



# ALL ABOUT VIDEO GAMES

CULTURE - CREATIVITY - TECHNOLOGY  
EUROPEAN KEY FACTS 2022

VIDEOGAMESEUROPE 



European  
Games Developer  
Federation

# TABLE OF CONTENTS

**FOREWORD** — 04

**OUR NUMBERS** — 06

## 01

**EUROPE'S VIDEO GAME PLAYERS** — 07

Who we are — 08

Women and video games — 10

Playtime — 11

Did you know? — 13

## 02

**EUROPE'S INDUSTRY** — 14

Workforce and employment — 16

Focus on skills — 17

Esports — 18

## 03

**RESPONSIBLE GAMEPLAY** — 19

Awareness of PEGI age labels — 22

Player and parental controls tools — 23

Guidance accross Europe — 24

## 04

**OUR PARTNERSHIPS** — 26

Diversity, Inclusion and Equality — 27

Education — 28

Climate — 30

**MEMBERS** — 32

Talent & creativity

Innovation

“

Players are at the heart of what we do

”

Economic success

Societal & cultural impact

# FOREWORD

**THERE ARE MANY THINGS TO CELEBRATE THIS YEAR: THE CONTINUED STRENGTH OF OUR INDUSTRY, THE CONTINUED CREATIVE BRILLIANCE OF ALL OUR STUDIOS AT BRINGING VIDEO GAME EXPERIENCES TO PLAYERS.**

There have never been more employees working in our sector and there have never been more people enjoying our games in Europe than there are today. Finally, ISFE has, after 25 years, changed its name to Video Games Europe.

As one of the largest and fastest-growing creative sectors, we have a fabulous story to tell: our contribution to Europe's digital growth, our skilled jobs, our commitment to the digital up-skilling of children and our unique combination of artistic creativity, forerunning digital business models and ground-breaking technology. Our visual story-telling and action capture the imagination of over 125 million European video game players, and tech innovation that regularly spills over into other sectors. With success comes responsibility, and we will use the growing recognition of our sector that allows us to showcase all the positive impacts that video games can have for Europe's economy and in society.

A major milestone that we are very proud of this year is that PEGI turned 20! We established the Pan-European Game Information (PEGI) age rating system as an independent organisation to help European parents make informed decisions when buying video games. Via the

PEGI App, parents, guardians and players can access all the information about a specific game in one place, and can, for example, filter by age rating. Used in 35 countries, the PEGI System is based on a Code of Conduct - a set of rules to which every publisher using the PEGI system is contractually committed. This includes rules that support and promote a safe and appropriate online interaction with other players. PEGI has truly led the way in supporting our industry's commitment to responsible gameplay and in providing best-practice examples for other sectors. Importantly, these efforts, tools and advice, provided by both PEGI and by video game companies, who work continuously to innovate with technology to manage potential in-game toxicity, are promoted locally by [our network of national trade associations](#).

What we also want to celebrate is the unique partnership that has developed between EGDF and Video Games Europe. It has helped us tackle the challenges our industry faces together – allowing us to collect important data and to speak as one voice for the huge diversity of interests, jobs and skills that this industry represents.



**Dr. Olaf Coenen**

Video Games Europe Chair  
VP Global Partners at  
Electronic Arts



**Hendrik Lesser**

EGDF President  
CEO, Remote  
Control Productions

There is no other sector like video games— a unique combination of often groundbreaking technology and artistry; an industry populated by storytellers and artists, by game designers, coders and engineers, by publishers, marketers, composers, community managers... This is a sector that represents the forefront of both technology and culture in Europe. A sector that currently employs over 110,000 people in Europe whose talent is the driving force of a European economic and cultural success story. But more important is why people play games and create games - video games are fun and allow players and game developers to express their individuality, through play, whether that is through a single player game, a mobile game on a tablet or a rich and immersive online multiplayer game.

In this 2023 European Year of Skills, we need to celebrate our contribution but also identify the serious digital skills gap in our continent which is preventing Europe from achieving its potential and making it harder and harder for our sector to recruit home-grown talent. This will be a significant problem for our sector in the near future and a missed opportunity for Europe as

a whole. A report published earlier this year by our Swedish member Dataspelebranschen, warns that the Swedish games industry will be lacking 25,000 game developers by 2031 if current growth trends continue and nothing is done to increase the talent pool. That requires action both on education and on the pipeline for people with our required skills to come and work in Europe.

Our Games In Schools project, run in collaboration with European Schoolnet, the network of European education ministries, is an important initiative to equip teachers with the skills, the confidence and know-how to use video games in the classroom as a way to engage students and develop digital skills. We know that girls who play video games are three times more likely to study STEM subjects than girls who don't; we know that using video games in the classroom increases engagement in all abilities and develops important skills such as team-building, critical thinking, focus and mental agility; we know from a diversity census by our UK trade association, Ukie, that more than 82% of those surveyed reported having at least an undergraduate qualification. It is a highly-skilled sector and needs a reliable pool of talent to fuel growth. In this European

Year of Skills, we have a useful spotlight on the issue, but what Europe's digital economy needs is action, particularly in education, and we need it now.

This, our fifth edition, will be the last Key Facts report before the European elections. Since we launched Key Facts in 2018, we have seen our consolidated numbers increasingly used when reporting on video game players and the industry. We believe that our data insights will help policy makers and other stakeholders gain a better understanding of our industry. Our unique creative, cultural and innovative sector should be embraced in this era of exciting technological development.

# OUR NUMBERS

**DATA USED IN THIS PUBLICATION IS PROVIDED BY IPSOS AND COMMISSIONED BY VIDEO GAMES EUROPE. IT IS EXTRACTED FROM GAMETRACK, GSD AND THE EGDF-VGE VIDEO GAMES INDUSTRY INSIGHTS REPORT.**

## GAMES SALES DATA



Games Sales Data (GSD) is the first video games industry chart to include data on both retail and digital sales. Data outlined in this report is gathered from Austria, Belgium, Croatia, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain and Sweden.

## GAMETRACK



**THE POLLING IS DONE IN FRANCE, UK, SPAIN, ITALY AND GERMANY. IT INVOLVES ONLINE POLLING OF 12,000 PEOPLE PER COUNTRY BETWEEN THE AGES OF SIX AND 64 – 60,000 IN TOTAL PER YEAR.**

There is also an annual face-to-face survey of 1,000 people per country which is nationally representative (in terms of age etc). This final step is used to calibrate the online data.

**GameTrack collects data along three key metrics**

- 1) Volume– the number of games being acquired (both paid and free).
- 2) Value- the amount of money being spent on games.
- 3) Demographics – who play games and how do people play games.

**Each metric breaks down the total market by specific devices and types of games.**

## HOW DO WE DO IT?

### YEARLY FIELDWORK



**1,000 NAT REP OFFLINE / YEAR**  
(cut-down weighting survey - Aged 18+)



### MONTHLY FIELDWORK



**1,000 ONLINE REP / MONTH (FULL INTERVIEW)**  
Aged 6-64 years



**OFFLINE SAMPLE USED TO WEIGHT THE ONLINE SAMPLE TO BE NATIONALLY REPRESENTATIVE AGES 6-64**

**REPORTING QUARTERLY PER MARKET ON**

**3,000 interviews**



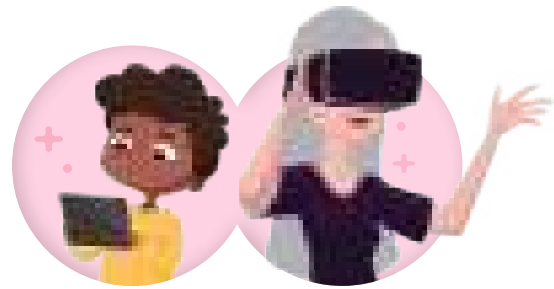
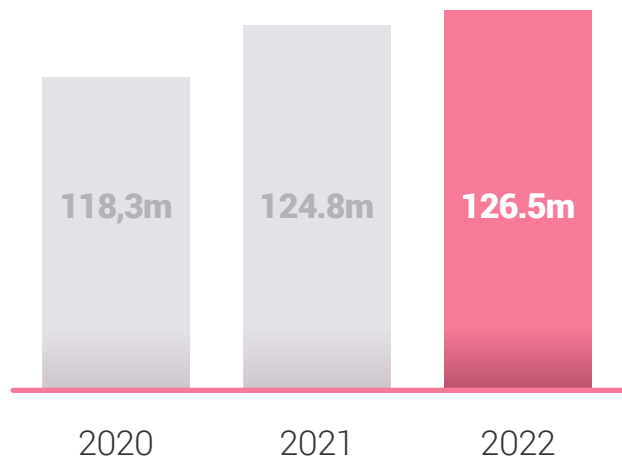


**01**  
**EUROPE'S**  
**VIDEO GAME**  
**PLAYERS**

# WHO WE ARE

PLAYING VIDEO GAMES IS AN ACTIVITY A MAJORITY OF PEOPLE INTEGRATE INTO THEIR LEISURE TIME IN SOME FORM OR ANOTHER.

## NUMBERS OF PLAYERS



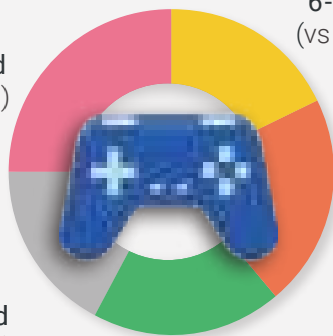
# 53%

of the population aged 6-64 plays video games

## PERCENTAGE OF GAME PLAYERS IN EACH AGE GROUP

**25%**  
45-64 years old  
(vs 24% in 2021)

**17%**  
35-44 years old  
(vs 16% in 2021)



**19%**  
24-34 years old  
(vs 20% in 2021)

**18%**  
6-14 years old  
(vs 17% in 2021)

**21%**  
15-24 years old  
(vs 22% in 2021)

45-64 year olds is the largest age group with

**31.3 million**

which also had the largest increase of new players (1 million).

Source: GameTrack data, provided by Ipsos Mori and commissioned by Video Games Europe.



## VIDEO GAMES AREN'T JUST FOR KIDS

**32**

is the average age  
of a video game player  
in Europe



**76%**

of video game players  
are 18 years or older  
(up to 64)

## PERCENTAGE OF VIDEO GAME PLAYERS BY AGE GROUP

**71%**

vs 71% in  
2021



6-10

**81%**

vs 80% in  
2021



11-14

**73%**

vs 76% in  
2021



15-24

**60%**

vs 61% in  
2021



25-34

**47%**

vs 45% in  
2021



35-44

**36%**

vs 35% in  
2021



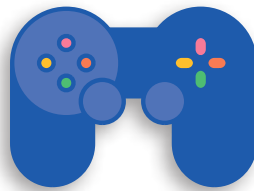
45-64

## AMONG VIDEO GAME PLAYERS



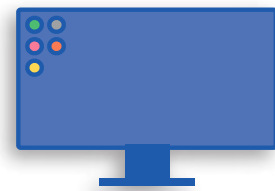
**68%**

play on smartphones or tablets  
(vs 63% in 2021)



**58%**

play on consoles  
(vs 54% in 2021)



**48%**

play on PCs  
(vs 52% in 2021)

Source: GameTrack data, provided by Ipsos Mori and commissioned by Video Games Europe.



# WOMEN AND VIDEO GAMES

CLOSE TO 60 MILLION WOMEN  
PLAY VIDEO GAMES IN EUROPE.

**46.7%**

of European  
game players  
are women

**59 million**

women play video  
games across these  
five markets

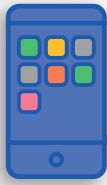
**33**

is the average age  
of women who play  
video games

**7.5 hours**

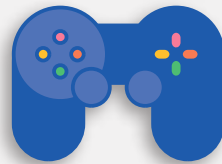
a week is the  
average playtime  
for women

## WOMEN REPRESENT



**51%**

of all smartphone  
and tablet players



**42%**

of all console  
players



**42%**

of all PC  
players

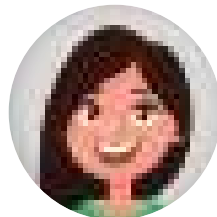
## PERCENTAGE OF WOMEN VIDEO GAME PLAYERS BY AGE GROUP

**25%**



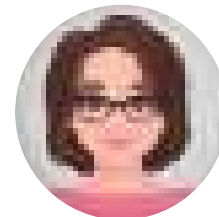
6-17

**31%**



18-34

**44%**



35-64

Source: GameTrack data, provided by Ipsos Mori and commissioned by Video Games Europe.

# PLAYTIME

PLAYING VIDEO GAMES OFFERS A LOT MORE THAN ENTERTAINMENT.

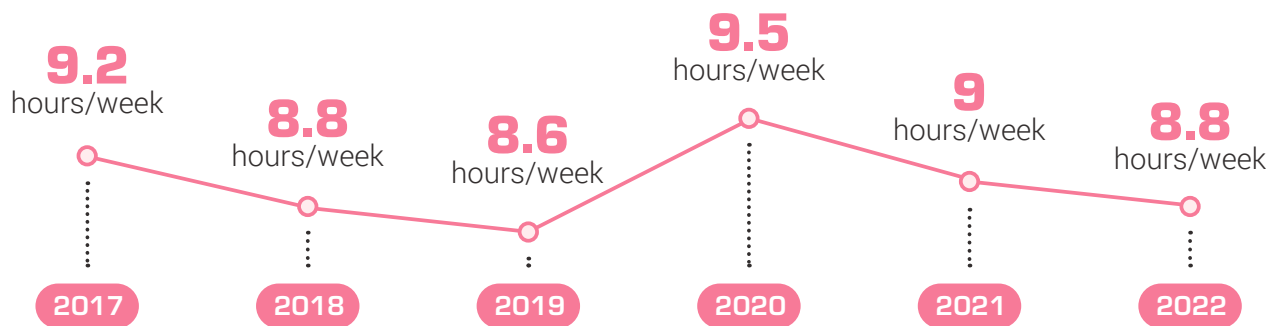
## AMONG EUROPEAN VIDEO GAME PLAYERS

**74%**  
play at least  
one hour per week

**17%**  
play at least  
one hour per month

**9%**  
play at least  
once a year

## AVERAGE PLAYTIME



Average playtime has returned to similar levels as they were pre-Covid.

## ON AVERAGE, PEOPLE IN EUROPE SPEND



**9 hours/week**  
playing video games\*

**14 hours/week**  
on social media \*\*



**24 hours/week**  
on watching TV\*\*\*

\*\*[GlobalWebIndex GWI Core Q3 2019-Q3 2021](#), Average time Europe's online consumers spend using social media on a typical day.

Base respondents: 1,606,432 internet users aged 16-64

\*\*\*EU Audiovisual Observatory, Yearbook 2022/2023 (2021 data).

Source: GameTrack data, provided by Ipsos Mori and commissioned by Video Games Europe.

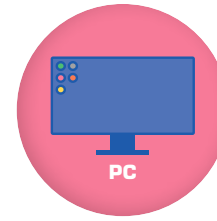
## TOP PLAYED VIDEO GAME GENRES BY DEVICE



SMARTPHONES



CONSOLES



PC

### WOMEN

1. **BRAIN / PUZZLE** - 26%
2. **TRIVIA** - 16%
3. **WORD** - 16%

1. **RACING** - 27%
2. **ADVENTURE** - 27%
3. **SPORT GAMES** - 15%

1. **STRATEGY** - 20%
2. **ADVENTURE** - 19%
3. **RACING** - 15%

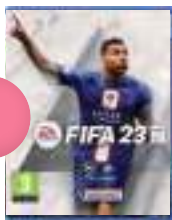
### MEN

1. **BRAIN / PUZZLE** - 20%
2. **TRIVIA** - 12%
3. **WORD** - 11%

1. **SPORT GAMES** - 26%
2. **RACING** - 24%
3. **ADVENTURE** - 22%

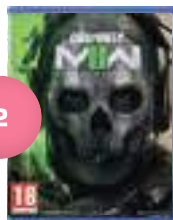
1. **STRATEGY** - 26%
2. **ADVENTURE** - 24%
3. **RACING** - 22%

## TOP SELLING GAMES



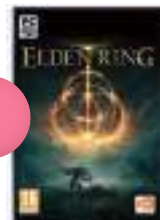
1

**Electronic Arts**  
Sports



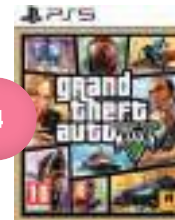
2

**Activision Blizzard**  
FPS



3

**Bandai Namco**  
Role-playing



4

**Rockstar Games**  
Action



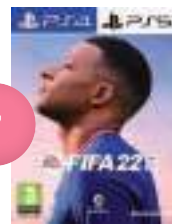
5

**Nintendo**  
Role-playing



6

**Nintendo**  
TPS



7

**Electronic Arts**  
Sports



8

**Nintendo**  
Role-playing



9

**Rockstar Games**  
Action



10

**Nintendo**  
Sports

Full game sales by unit tracked by Global Sales Data (GSD), sorted by rank for 2022, Retail and Network combined. This listing does not include Nintendo digital sales data.

# DID YOU KNOW?

## BENEFITS OF VIDEO GAMEPLAY, AS PART OF A WELL-BALANCED LIFESTYLE FOR PLAYERS OF ALL AGES, INCLUDE:

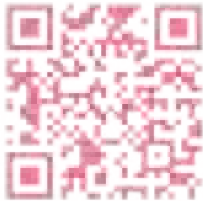


### HEALTH

The health sector has found many applications for video game technologies, including for training and for care.



Video games can be a useful educational tool for training surgeons.



Video games can be used to help children overcome pain from cancer treatments, but also with their recovery



### SPACE

VR headsets are used for simulations to help astronauts in mission preparation.



Haptic input from games controllers provides feedback through the sense of touch and is used by the European Space Agency to drive robot rovers and robotic arms.



### CULTURAL HERITAGE

Video games' virtual worlds and VR technology bring cultural heritage to life and facilitate access to culture for all.



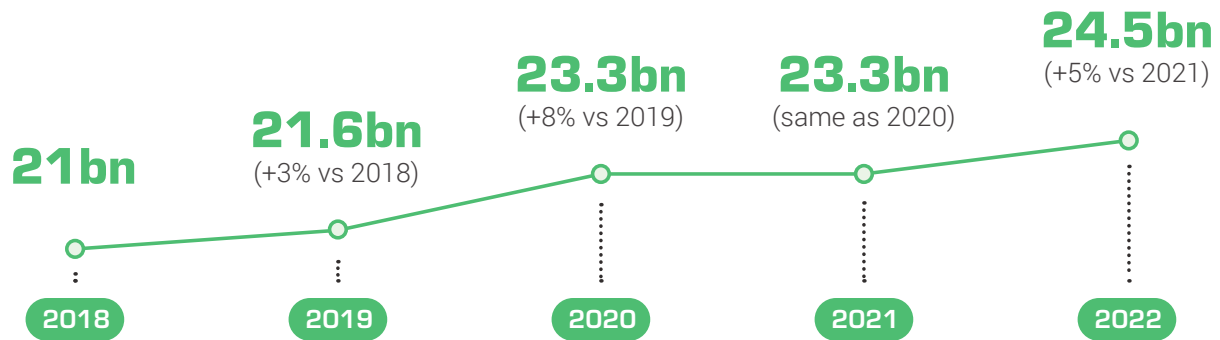
After Notre-Dame de Paris closed to the public in 2019, its virtual recreation from a renowned video game was transformed into an emotional virtual visit, accessible to all audiences'. ("Notre-Dame de Paris: Journey Back in Time").



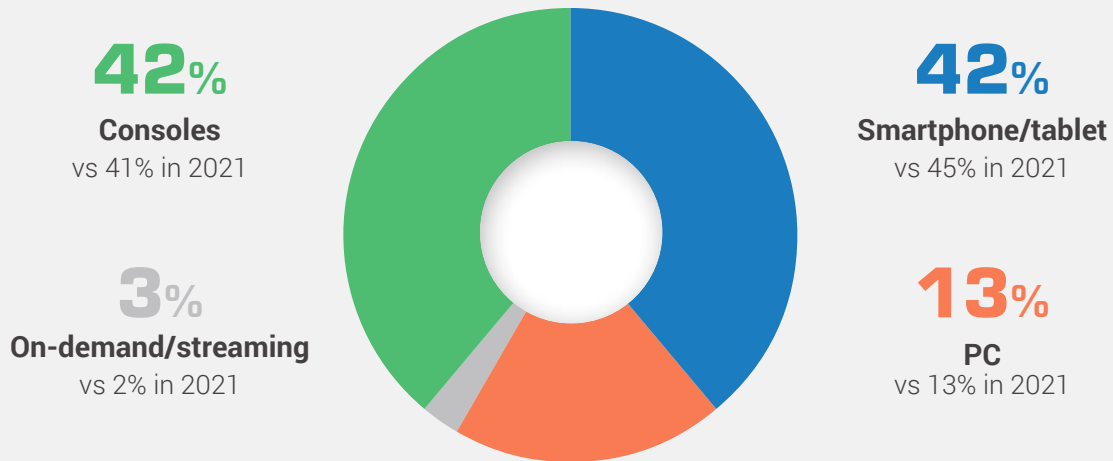


# 02 EUROPE'S INDUSTRY

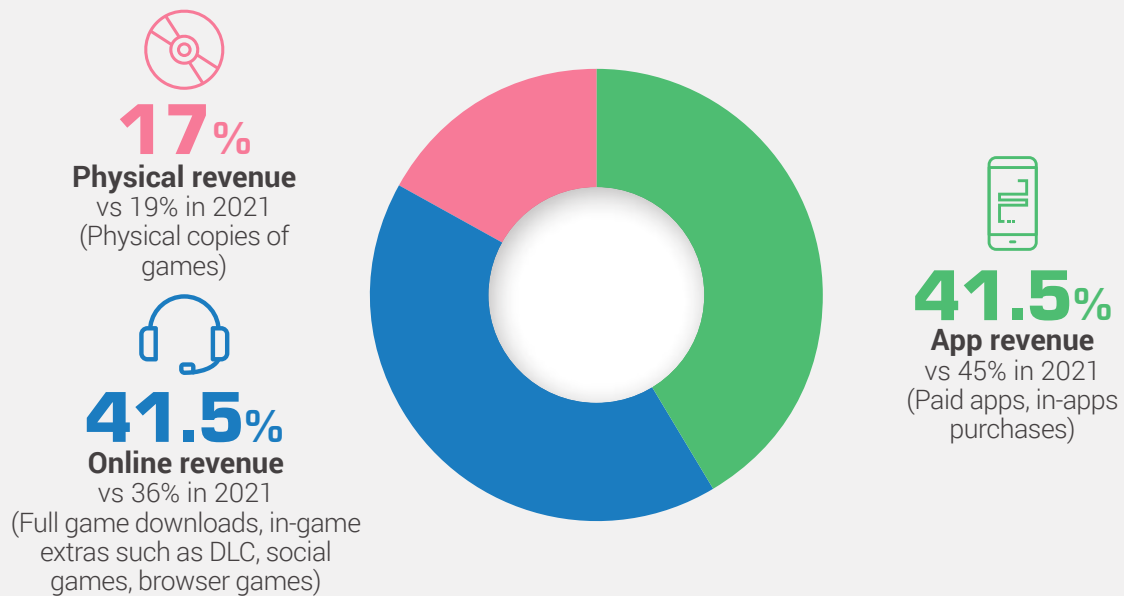
## KEY EUROPEAN MARKETS REVENUE



## REVENUE SPLIT BY DEVICE



## REVENUE SPLIT BY SOURCE



Though there were fewer titles released on consoles in 2022 compared to 2021 (549 in 2022 vs 564 in 2021), **total units sold were higher in 2022** (40.3 million in 2022 vs 35.8 million in 2021). These figures are back up to similar levels seen in 2020 (40.3m). Big releases such as Modern Warfare 2, Elden Ring, Pokemon legends: Arceus and God of War will have had an influence on this increase in 2022 vs. 2021.



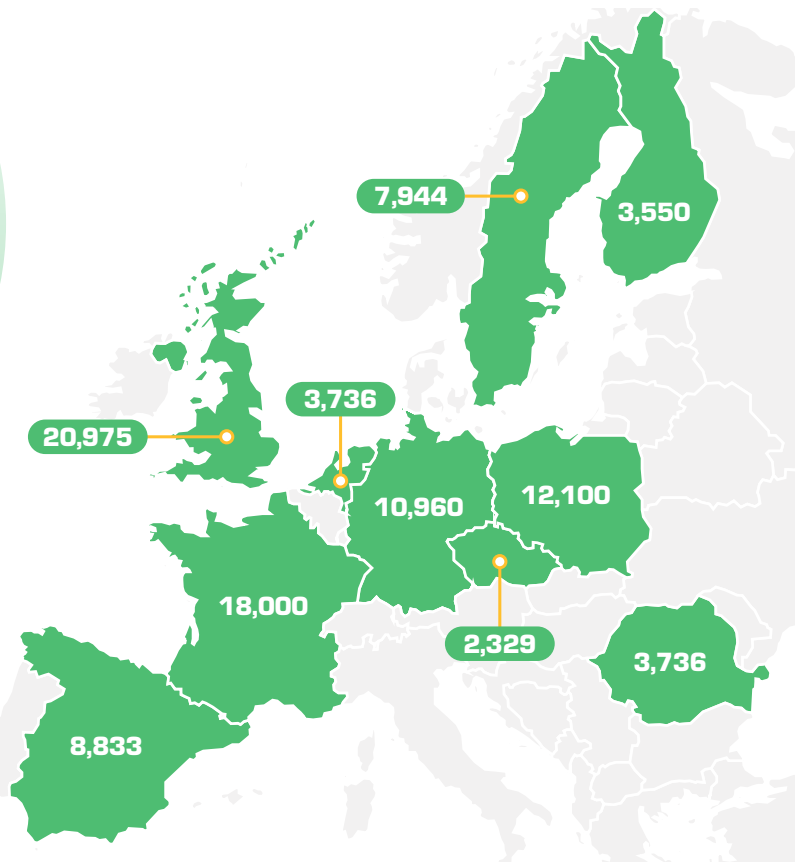
# WORKFORCE & EMPLOYMENT

## LARGEST EMPLOYEE BASES ACROSS EUROPE

**+12%**  
OF PEOPLE EMPLOYED  
THROUGHOUT EUROPE  
UP FROM 98,000 LAST  
YEAR TO  
**110,000**  
THIS YEAR

**23.7%**

**women in the industry**  
(up from 22% last year.)



Whilst this percentage compares favourably to the figure of 17% in the European IT sector as a whole, it is clear that we have much more to do to make our sector a welcoming place to work for women and indeed for all genders.

### Steps we are taking:

- Corporate ambassadorship of Women in Games
- Supporting Women in Games Guide
- Diversity pledges across Europe (see page 31)

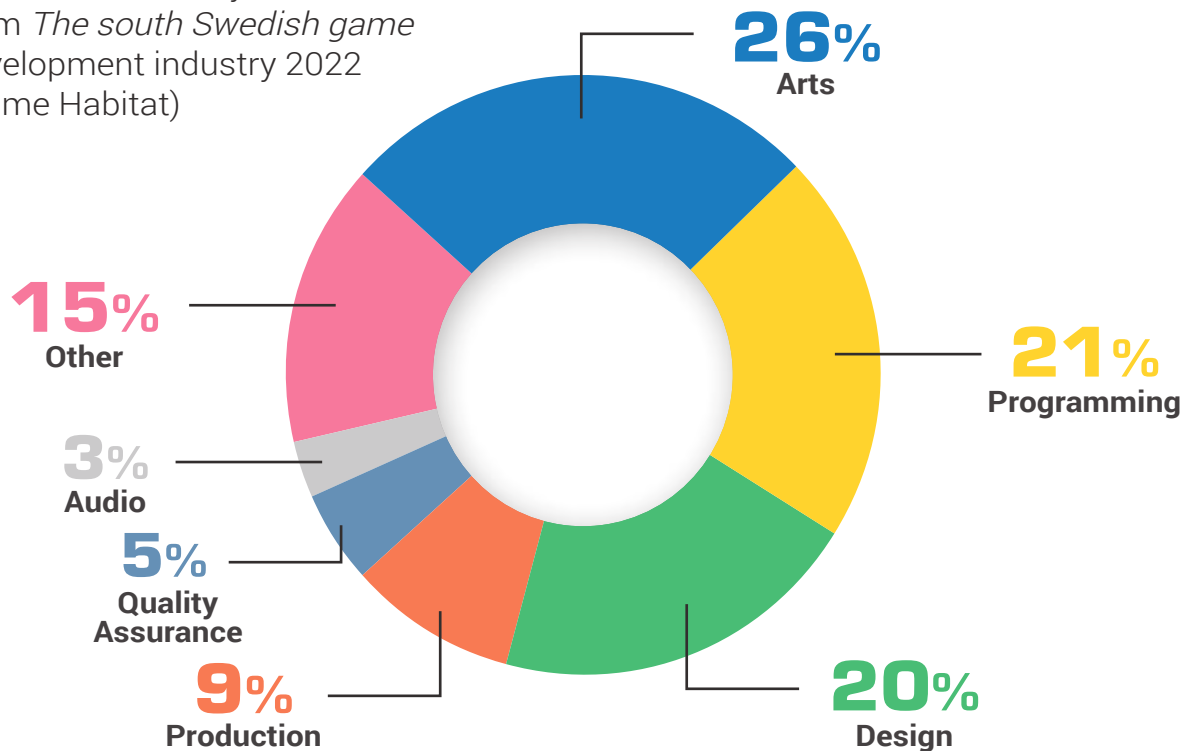


Source: EGDF 2021 European Video Games Industry Insight report, supported by Video Games Europe.



## PROFESSIONS IN THE INDUSTRY

Distribution of professional roles in the industry, extracted from *The south Swedish game development industry 2022* (Game Habitat)



Source: Dataspelebranschen, "Talent, Education and the Art of Making Games", available at <https://dataspelebranschen.se/news/2023/2/1/new-report-sweden-needs-25000-game-developers-next-ten-years>

# FOCUS ON SKILLS

**IN ITS 2022 RESOLUTION ON ESPORTS AND VIDEO GAMES, THE EUROPEAN PARLIAMENT CALLED ON THE COMMISSION TO ENHANCE ACCESS TO TALENT AND FINANCING AND TO ADDRESS THE SHORTAGE OF DIGITAL SKILLS.**

A recent [report](#) by our Swedish member Dataspelebranschen further highlighted the current skills gap in Sweden. Some of the main findings include:

- 1) Within ten years, Sweden will lack at least 25,000 game developers to maintain the same growth rate if nothing is done now.
- 2) Between 30-50% of all individuals working in the Swedish games industry have moved there from abroad. Half of all those who have moved to Sweden to work with games come from countries outside the EU.
- 3) In August 2022, our UK trade association ukie published a report on the diversity of jobs in the industry. A key finding was that certain professions in the industry are listed on the UK official shortage occupational list for skilled workers (graphic designers, arts officer, artists, programmers and software development professionals, IT business analysts and systems designers).

# THE GUIDE TO ESPORTS

WITHOUT VIDEO GAMES, THERE ARE NO ESPORTS



 **DOWNLOAD**

Esports are revolutionising the way consumers watch, follow, and engage with video games. While everyone wants to be part of the esports ecosystem, many overlook that esports are an important part of the video games industry. That is why we created a guide that outlines the current state of esports, including their impact on economic growth, demographics, job creation, educational and social opportunities, and the often-overlooked nature of video games as creative works, as well as the copyright and intellectual property rights protection that they enjoy.

**The Guide is available in English, French, Italian, Polish and Portuguese.**

Supported by



Authored by **VIDEO+  
GAMES  
EUROPE**



# 03 RESPONSIBLE GAMEPLAY



**PEGI IS THE PAN-EUROPEAN VIDEO GAME AGE RATING SYSTEM. PEGI'S GOAL IS TO EDUCATE, ADVISE AND EMPOWER PLAYERS, PARENTS AND GUARDIANS ON AGE APPROPRIATE CONTENT IN VIDEO GAMES.**

PEGI also ensures that games are sold and advertised responsibly, that consumer redress is available, and that companies have tools and safeguards in place to ensure that online game play environments are free from illegal and harmful content.

PEGI age ratings are established under the supervision of independent experts and classification bodies. PEGI is recognised by

the European institutions and EU Member States as a model of European harmonisation in the field of minor protection and consumer transparency.

Visit [www.pegi.info](http://www.pegi.info) for more information and download the PEGI app for iOS/Android.

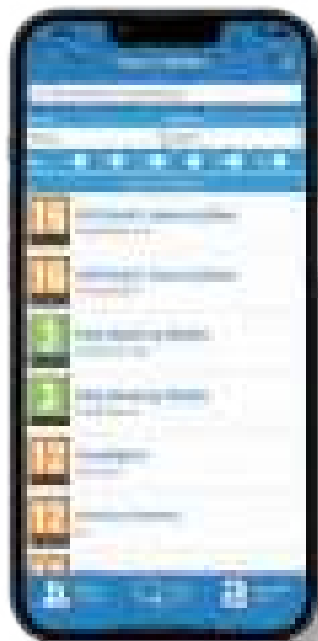
 **38+**  
European countries

 **2,600**  
member companies

 **35,000+**  
games and millions of apps classified

**PEGI'S FEATURES AND SERVICES TO EMPOWER PARENTS**

**PEGI app**



**In-game purchase transparency**

PEGI's enhanced in-game purchase descriptor informs consumers if an in-game purchase includes paid random items.



## AGE LABELS



Suitable for all age groups, no unsuitable content



May contain some non-realistic or implied violence, and scenes that might be frightening to younger children



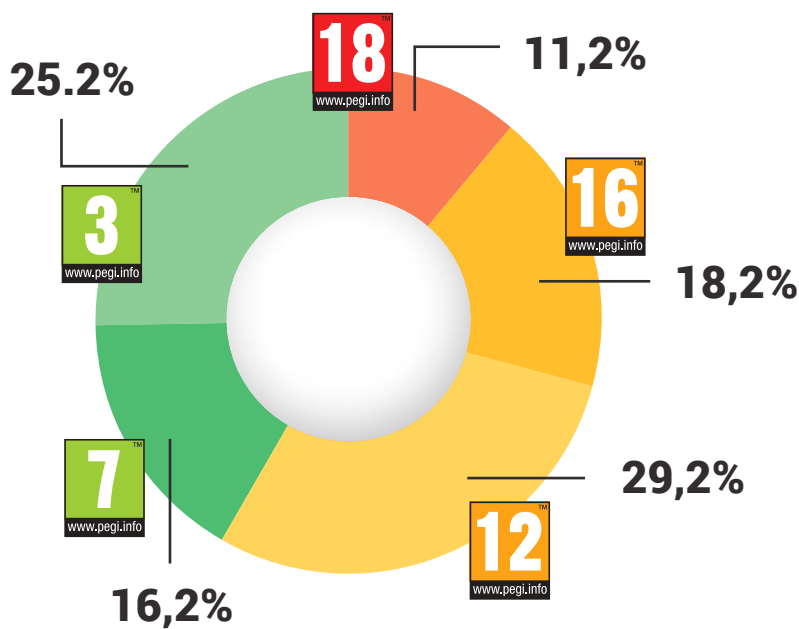
Can feature realistic violence against fantasy characters, non-realistic violence against humanlike characters, mild bad language, or sexual innuendo




May depict realistic violence against humanlike characters, bad language, use of drugs, or erotic nudity



Games that contain gross violence against defenceless characters, glamorisation of drugs, or explicit sexual activity



  
**+8,000**  
 games rated in 2022

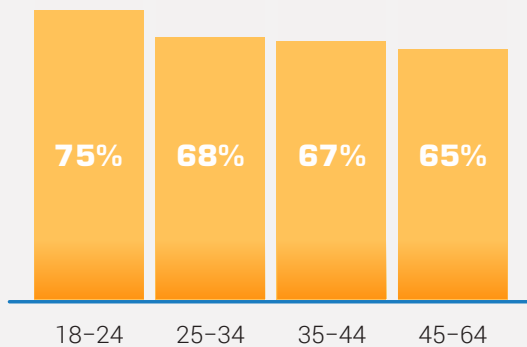
These stats include age ratings on the following platforms: Microsoft Xbox and Windows, Nintendo, Sony PlayStation, PC and Google Stadia.

# AWARENESS OF PEGI AGE LABELS

## PARENTS

**67%** of **parents** are aware of PEGI age labels

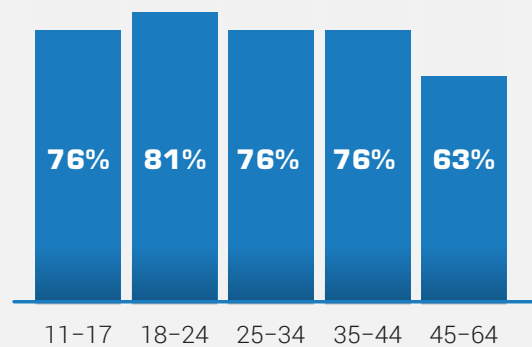
Aware of PEGI classification among all parents (excl. Germany)



## VIDEO GAME PLAYERS

**73%** of **video game players** are aware of PEGI age labels

Aware of PEGI classification among all game players (excl. Germany)



**PEGI AGE LABELS ARE EQUALLY CLEAR FOR BOTH VIDEO GAME PLAYERS AND PARENTS; HOWEVER, THEY ARE SLIGHTLY MORE USEFUL, TRUSTWORTHY AND INFLUENTIAL ACCORDING TO PARENTS.**



Clear



Useful



Trustworthy



Influential

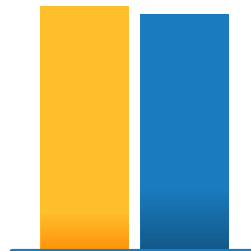
**87%** **87%**



**78%** **74%**



**71%** **69%**



**57%** **51%**



Parents



Players

Source: GameTrack data, provided by Ipsos Mori and commissioned by Video Games Europe.

# PLAYER AND PARENTAL CONTROL TOOLS

Parental control tools or family settings help parents and guardians decide with their children what works best for them, from time spent playing video games to communication with other players and much more. On every device, it is possible to discuss:



## Age rating

Which games they can play based on PEGI age rating and descriptors



## Time limit

Agree on playtime limits, allowing for better playtime management



## Online spending

Discuss with their children how much can be spent when purchasing games and other downloadable content



## Online interaction

Agree on communications in games: friends only, friends of friends, anyone, or no one.

## LIST OF DEVICES OFFERING PARENTAL CONTROL TOOLS



PlayStation



Xbox



Nintendo 3DS



PS Vita



Nintendo Switch  
Lite

Nintendo



Windows

macOS

Mac OS



iPhone/iPad



Android/Google Play

Windows 10

Windows 10

PlayStation VR2

PlayStation VR2

Meta Quest

Meta Quest

In addition to parental control tools on devices, publishers' own platforms increasingly offer parental control tools and additional verification mechanisms such as young player accounts and verified parental consent. Some examples are: [BlizzardBattlenet.net](#), [EA Origin](#) [Epic Games](#) including [Epic Cabined Accounts](#) for young players, [Roblox](#), [Ubisoft's young player account](#). Further, Riot Games have brought in state of the art voice moderation to their chats.

ACTIVISION

BILZARD



ROBLOX

RIOT GAMES



UBISOFT

Visit Video Games Europe's website to access information on player and parental control tools for various devices and platforms. [videogameseurope.eu/responsible-gameplay/parental-controls](https://videogameseurope.eu/responsible-gameplay/parental-controls)

# GUIDANCE ACROSS EUROPE

The video games industry wants people to enjoy this popular pastime. To that end, the industry empowers parents so that they can engage with their children and agree on appropriate rules around video game play, and encourages parents to learn about the games their children love. Find information in your local language below:

## SEIZETHECONTROLS.EU

**Austria**  
**GemeinsamSpielen**  
[www.gemeinsamspielen.at](http://www.gemeinsamspielen.at)

**Belgium**  
**Jouezmalin /  
Speelhetslim**  
[www.jouezmalin.be](http://www.jouezmalin.be)  
[www.speelhetslim.be](http://www.speelhetslim.be)

**Denmark**  
**GemeinsamSpielen**  
[www.angi-nordic.com](http://www.angi-nordic.com)

**Finland**  
**Peliviikolla**  
[www.peliviikko.fi](http://www.peliviikko.fi)

**France**  
**PédaGoJeux**  
[www.pedagojeux.fr](http://www.pedagojeux.fr)

**Germany**  
**Respektvoll in Online-  
Games**  
<https://bit.ly/3gE2vUo>

**Italy**  
**Tutto sui videogiochi**  
[www.tuttosuivideogiochi.it](http://www.tuttosuivideogiochi.it)

**Netherlands**  
**RuleTheGame**  
[www.rulethegame.nl](http://www.rulethegame.nl)

**Poland**  
**Zapytaj o Gry**  
[www.zapytajogry.pl](http://www.zapytajogry.pl)

**Norway**  
**GemeinsamSpielen**  
[www.angi-nordic.com](http://www.angi-nordic.com)

**Portugal**  
**#SaberJogar**

**Romania**  
**DespreJocuriVideo**  
[desprejocurivideo.ro](http://desprejocurivideo.ro)

**Spain**  
**The Good Gamer**  
[www.thegoodgamer.es](http://www.thegoodgamer.es)

**Sweden**  
**Fråga, Prata, Spela**  
[www.fragaprataspela.se](http://www.fragaprataspela.se)

**Switzerland**  
**PlaySmart**  
[play-smart.ch](http://play-smart.ch)

**United Kingdom**  
**Ask about games**  
[www.askaboutgames.com](http://www.askaboutgames.com)



### Video Games Europe's 5 tips for parents

 [videogameseurope.eu/news/5-tips](https://www.videogameseurope.eu/news/5-tips)

Video Games Europe organises training sessions with the Safer Internet Centres to present the latest parental and player control features and tips.







**DATASPELSBRANSCHEN**  
Swedish Games Industry  
Sweden

**Finland**

**ask about games**  
United Kingdom

**PLAY SAFE** ANGI  
Denmark, Norway

**GEMEINSAM SPIELEN.AT**  
Austria

**RULETHEGAME**  
Netherlands

**jeuzaïn.be**  
**speelmis.be**  
Belgium

**zapytaj o gry**  
Poland

**Germany**

**БРАБЕЈОУНИДЕ**  
Romania

**PèdaGoJeux.fr**  
France

**PlaySmart**  
Switzerland

**TUTTO**  
Italy

**GAMES**

in schools



PLAYING  
FOR THE  
PLANET



women  
in games

**04**  
**OUR**  
**PARTNERSHIPS**

# DIVERSITY, INCLUSION AND EQUALITY

In early 2021, Video Games Europe and EGDF established a Diversity Working Group with the goals of committing to advancing gender equality and diversity in the industry, promoting ongoing efforts of our members, and serving as a resource for information on diversity-related policy and legislative issues. Below are a few of our member initiatives:



Video Games Europe became a corporate ambassador of Women in Games, a not-for-profit looking for equity and parity for all women and girls in the video games industry and esports.



Women In Games guide 'Building a Fair Playing Field' is available in Italian, Polish, Spanish.



DOWNLOAD



SELL and SNJV, representing the French video games sector signed a [Diversity Charter](#) alongside Women in Games France to promote diversity within the French games industry.

 [womeningamesfrance.org](http://womeningamesfrance.org)



Over 400 companies and more than 1,000 individuals have already signed game's (German video games association) declaration to actively support diversity and inclusion in the video games industry and became part of #TeamDiversity in Germany.

 [hier-spielt-vielfalt.de/en](http://hier-spielt-vielfalt.de/en)

## #PlayEquall

AEVI, representing the Spanish video games industry launched their #PlayEquall initiative, created to materialise the video game industry's commitment to the values of equality, diversity and inclusion. More than 120 video games companies (including AEVI's members) and more than 40 industry professionals have signed on to the effort.

 [playequall.es](http://playequall.es)



Dataspelsbranschen, representing the Swedish games industry, engages in a number of initiatives aimed at improving diversity in the local video games industry. Dataspelsbranschen hosts networking events at Nordic Games, scholarships for female game students to attend the Game Developers Conference, job fairs, the Kvarvaro study, and much more with the goal of encouraging more women to study game development and of creating an industry where women want to stay and make a career.

 [diversi.nu](http://diversi.nu)

## #RaiseTheGame Diversity Pledge

#RaiseTheGame is a collaborative, high-impact and industry-wide pledge initiative, managed and facilitated by Ukie, representing the UK's games and interactive entertainment industry. With more than 200 organisations involved, #RaiseTheGame strives to inspire meaningful, cultural and behavioural change in all games businesses, companies and organisations, regardless of size or stage of their equality, diversity and inclusion (EDI) journey.

 [raisethethegame.com](http://raisethethegame.com)

# EDUCATION

For the seventh year in a row, European Schoolnet, the network of 34 Ministries of Education across Europe, and Video Games Europe are continuing their Games in Schools project designed to train teachers and educators across Europe on how to use video games as pedagogical support in the classroom.

The project's outputs include a 6-week long Massive Open Online Course (MOOC) (see below) about Games in Schools, a selection of teacher-created lesson plans, and a handbook for teachers on using video games for educational purposes.



1911

participants

96%

said they will use learnings in everyday work

77

countries

## MODULES OF THE MASSIVE OPEN ONLINE COURSE (MOOC)



Why use computer games in the classroom?



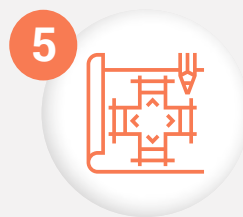
Using games for thematic learning



Learning games



What can we learn from games?





Designing games



Why is it important to teach about games?

# GAMES IN SCHOOLS



**GAMES**  
+ in Schools

**Using educational games in the classroom:**  
guidelines for successful learning outcomes

A handbook for teachers

European Schoolnet

In 2020, the governments of Poland and of Belgium's Flanders region became the first in Europe to integrate video games into mainstream education.



**List of video games with education potential**

List of video games with educational potential



# CLIMATE

The video game industry shares the European Union's belief that addressing climate change is one of the most critical challenges of the 21st century. As a result, it has taken numerous initiatives to protect the environment and is striving to improve the energy efficiency of its devices and services.

## GREEN GAME JAM



### HOW VIDEO GAMES ARE INFLUENCING SOCIETAL CHANGE

In 2022, more than 40 video game studios worldwide decided to integrate content in their games on the theme of Food, Forests and our Future

**275m**  
players (potentially)  
reached

**2.4m**  
trees planted

**81%**  
of participating players  
would like to see  
more environmental  
content in their games  
if it's relevant to the  
experience.<sup>1</sup>



1st ever climate  
march organised  
within a video  
game (Riders'  
Republic, Ubisoft)



Source: Playing for the Planet Alliance 2022 Annual Impact [Report](#), page 19

## MEMBER INITIATIVES - SHARING BEST PRACTICES



### game (the German video games association) Umwelt-Guide

game has developed a free environmental guide to assist those in the video games industry looking for practical tips and best practices to become more climate-friendly. 76% of German companies are already involved in initiatives.

[game.de/guides/game-umwelt-guide](https://game.de/guides/game-umwelt-guide)



### A Climate Handbook for Game Companies

PlayCreateGreen was founded in 2019 by a group of leading Nordic game companies to assist video game companies in effecting real change by sharing knowledge essential to achieve climate neutrality.

[playcreategreen.org](https://playcreategreen.org)



### Green Games Guide

In early 2021, Ukie collaborated with Games London and the UN's Playing for the Planet Alliance to develop a Green Games Guide to assist businesses in thinking about how they can improve their approach to sustainability.

[ukie.org.uk/greengamesguide](https://ukie.org.uk/greengamesguide)

1. Survey from the Playing for the Planet Alliance, 389 594 respondents; Available at [www.unep.org/resources/report/playing-planet-alliances-2022-annual-impact-report#:~:text=Playing%20for%20the%20Planet%20Alliance's%202022%20Annual%20Impact%20Report%20reveals,up%20to%20630%20million%20gamers](https://www.unep.org/resources/report/playing-planet-alliances-2022-annual-impact-report#:~:text=Playing%20for%20the%20Planet%20Alliance's%202022%20Annual%20Impact%20Report%20reveals,up%20to%20630%20million%20gamers)

# ENHANCING THE SUSTAINABILITY OF VIDEO GAME CONSOLES

**54**  
TWh of energy

In 2015, Nintendo, Sony Interactive Entertainment and Microsoft launched the Games Consoles Voluntary Agreement (GCVA) together with the European Commission, to improve energy and resource efficiency of current and future games consoles.

**GCVA saved over the lifetime of PS4 and Xbox One series consoles**  
(equivalent to Portugal's annual consumption)

## ENCOURAGING INDUSTRY DISCUSSION

- The Green Games Summit, delivered by Ukie in collaboration with Video Games Europe and the Playing for the Planet Alliance, took place in October 2021
- The event encouraged the international games sector to share knowledge and discuss the industry's approach to the climate crisis ahead of COP26
- Hundreds of games businesses from over 20 different countries participated
- The Summit also received additional support from the global games community, with trade bodies from across the world signing up as global partners:



## VIDEO GAMES EUROPE SECRETARIAT'S COMMITMENTS

During the 2021 EU Green Week, Video Games Europe became an Associate Member of the UN-facilitated Playing for the Planet [Alliance](#).

With the help of ClimatePartner, the Video Games Europe Secretariat measured and offset its carbon impact for 2021, estimated at 25.369 kg CO2-eq. The calculation follows the GHG Protocol and includes Scope 3 emissions. We are committed to repeating this exercise each year in order to achieve continuous climate neutrality.

## MEMBERS

🇪🇺 VIDEO GAMES EUROPE 🌐 EGDF

### Video game companies

- Activision Blizzard 🇪🇺
- Bandai Namco 🇪🇺
- Electronic Arts 🇪🇺
- Embracer Group 🇪🇺
- Epic Games 🇪🇺
- Level Infinite 🇪🇺
- Microsoft 🇪🇺
- Niantic 🇪🇺
- Nintendo 🇪🇺
- Riot Games 🇪🇺
- Roblox 🇪🇺
- Sega 🇪🇺
- Sony Interactive Entertainment 🇪🇺
- Square Enix 🇪🇺
- Supercell 🇪🇺
- Take 2 Interactive 🇪🇺
- Ubisoft 🇪🇺
- Warner Bros Interactive 🇪🇺

### National Trade Associations

- Austria: OVUS 🇪🇺 PGDA 🌐
- Belgium: VGFB 🇪🇺 FLEGA 🌐
- Czechia: GDACZ 🌐
- Denmark: Producentforeningen 🌐
- Finland: Suomen pelinkehittäjät 🌐
- France: S.E.L.L. 🇪🇺 SNJV 🌐
- Germany: game 🇪🇺 🌐
- Italy: IIDEA 🇪🇺 🌐
- Lithuania: LZKA 🌐
- Netherlands: VGFN 🇪🇺 DGA 🌐
- Nordic (Denmark, Finland, Norway, Sweden): ANGI 🇪🇺
- Norway: Produsentforeningen 🌐
- Poland: SPIDOR 🇪🇺 PGA, Indie Game Poland Foundation 🌐
- Portugal: AEPDV 🇪🇺 AVPV 🌐
- Romania: RGDA 🌐
- Serbia: SGA 🌐
- Slovakia: SGDA 🌐
- Spain: AEVI 🇪🇺 DEV 🌐
- Sweden: Spelplan-ASGD 🌐
- Switzerland: SIEA 🇪🇺 SGDA 🌐
- Turkey: TOGED 🌐
- United Kingdom: Ukie 🇪🇺 TIGA 🌐

## ABOUT VIDEO GAMES EUROPE

Video Games Europe represents the video games industry in Europe and is based in Brussels, Belgium. Our membership comprises national trade associations in 18 countries across Europe which represent in turn thousands of developers and publishers at national level. Video Games Europe also has as direct members the leading European and international video game companies.

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🐦 @videogames\_EU

🌐 LinkedIn page

## ABOUT EGDF

EGDF represents European game developers on a European level, helping to build up policies that support the growth of the European game developer studios and foster the development of the entire digital ecosystem in Europe.

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