



**QUICK FACTS**

<b>ELIGIBILITY</b>	<b>ALL DESIGNERS, INDEPENDENT DEVELOPERS, STUDENT TEAMS, DESIGN STUDIOS</b>
<b>DEADLINE</b>	<b>MAY 17</b>
<b>SUBMISSION PROCESS</b>	<b>SUBMIT ONLINE:</b> <a href="http://bit.ly/g4cgamedesigncomp2013">http://bit.ly/g4cgamedesigncomp2013</a>
<b>PRIZE</b>	<b>\$35,000</b>

**THE COMPETITION**

In Games for Change’s first-ever public design competition, we will award a prize of \$35,000 to create a prototype of a safe sex awareness game. The game will be developed for and in collaboration with Answer, a progressive, tech-savvy organization that has more than 30 years experience providing and promoting sexual awareness to young people.

As part of the Competition, three finalists will be selected to present their ideas on stage at the 10th Anniversary Games for Change Festival (June 17-19), with the full attention of attendees, media, potential funders and a juried panel. The winning concept will then be announced at the festival in front of a live audience.

Final game will be featured on Sexetc.org, Answer’s site that reaches millions of teens each year with life-enhancing—and often life-saving—sexuality and sexual health information.

**KEY DATES**

<b>MAY 17</b>	<b>Submissions Due</b>
<b>May 24</b>	<b>Finalists Selected and Notified</b>
<b>JUNE 18</b>	<b>Festival: Finalists Present in front of a Juried Panel</b>

## **GAME OVERVIEW**

**Almost 2/3 of teens have had some form of sex by the time they graduate from high school and need accurate information about sexuality.**

While teen pregnancy is in decline, young people of color and sexual minority youth continue to be disproportionately affected by unintended pregnancy, STDs and relationship violence. This safe sex awareness game aims to reach and inform ALL youth (ages 13-19), so that no matter who connects with the game, there will be a strong benefit to playing.

The game will motivate teens to explore sexuality and give them a safe environment to experiment with and understand what behaviors are healthy. Answer will promote the game on its web site and to their fans and followers through their ever-growing audience on social networking sites Tumblr, Facebook, Google+ and Twitter.

Additionally, Answer will work through its existing network and infrastructure to bring the game into educational settings:

1. Integrate the game into educator's lesson plans
2. Create a curriculum to support the use of the game in the classroom
3. Present webinars for educators to learn about using the game effectively with their students.

## **IMPACT OBJECTIVES**

**...41% of 18-19 year-olds report knowing little or nothing about condoms**

**...1/3 of teens do not receive any instruction on birth control**

**...Teens are not getting vital information they need**

**This game prototype would be designed to:**

1. Raise awareness of safer sex methods among young people who may not have access to honest, accurate information about sexuality
2. Convert awareness to engagement with sexual health resources on Sexetc.org, including Sex, Etc.'s clinic finder and FAQs
3. Convert awareness to engagement with sexual health advocacy opportunities on Sexetc.org

## **TARGET AUDIENCE**

Primary audience:

- Ages 13-19
- All racial backgrounds, socio-economic statuses, sexual orientations

- Urban and rural backgrounds
- Familiar with technology
- Need accurate sexuality education

## TARGET PLATFORM

The Game would be a Web-based game on Sexetc.org, which is responsively designed to enable access on any device or web browser. For the design prototype, web based design is sufficient but process for migrating to mobile platforms should be included in proposal.

## FAQs

### Who is sponsoring this competition?

The David and Lucile Packard Foundation in partnership with Games for Change

### I am a student, can I enter a design?

Yes, competition is open to teams of all professional status

### What is the deadline for proposals?

May 17, 2013

### What if I need to submit my proposal via mail?

Please contact emily [at] gamesforchange.org

### Who can I contact if I have questions about this competition?

Please contact emily [at] gamesforchange.org

## RULES AND TERMS

### Competition will consist of the following components:

- Competition is sponsored by the David and Lucile Packard Foundation in partnership with Games for Change and Answer
- 3 Finalists will be selected to:
  - Receive 3 complimentary passes to the G4C Festival
  - Meet with Answer to further refine design ideas
  - Present design in formal presentation at the G4C Festival
  - Participate in jury panel Q&A festival session
  - Be eligible for \$35,000 grand prize
- 1 Winner will be selected to:
  - Receive \$35,000 grand prize for the development of a game prototype in collaboration with Answer and Games for Change
  - Receive press recognition

- Receive support from G4C throughout the pre-production and prototype development process

**Eligibility** – All design studios; independent designers, student teams and commercial game studios are eligible to participate.

**Submissions** – Limited to 1 entry per team. All submissions must be in English and submitted via this link: <http://bit.ly/g4cgamedesigncomp2013>

**Right of Rejection** – G4C reserves the right to accept or reject any or all responses to this competition.

**Rights of Use** – Any participants in this competition waive the right to seek legal action regarding this competition's contents, process and/or award. With permission of all finalists, Games for Change would like to document and archive the entire project as a "Case Study," including: finalists' concept presentations made during the Games for Change Festival, additional materials, and the playable prototype. The materials will also be made available to the Packard Foundation for its own outlets, should it choose to use them in this manner.

We believe that a well-documented project is a tremendously useful resource centralizing best practice models for other stakeholders exploring games and game thinking to advance their missions, and for other developers who participate in similar initiatives.

**Prize** – Cash prize will be delivered in US dollars from Games for Change to the selected winner.

**GOOD LUCK!**