



Explore the world
and yourself!

What is 2030 SDGs Game?

- Inspired by the Sustainable Development Goals
- Multiplayer, in-person, card-based game designed in Japan in 2016
- Simulates what the world could look like between now and the year 2030
- Played by over 300,000 participants; 1,300 certified facilitators globally
- 10 to 40 players – with a maximum of 200 players where multiple parallel worlds will be in play simultaneously
- 2 to 2.5 hours duration

Why make it a game?

The SDGs are ambitious and can seem daunting, simply due to their volume and scope.

A game approach has **3** powerful advantages:

1. It gives people a direct experience of participating in co-creating a sustainable world (“I can do it”; “What I do makes a difference.”)
2. It simplifies and makes accessible, an extremely complex issue to a level that allows people to begin to understand, while stimulating our natural curiosity to learn more.
3. It activates players' natural instincts to set their aim toward a worthy goal, simultaneously building confidence and making it enjoyable, while inspiring and motivating players to take action in the real world.





Why is it so relevant for companies?

Building the sustainability mindset

2030 SDGs Game has become very popular in sensitizing people around the 17 Sustainable Development Goals 2030 and driving a deeper understanding of our roles in helping transform the world.

The game simulates the impact that we make as we execute various projects within our organizations. It is designed to help participants develop a deeper understanding of their work in the profit-people-planet mix and the various trade-offs around them.

The simulation then leads to a debrief to see how it applies to each of us professionally and personally, as we deliver our roles.

With investors and consumers gravitating towards sustainable practices, coupled with government mandates for ESG adherence, more and more companies around the world are incorporating ESG into their businesses.

The 2030 SDGs Game is a sure shot way to help companies gain that sustainability mindset alignment as they plan their growth journey.

“The game allowed me to see how the three different areas in the SDGs respond when people collaborate, share and work towards common goals. The lesson I learned is that to deal with the moral and ethical question in software development, we could use a game like this.

Sander Johnson
(software development firm)

CLICK FOR MORE TESTIMONIALS

MAJOR CORPORATIONS HAVE PLAYED THE GAME!



Ministry of the Environment
環境省 Government of Japan



STARBUCKS®



READY. SET. PLAY!

C2C-OD presents 2030 SDGs GAME

A powerful and impactful social phenomenon, 2030 SDGs Game is earning extensive media coverage and the following of a growing global community of individuals, businesses, schools, and government departments.

This game is a tremendous resource and catalyst to inspire, motivate, and empower your organization to embrace a vision of a sustainable world. The Game is run only by **Imacocollabo-certified facilitators.**

BOOK YOUR SESSION WITH US AT
sdgsgame@c2cod.com

