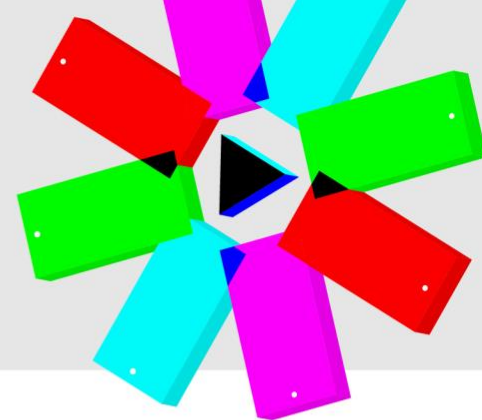# Diverse Voices, New Stories:
A G4C Mobile Challenge
→ CHALLENGE GUIDELINES

KEY DATES (FALL 2022)	
Submissions Open	September 7th
Submissions Close	November 2nd
Games Evaluated by Judges	November - December
Winner Notified	Early December

The Problem:

Mobile gaming has fueled rapid growth in the gaming industry, which now reaches every corner of the globe with more than 3 billion players worldwide. While the industry is becoming more diverse, there are many voices and stories that remain underrepresented in the industry and the content it creates. When the IGDA asked game developers if there is equal treatment and opportunity for all in the game industry in a 2021 survey, 74% said no.[1] Marginalized creators face gaps in funding and resources at every step in the pipeline, from game development to marketing, distribution, and discoverability in app stores.

The Solution:

As the video game industry grows, so does the need for more diverse games and gaming experiences. The *Diverse Voices, New Stories* Challenge aims to drive increased visibility for mobile games created by underrepresented game developers, and help players discover games that include more diverse characters, voices, and stories.

Creators are invited to submit completed or nearly completed Android mobile games that have not yet been published on android app stores. Games will be reviewed by panels of expert judges and one team will be selected to receive financial resources and capacity-building support — including funding, mentorship, and various marketing opportunities.

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[1]https://igda-website.s3.us-east-2.amazonaws.com/wp-content/uploads/2021/10/18113901/IGDA-DSS-2021_SummaryReport_2021.pdf

The Challenge winner will receive:

- **$10,000 cash prize**
- **$10,000 in Ad funding** to help market the game to target audiences
- **Opportunity to work with mobile marketing experts** to help define the launch and marketing strategy for the game.
- **Promotional opportunities offered by Games for Change (G4C)** including featuring the published game on G4C's website, social media channels, newsletter, and blog. In addition, the game will be showcased at the annual G4C Festival in summer 2023 (exact dates TBA)

Eligibility & Game Requirements:

The Challenge is open to game developers worldwide[2] with a focus on creators whose voices have been excluded and chronically underrepresented in the global gaming industry. The Challenge aims to **(1) highlight diverse creators** and **(2) help audiences discover mobile games that include stories, voices and characters that have been historically underrepresented** in the games industry. Game creator(s) and/or games must meet at least one of these two goals to be eligible for the Challenge.

Games submitted to the Challenge must also meet the following criteria:

- **Only android mobile games** will be considered for the Challenge.
- Games must be **shared via an executable file (.apk)**
- Games should be **completed or nearly completed (beta)** w/ a launch date in 2022

Submission Form:

All submissions must be submitted through the Official Entry Form at **http://bit.ly/G4C-Challenge-2022** by **November 2, 2022 @ 11:59 PM EST**. **The Entry Form must be completed in English and late submissions will not be considered.**

As part of the entry form, developers will be asked to share their mobile game in the form of an executable file (.apk). Playable builds will be kept confidential and shared with a limited number of competition judges as part of the evaluation process.

The submission form must be completed by the individual(s)/company that owns full IP rights to the game - or by someone who has the right to represent the IP owner (key

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[2] Developers and individuals must be OFAC compliant (https://sanctionssearch.ofac.treas.gov/)

stakeholder, right to license, etc.). If the submitter is not the IP owner, additional documentation, or a letter of consent from the IP owner may be requested.

Judging:

Following the submission period, all entries will be evaluated (both quantitatively and qualitatively) by panels of expert judges. The multi-phase process will evaluate game submissions based on excellence achieved in four key areas: **Impact**, **Innovation**, **Gameplay** and **Overall Proposal**.

Rights of Use (Materials):

Challenge participants waive the right to seek legal action regarding this program's contents, process, and/or award. With written permission of all developers, Games for Change would like to document and archive the entire project as a case study, including playable games and any additional materials.

Right of Rejection:

Games for Change reserve the right to accept or reject any or all submissions.

Challenge Rules:

Participants must agree to the **Official Challenge Rules.**

About G4C

Founded in 2004, Games for Change (G4C) is a national nonprofit organization that promotes games and immersive media as powerful drivers of social impact. G4C empowers creators and social innovators to drive real-world change, using games and immersive media to help people to learn, improve their communities, and make the world a better place.

G4C convenes cross-sector stakeholders to build the field through exchange of ideas and resources, inspires youth to explore civic issues and STEM skills, incubates new projects, and shares exemplary games and immersive experiences with the public via curated showcases and online resources. G4C is committed to creating a gaming culture based on inclusivity, where people of all backgrounds, orientation, and abilities can access the positive social and personal benefits that digital games offer. **www.gamesforchange.org**