



# Computer games on Biodiversity

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Danish Forest and Nature Agency, Copenhagen

## Participants

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## Market Survey

Countdown 2010 and Youth  
Concept have produced a  
market survey for computer  
games and biodiversity. Some  
highlights:

- 77% of children are interested in animals, 64% in computer games
- Edutainment games cover 20% of the entire games market
- June 30: Application Deadline for Nordic Games Program 2006
- Games can be distributed online (free) or via CD-ROMs (some free)
- There are many games, but there's still room for good ideas
- Existing best practice ranges from very complex (ZooTycoon) to relatively simple (Buzz Game)

- Adventures are nice for young kids, Simulations work well for all ages

## Discussion

- Biodiversity edutainment games can be targeted at all age groups.
- There is a range of partners out there, but they need to be actively approached.
- A possible strategic game could use rounds counting down to 2010 while asking players to raise the amount of biodiversity and to deal with the threats present.
- A competition on games could generate some fresh and innovative ideas.
- Good practice examples should be used more actively in communicating biodiversity.

## Results

- The list of games should be made available to experts and practitioners (Lead: Wiebke Herding)
- The results of the Market Survey should be discussed and reflected in other fora. (Lead: Eva Juul Jensen)