



Mission Model Canvas

Project title:

Climate Change
Global Game

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Version:

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Partners & Support	Activities	Offer	Relationship, Community	Target groups
<ul style="list-style-type: none"> Schools, universities and educational institutions Boardgame groups Climate activists 	<ul style="list-style-type: none"> Game desing Playtesting Translations Boardgame manufacturing Marketing & Distribution Companion website/app development and operation 	<p>CCGG will be insightful and fun to play. It will convey the sense of urgency regarding environment and climate problems. It will be a useful learning resource for schools, lectures and families as well.</p>	<p>We work in SUPSI and we have good relationship with Swiss schools and university. We are active in the board games community. In addition we'll create a companion website/app to keep players engaged in the long run.</p>	<ul style="list-style-type: none"> Young people and students Families Professors and educators
	<p>Resources</p> <p>Our idea is already in the prototype phase. Our internal competencies allow us to develop the graphics and the designs. We'll need help to make it an industrial grade product.</p> <ul style="list-style-type: none"> Translators Board game manufacturer (we already have contacts with German and Chinese facilities). Distribution agreements 		<p>Channels</p> <p>Online advertisement (specifically targeted) Physical events and conferences Personal contacts with professors and educators</p>	

Budget

A very rough budget:

Game design completion	5000
Translations	4000
App & website	10000
Game manufacturing (3000 copies)	75000

Impact

CCGG will raise awareness about climate problem complexity and relevance of governments and personal choices. The main KPI will be the copies of the game sold or distributed. We'll encourage gamers to share their experiences with specific hashtags which we'll monitor. We'll encourage gamers to share their feedbacks on our social channels and websites. We'll monitor specialized websites such as Boardgamegeek.