

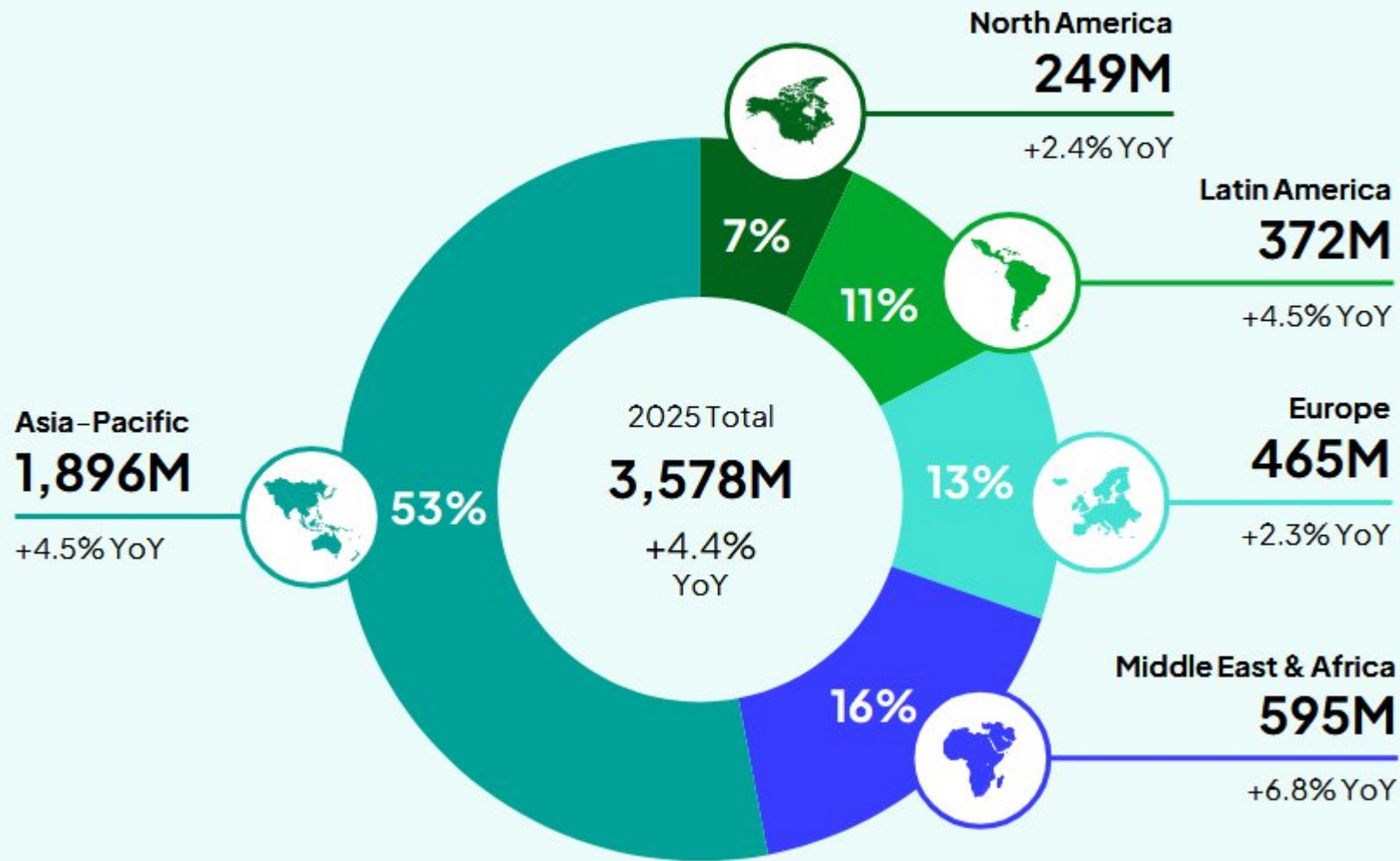
Dr. Philipp Busch

SERIOUS PLAY EUROPE
CONFERENCE

Play as a Force for Global Transformation

Total players by region

2025F



WHY GAMES?

The number of players worldwide is expected to reach 3.57 billion in 2025 (...)

(Newzoo Report 2025)

How Play contributes to transformation



Sabz



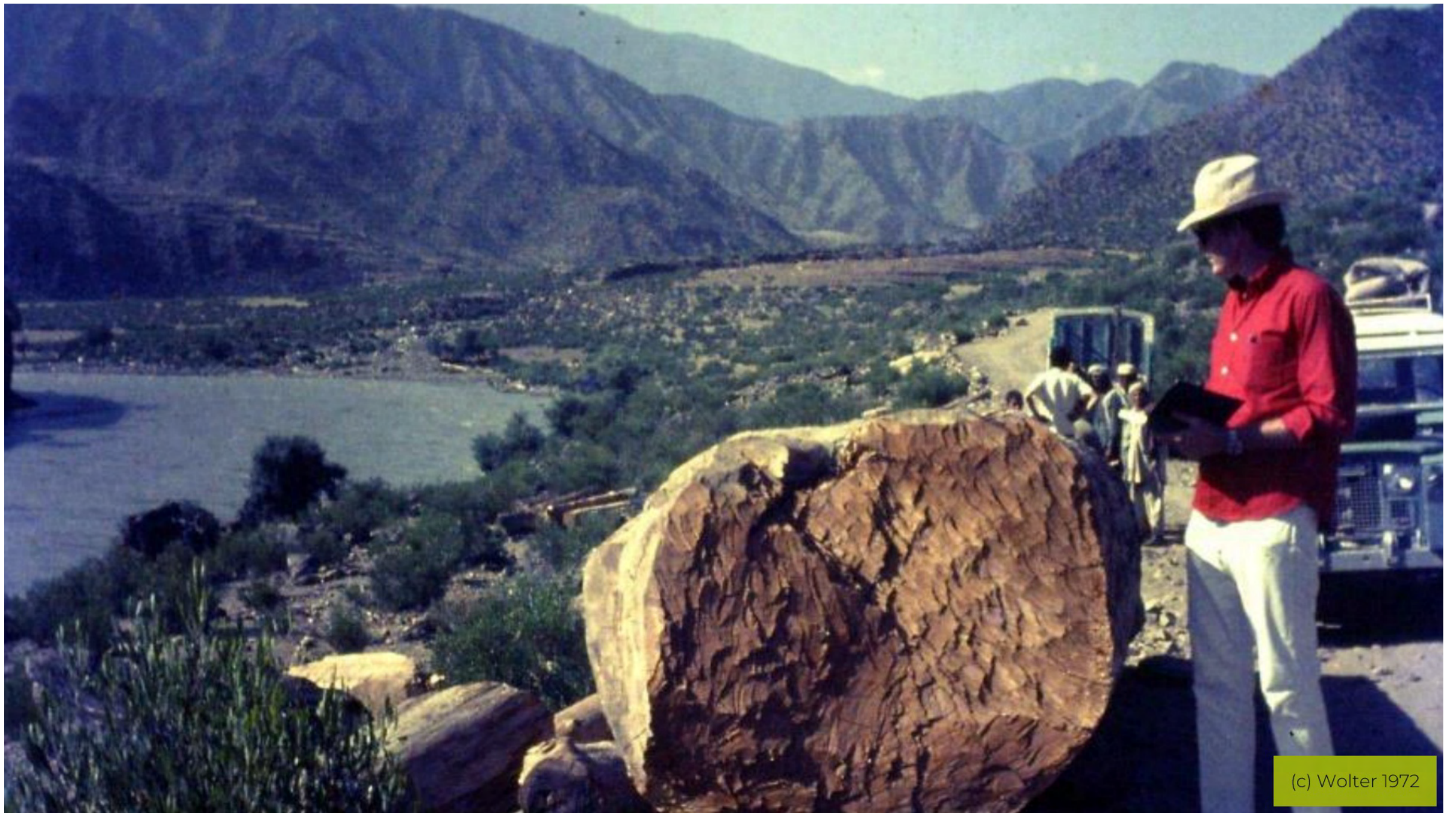
Subject Matter:
Reforestation

Target Group:
NGO employees

Partner:
Goldbug Interactive, iClick

Status:
On hold





(c) Wolter 1972

WHAT DO WE NEED?



TERRACE



POPLAR SEED



MULBERRY SEED



START

WALNUT



GROWTH RATE:



4 TURNS

CAN BE PLACED ON:

-  RICH RANGELAND
-  RANGELAND
-  RIVERSIDE LAND
-  IRRIGATED LAND
-  DEGRADATED IRRIGATED LAND

OUTCOME RESOURCES:

-   2
-    0 1
-    3 1

PLACE TO NURSERY



		1			1		1		3		3				
	16		16		16		16		16		3		0		1

20/40



END TURN

2020: 200.000 trees were planted



2020: Established 190 Tree Nurseries



2020: Rehabilitated 6km of irrigation canals



2020: Trained 4.000 people in FLR



Play as one essential
piece of the solution
mosaic!



The secrets of Arabia Felix

Serious Games in Yemen



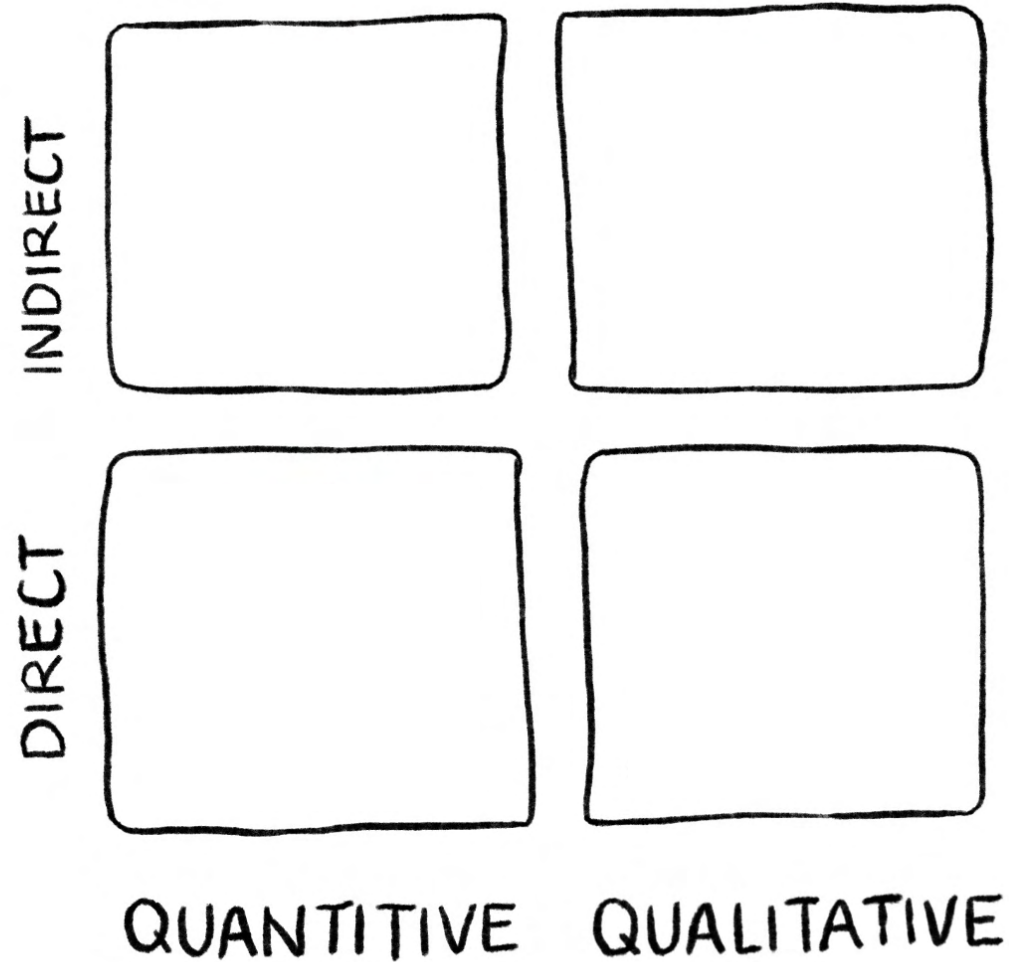




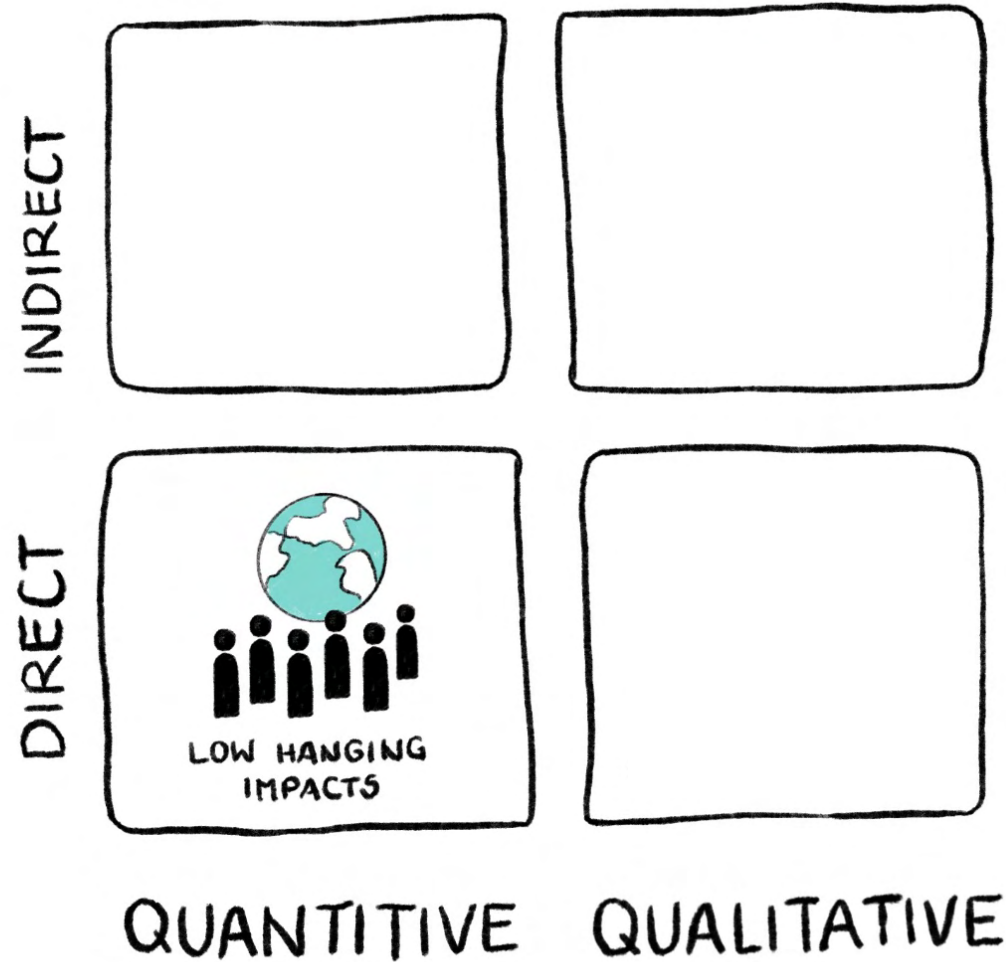
The name is hilarious

quiz

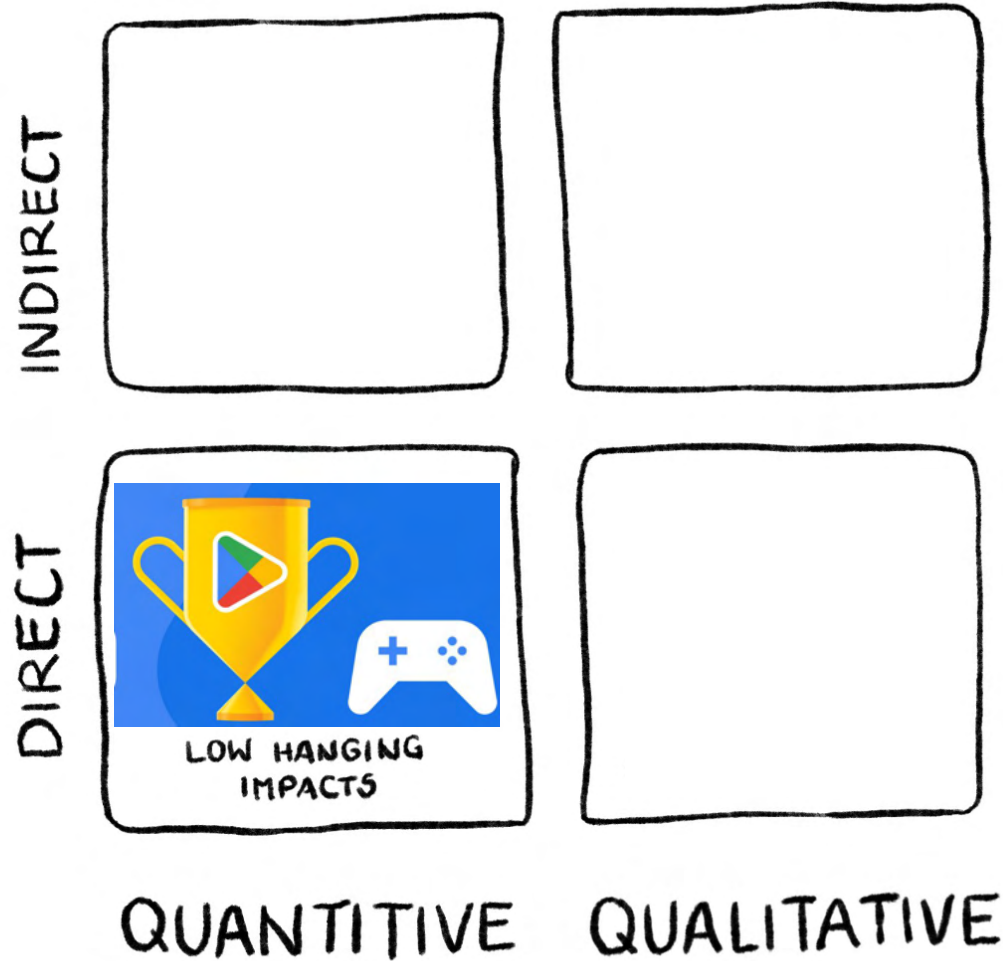
TYPES OF DATA



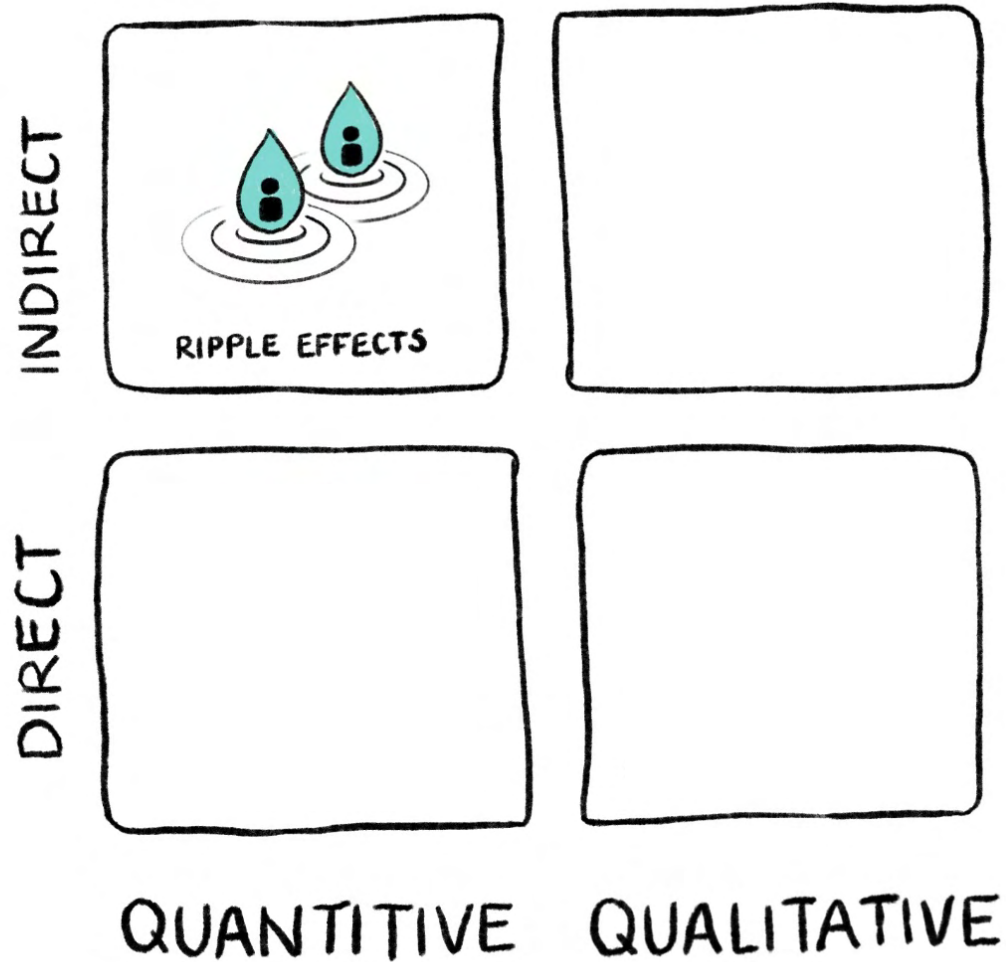
TYPES OF DATA



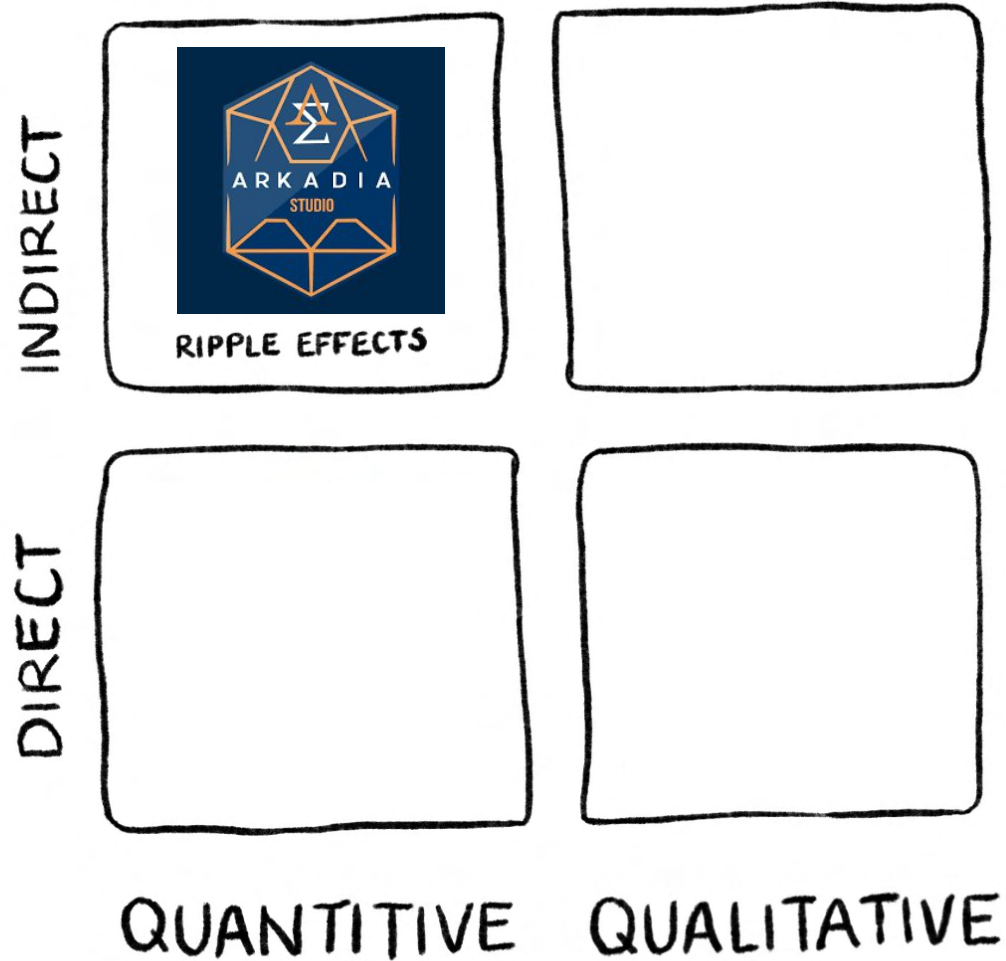
TYPES OF DATA



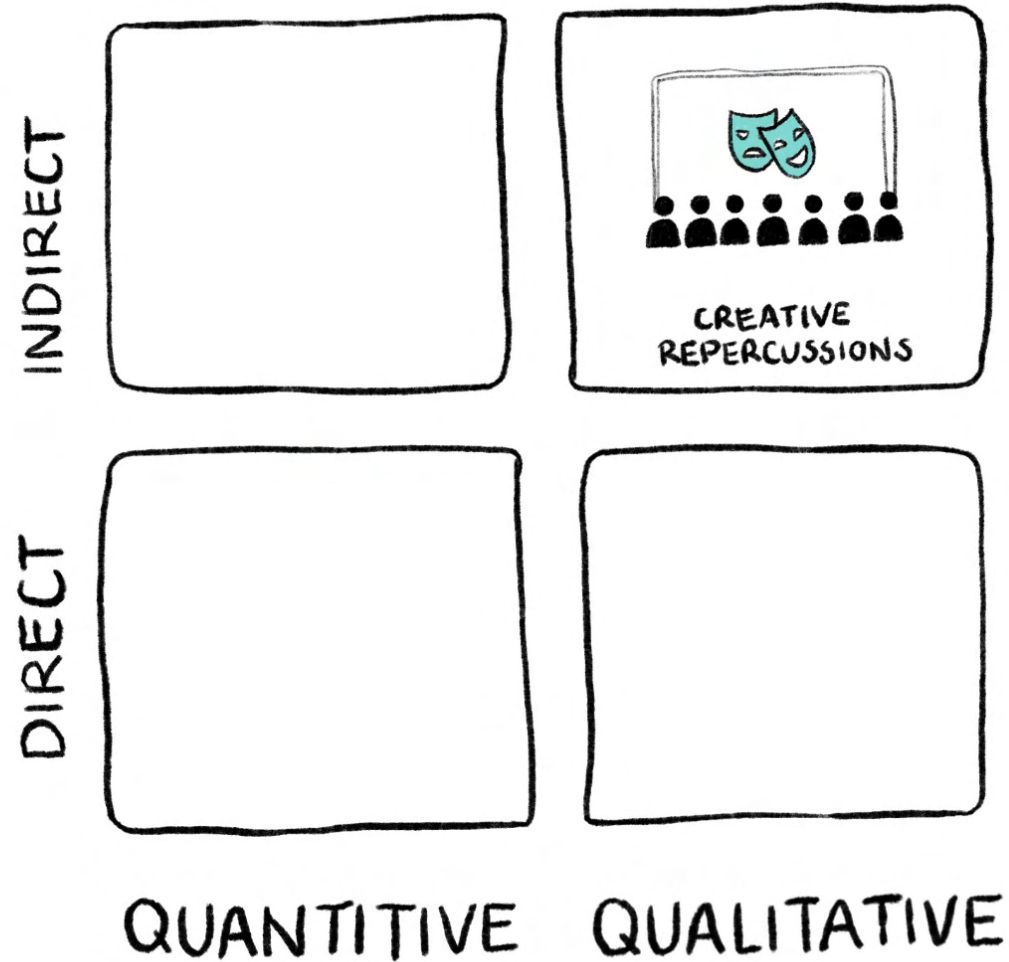
TYPES OF DATA



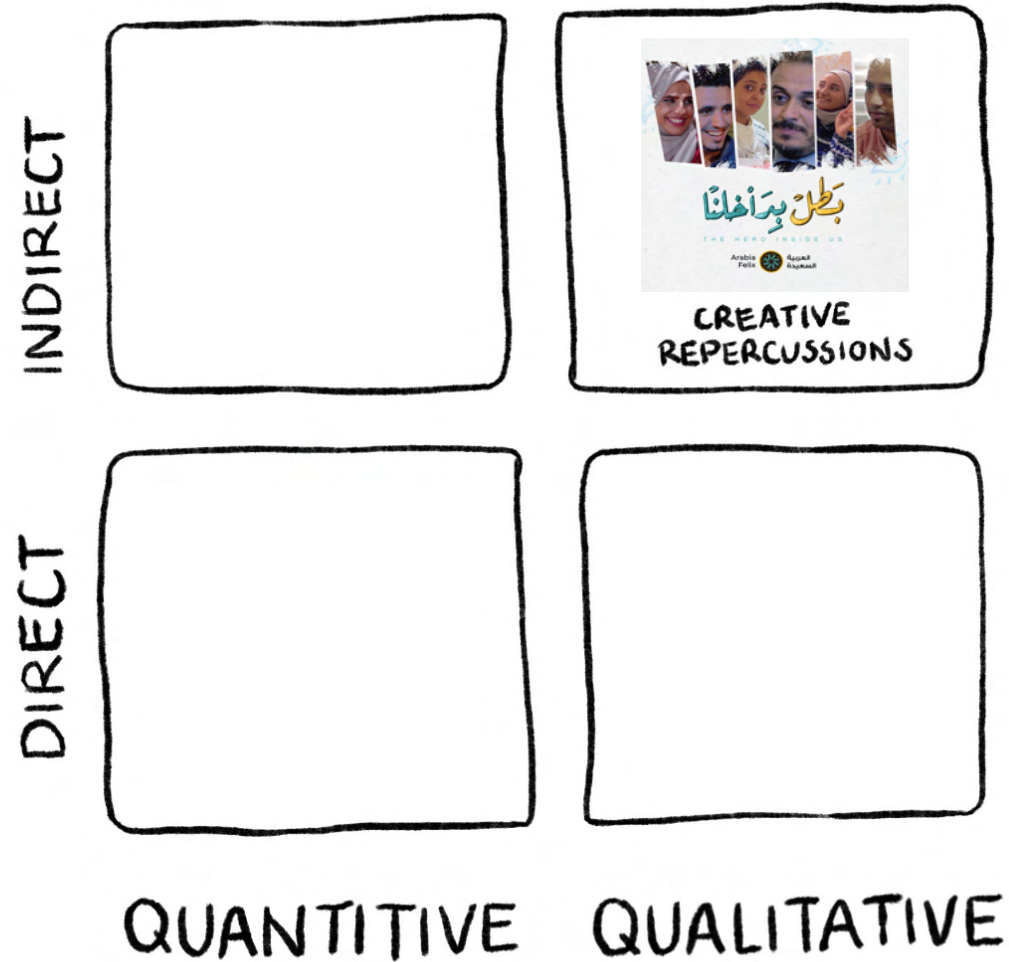
TYPES OF DATA



TYPES OF DATA



TYPES OF DATA



The hero inside us - بطل بداخلنا

13 hours ago



#The_hero_inside_us_بطل_بداخلنا



Your Friend and 10M others

3M Comments



Like



Comment

بَطْلَانٌ بِدَاخِلِنَا

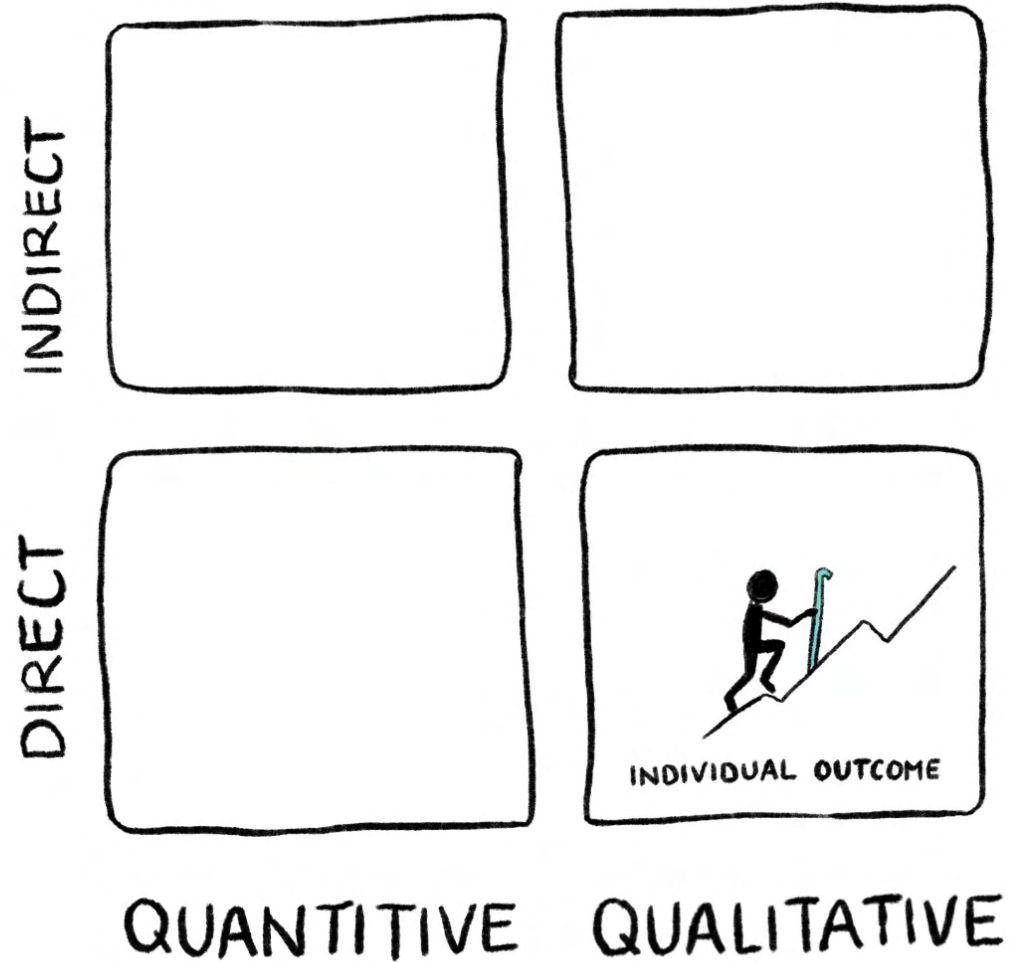
THE HERO INSIDE US

Serious Soap
Opera
> 1.8 mio views

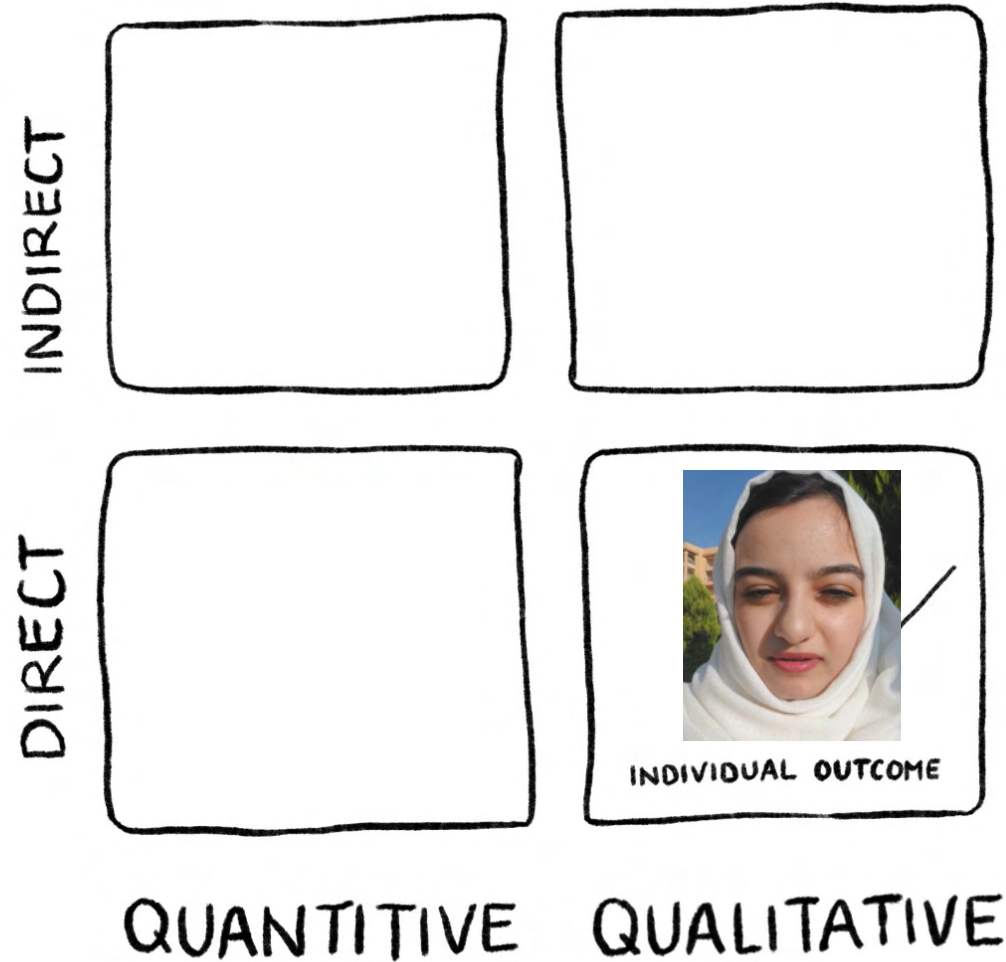


m!nd
games

TYPES OF DATA



TYPES OF DATA





More examples...



Play , Learn , Enjoy!



Play , Learn , Enjoy!



Sustainable Tourism

TIWA

XON

KWAN



Select Camp

Select Camp

Select Camp



2



8



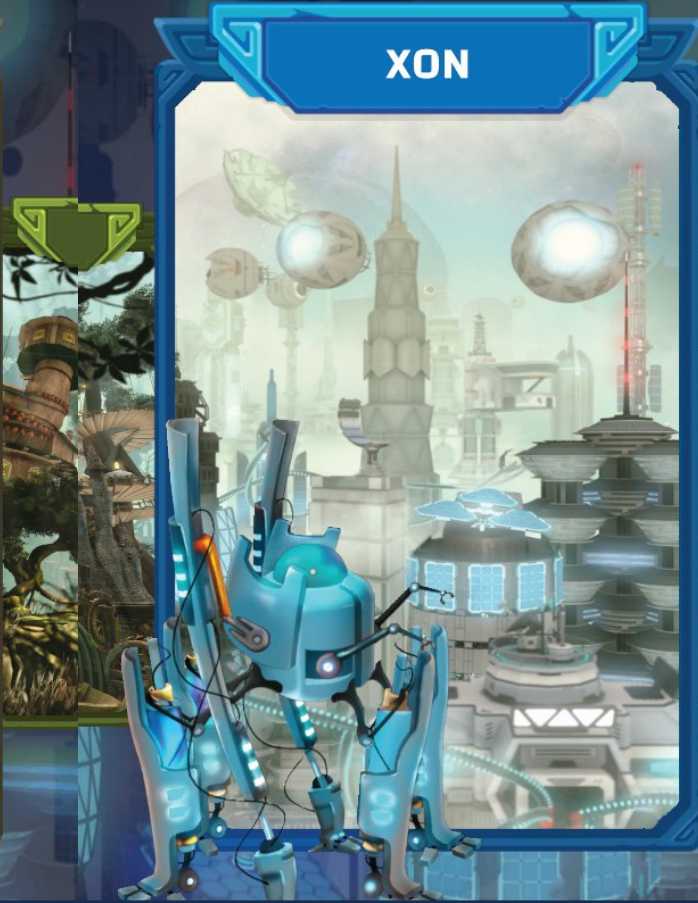
11



TIWA

XON

KWAN



Democracy



ذاغر

إنت اللي كنت واقف حراسة يوم ما البيت اختفت ؟





Human Rights



LIMES

235



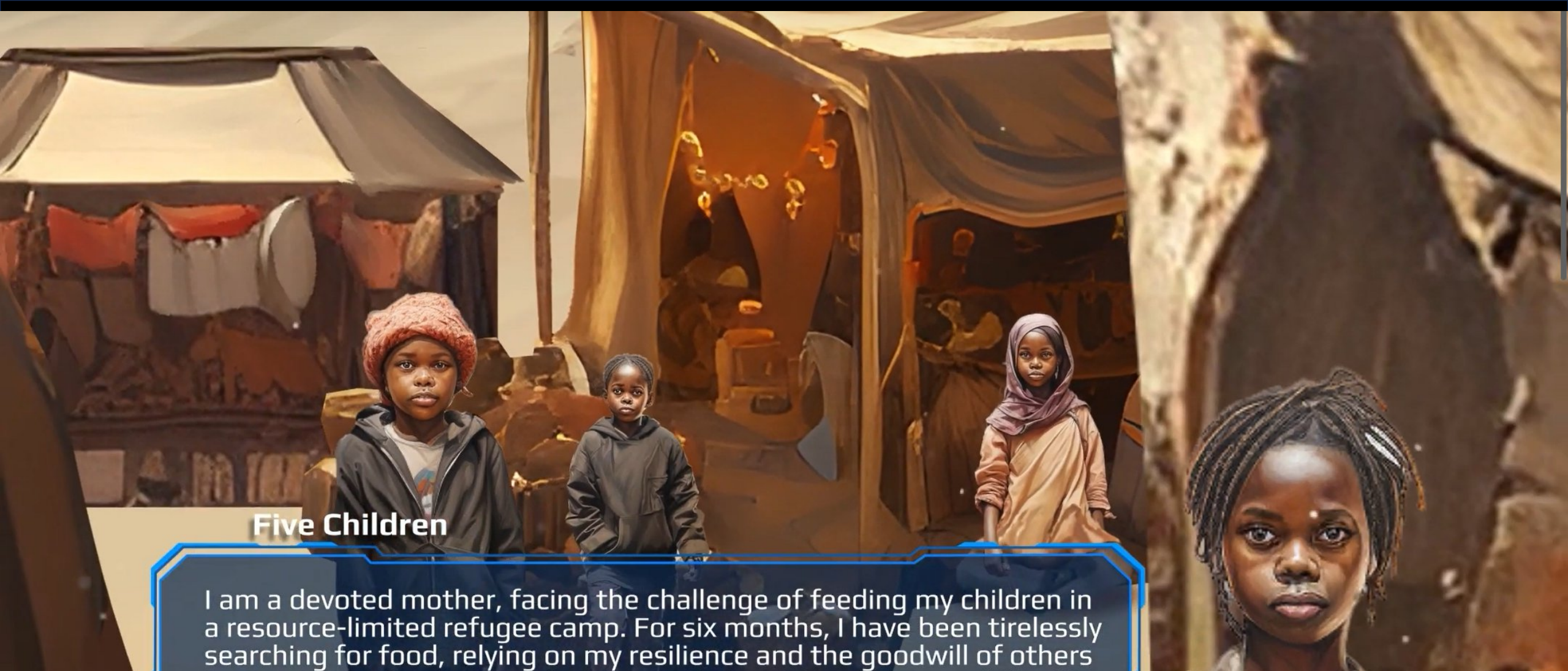
Conflict transformation



Five Children

I am a devoted mother, facing the challenge of feeding my children in a resource-limited refugee camp. For six months, I have been tirelessly searching for food, relying on my resilience and the goodwill of others to ensure my family's survival. Recently I met Borgot, one of the UN peacekeepers. He offered me additional food rations in exchange for sex. Despite the disturbing proposition, I feel drawn

Continue



Five Children

I am a devoted mother, facing the challenge of feeding my children in a resource-limited refugee camp. For six months, I have been tirelessly searching for food, relying on my resilience and the goodwill of others

Sexual exploitation and abuse



1 / 2



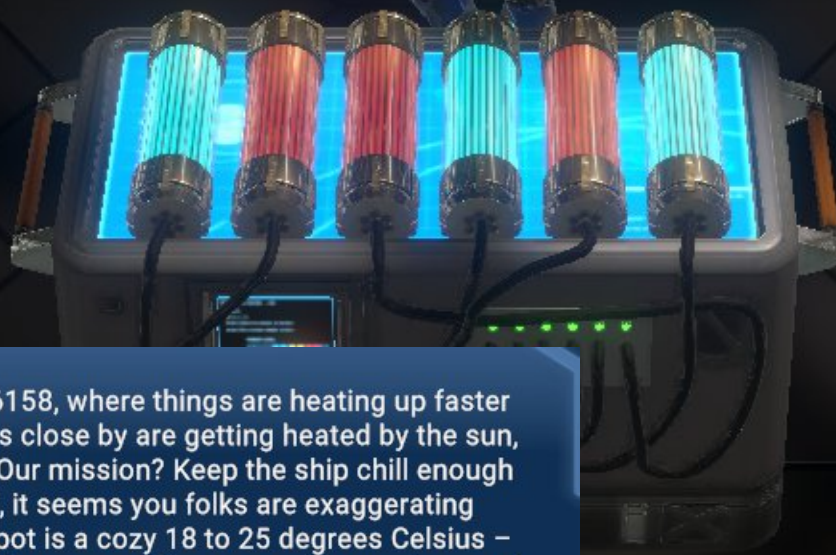
43:36



3 / 100



0 / 1



Welcome to our toasty neighborhood of area 6158, where things are heating up faster than a cosmic cook-off. The dust and asteroids close by are getting heated by the sun, very similar to the ionosphere at planet earth. Our mission? Keep the ship chill enough so you don't become human cole. But, oh dear, it seems you folks are exaggerating with the AC action. Guess what? Your sweet spot is a cozy 18 to 25 degrees Celsius – not an ice cavern! Let's improve those settings, because ACs are energy monsters, and we need to keep our power for the real space escapades!



1 / 2



43:36



3 / 100



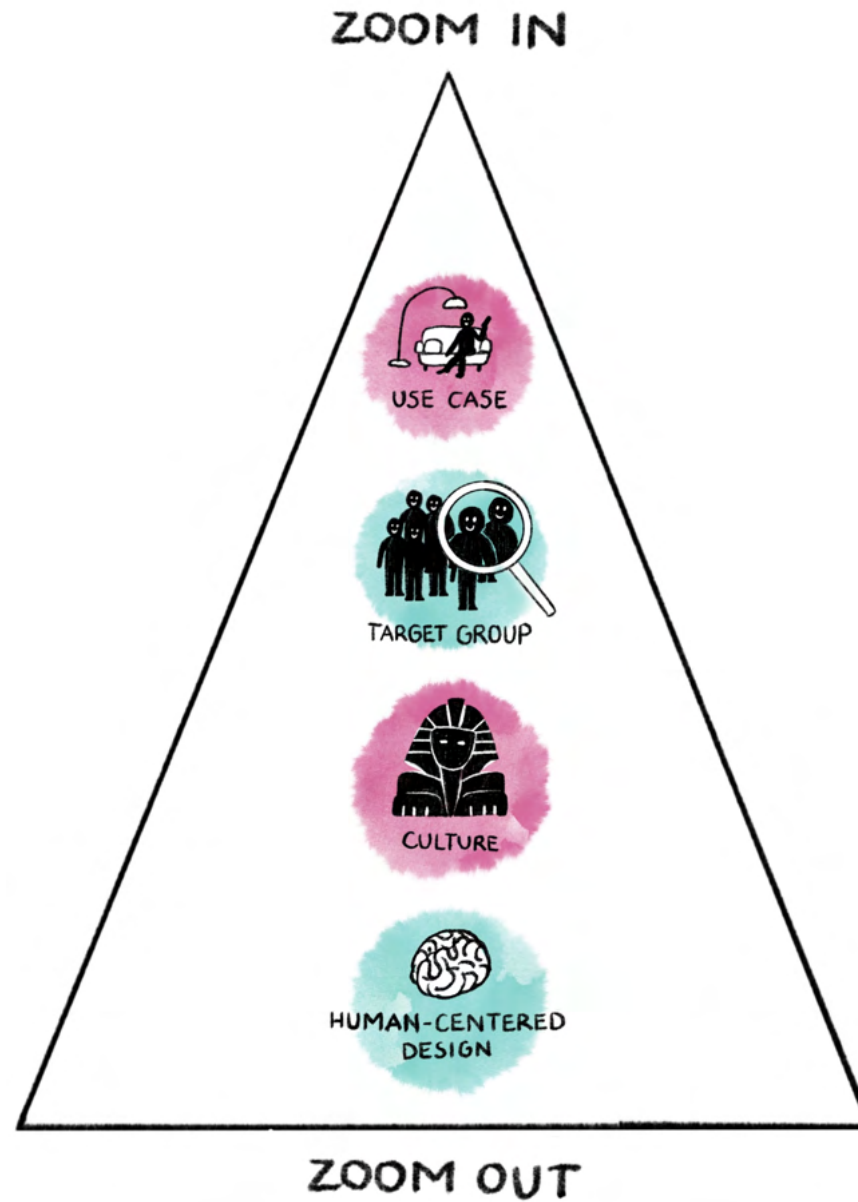
0 / 1



Energy Efficiency

Play has the power to
contribute to global
transformation!





SERIOUS PLAY

CONFERENCE

EUROPE

18.-19th
JUNE 2026

Mainz

seriousplayconf.com





Michiel van Eunen

Escape Room Designer,
Experience Designer, Auth...

Living Story

[Learn more](#) →



Karsten Lehmann

Public Affairs Director

Ubisoft

[Learn more](#) →



Kellian Adams Pletcher

Director of G.L.A.M.
Innovation

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Barbara Chamberlin

Department head & Game
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Learning Games Lab, New Mexico
State University

[Learn more](#) →

SERIOUS PLAY

CONFERENCE

EUROPE

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- Exhibition area with digital and analogue games
- Tourism program
- SP Awards
- SP Closing Party

Thank you!

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