the SDGs**

< Questionnaire Analysis />

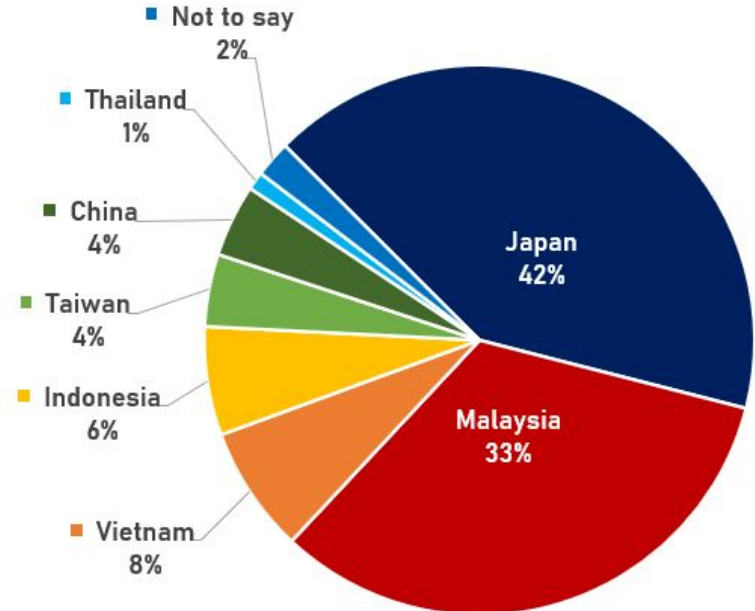
# Questionnaire Analysis

Conducted with Google Form → 27th Aug 2020 ~ 14 Sep 2020 → 94 valid responses

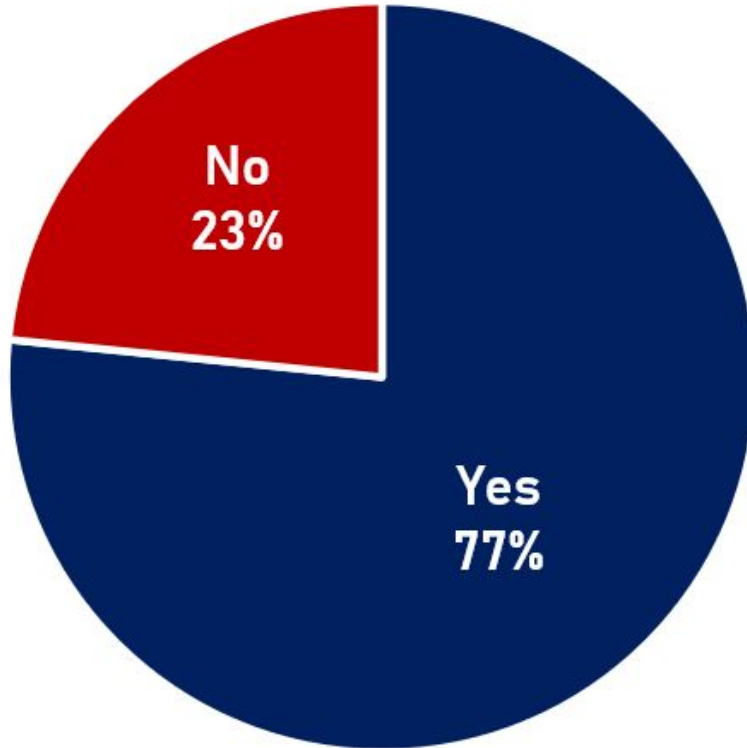
## Responses by Age Range



## Responses by Nationality



# Awareness of SDGs (Individual)

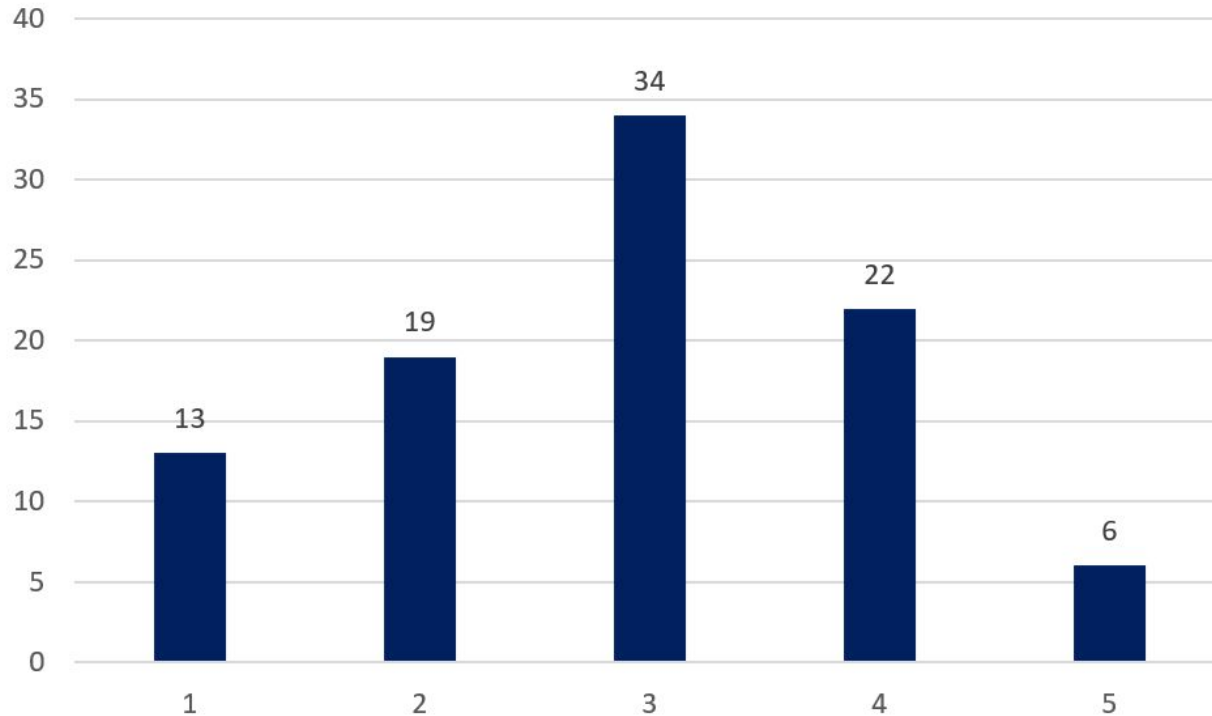


Respondents were asked *if they heard about SDGs proposed by United Nations* (only the phrase and its organization's name, no further explanations given when answering).

This is a direct and simple indicator to show to what extent that 'SDGs' has been spread around, and to know the cognitively of the word 'SDGs (Sustainable Development Goals)'.

**The ratio is around 8:2, where 77% of respondents answered 'Yes', the other 23% answered 'No'.**

# Awareness of SDGs (Individual)

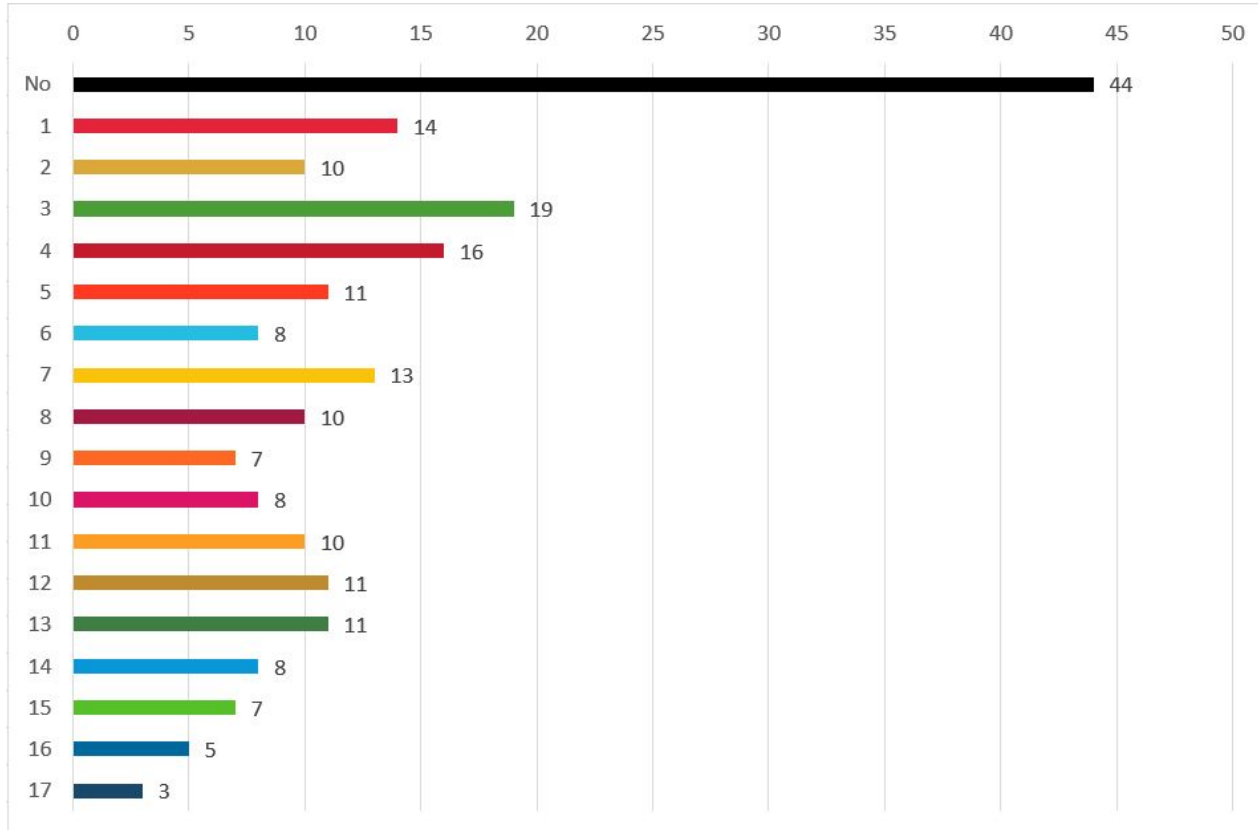


Respondents were asked to rate themselves on *how well they know about the actions they could take individually to help on achieving SDGs*, with the rating standard:

1 - I don't know at all  
5 - I know very well

**The majority score were 3 and 4, keeping a neutral ratings, yet tend to knowing well.** There is around 13% of respondents claims that they don't know at all; and only 6% of respondents claims that they know very well.

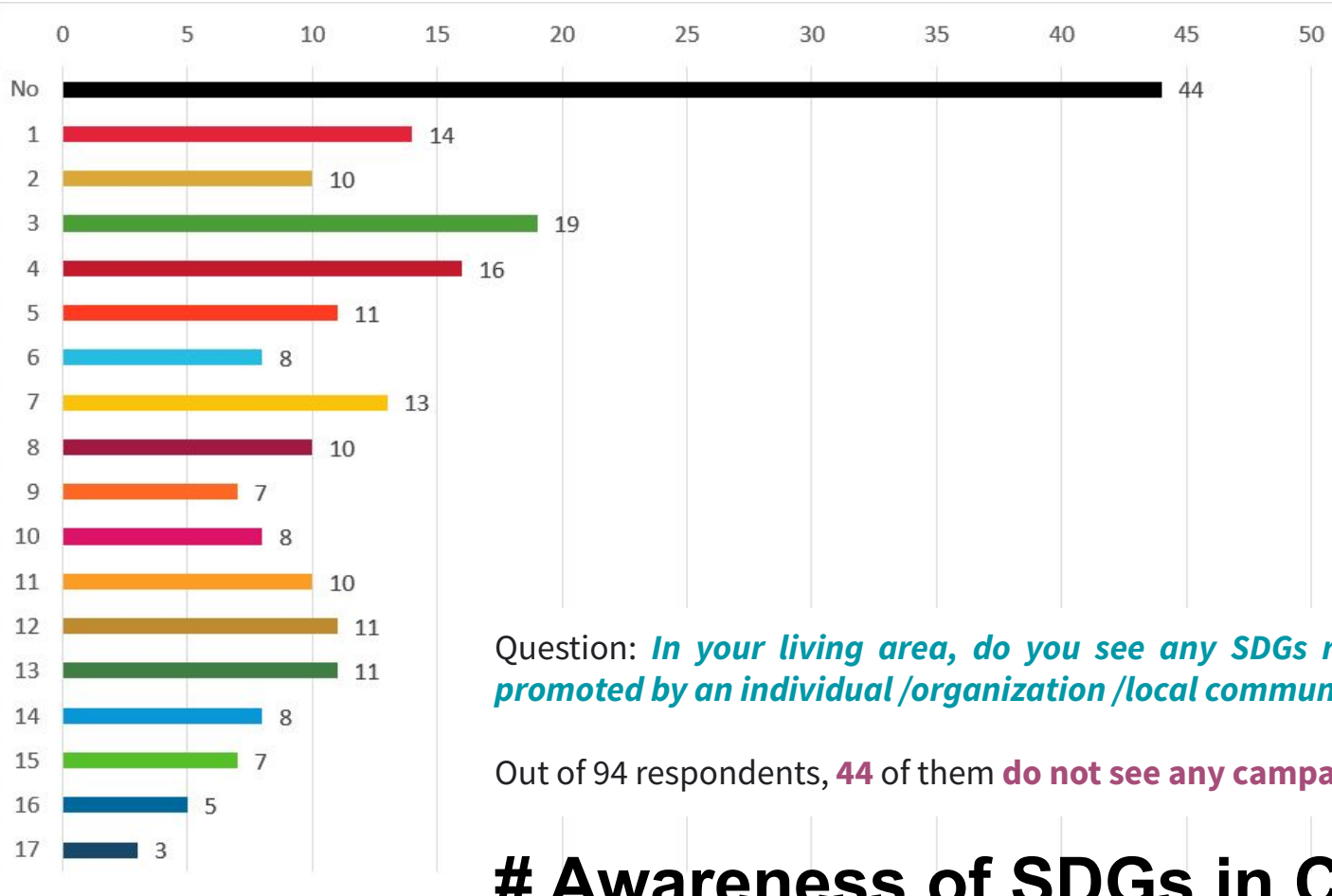
# Awareness of SDGs (Community)



Question: *In your living area, do you see any SDGs related action /campaign promoted by an individual /organization /local community/government?*

Out of 94 respondents, **44** of them **do not see any campaigns** that related to SDGs in their living community, neither from individual nor government.

On the other hand, the related goal that other 50 respondents **have seen the most** is **SDG 3**: Good Health and Well-Being (19/50), followed by **SDG4**: Quality Education(16/50) and **SDG 1**: No Poverty (14/50)



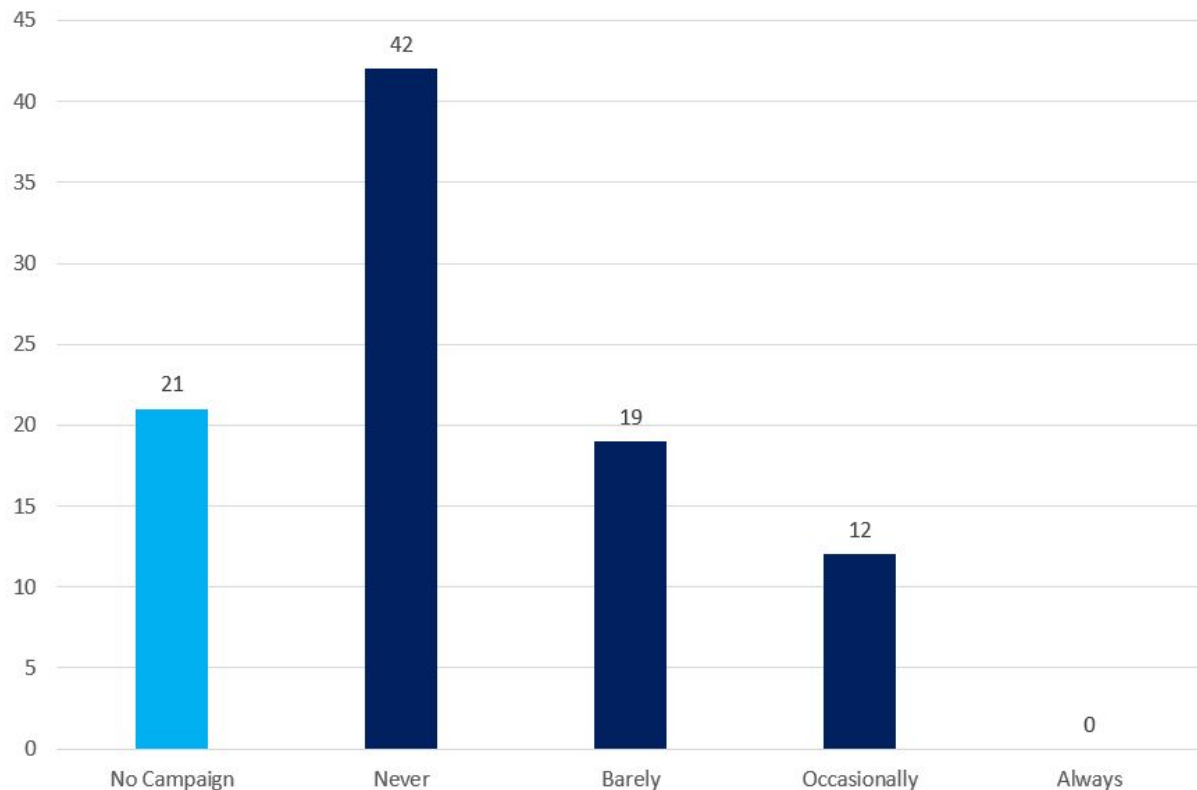
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# # Awareness of SDGs in Community



# Participation of Individual in SDGs related activities

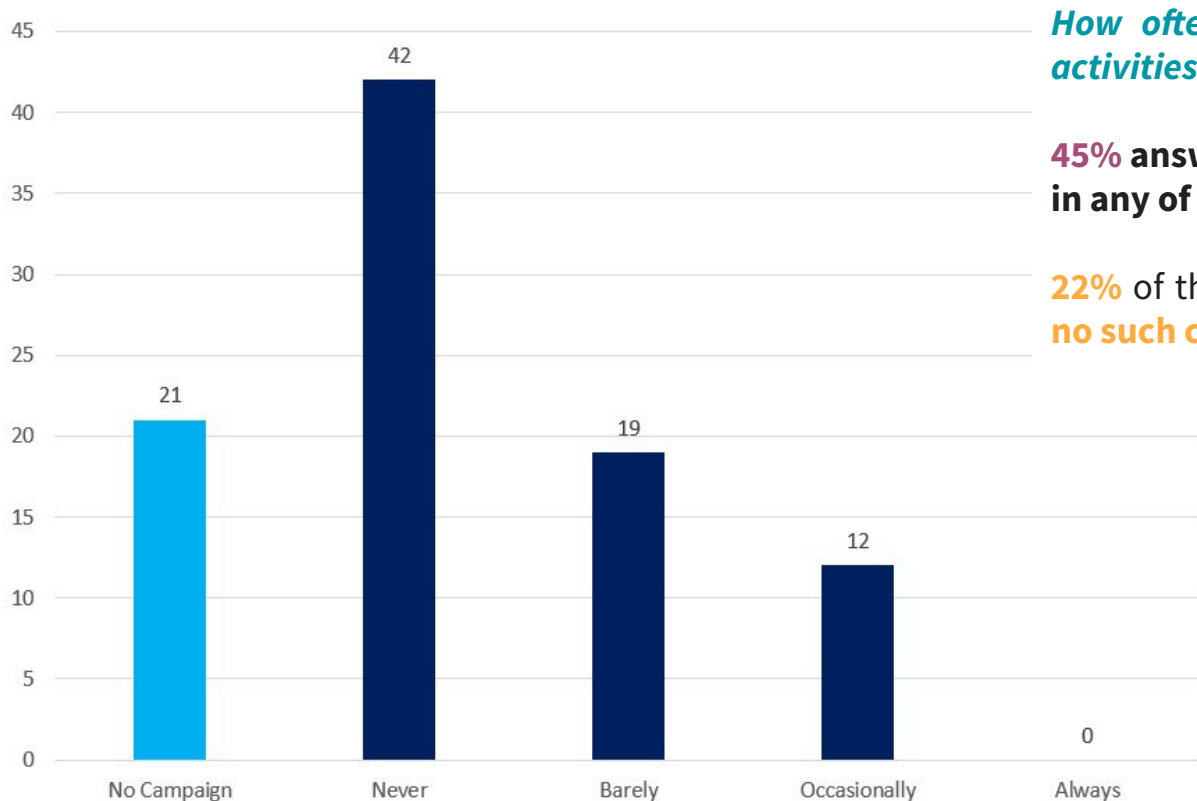


Respondents were asked *How often do they involved themselves in activities related to SDGs.*

Even though respondents found that there is activities / campaigns related to SDGs being held in their living community, Most of the respondents, **42 out of 94 (approx. 45%), had never participated in any of those.**

Also, **21 (approx. 22%)** of the respondents claims that **there is no such campaign in their area.**

# Participation of Individual in SDGs related activities



*How often do you involved yourselves in activities related to SDGs.*

**45%** answered they had **never participated** in any of those.

**22%** of the respondents claims that **there is no such campaign in their area.**

< Objective />

**To raise awareness for  
SDGs among society,  
especially the  
young generations.**

**# EFFECTIVE  
# FAST  
# NO CARBON FOOTPRINT**

< Our Proposal />

# The Game

- A **multiplayer game** to raise awareness for SDG
  - How to resolve issues surrounding SDG
- **Best way to connect** with the younger generation
  - 40% of the world's population play games
  - Our game simulation made to show how our actions and decisions can affect our surroundings
- Hope to **increase the engagement** in SDGs from **virtual to reality**

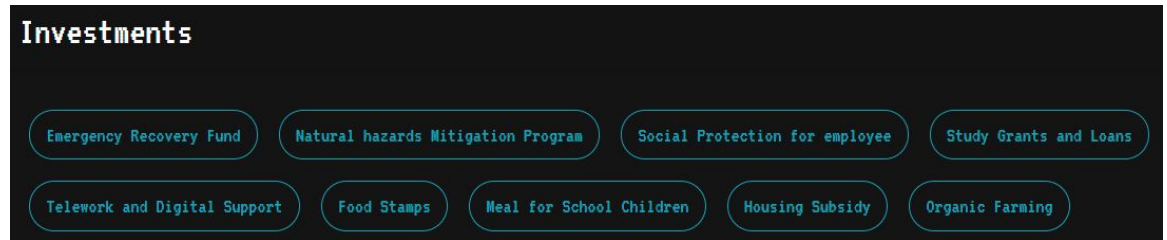
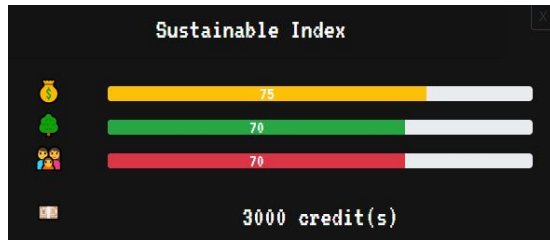
# Making Decision

**# THE MAIN IDEA**

# The Game: How to Play

Within the time span of **10 minutes**, you will **compete with other players** to become the **best sustainable community**.

Each player's community will be evaluated with "Sustainable Index", which is your "Health Bar" in the game. The main components of "**Sustainable Index**" are "**Economy**", "**Environment**", and "**Society**". In order to improve the indexes and build your community, you will need to **make investments** throughout the game with "Money".



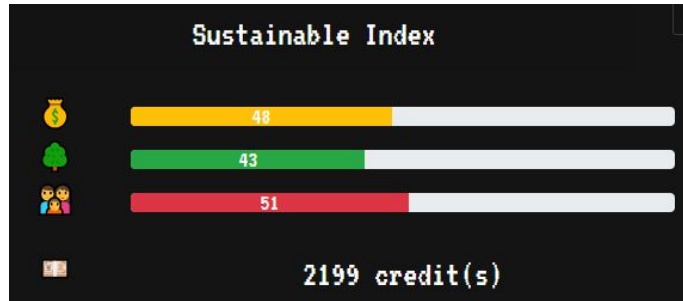


# The Game: How to Play

Besides growing your own community, players would need to **take account into how the other players doing**. This is because “**Random Event**” could be **triggered** depends on the overall performance of every player in the game.

Random events will affect the “Sustainable Index” of every player’s community substantially. It might cost you a lot to recover from the **bad random events**. Likewise, **good random events** might give you a great boost on indexes.

```
> GREAT ECONOMIC YEAR
> ... Humm, 15% grow rate.
> FOREST FIRE
> ... burn, hot, no!
```



< Demonstration />

< Business Plan />

# Comparison with Other Existing Game

2030SDGs	GO GOALS	The Global Goals	Our Game (THE SDG GAME)
Card Game	Board Game + Quiz	Quiz-like Game	Interactive Game
Multiplayer	Multiplayer	Single-Player	Multiplayer
Offline, In Person	Offline, In Person	Online, Website	Online, Website

## Competitive Advantages of Our Game (THE SDG GAME):

- **Interactive** game plot
  - **No standard answer**
  - **No restrictions on time, place nor person (Enjoy with your friends whenever you want)**
  - **No pre-purchase / download / preparation needed**
- } endings vary with player's decision

# Business Plan

## Operating Cost

- Server cost : 80,000 yen per year
- App development cost: 300,000 yen - 1,000,000 yen
- Advertisement: 200,000 yen – 1,000,000 yen a year

## Gathering Funds

- Crowdfunding
- Grants & Partnerships

# Business Plan

## Crowdfunding

- Kickstarter, Indiegogo, Patreon
- Allow people to donate to the project in return for some benefits
- E.g having their names in the end credits, being able to play the game first, unlock premium / advanced features in game etc
- Pros: project is 100% owned by you, having a closer relationship with the community, getting advice for backers.
- Cons: targeted amount of funds might not be fulfilled

## Grants & Partnership

- **Japan Fund for Global Environment (JFGE)** provides grant to Non Governmental Organization (NGO) / Non Profit Organization (NPO) engaged in environmental activities.
- **Partnership with educational institution**, offering school/student plans, where teachers can use as materials in the class. By this way, we could reach more young generation and widen our customer base.
- **Special collaboration** with popular game makers and companies, such as Nintendo, Disney or anime characters, to advertise and improve the reputation among society.

< Future Plans />

# Future Plans

More and more are coming!

- Support in more **languages** (Japanese etc.)
- More modes and **challenges**
  - Easy: Developed country
  - Normal: Developing country
  - Hard: Underdeveloped country
- More **graphics and design** elements
- More fun and unique gaming experiences



< Behind the Game / >

# Technologies Behind the Game

**HTML**

**JavaScript**

**CSS**

**Angular.js**

**Bootstrap**

**T H E S D G G A M E**

**Socket.io**

**Redis**

**Node.js**

**Docker**

# Roles and Responsibilities

## Content Development & Research

- Tam Xiuyao
- Ng Yee Shong
- Cung Viet Duy
- + Articles/Papers research for the project
- + Survey and Market Analysis
- + Content development for the game
- + Presentation Slides
  
- Duong Do
- + Design

## Game Building

- Dang Anh Vu (BE)
- Abdul Adhim (BE/FE)
- Tam Xiuyao (FE)
- + Game UI & UX
- + Implementation of Game Logic
- + Infrastructure of application
- + Redis with Socket.io (Multiplayer)
- + Docker & Deployment

BE: Backend, FE: Frontend

Thank you ;

{ Question / Feedback }



< [iniad-practice-game.tk](http://iniad-practice-game.tk) />

# ENJOY WITH LARGE SCREEN