Diverse Voices, New Stories Challenge

in partnership with

KEY DATES

Dec 1, 2023	Challenge Launch / Submission Portal Opens
March 6, 2024	Submission Portal Closes
Mar-Apr 2024	Judges Evaluate Submissions
Apr 10, 2024	Winner Announcement via G4C Website and Press
June 2024	Winning Game Showcased at 2024 G4C Festival

SUMMARY

Mobile games are the gaming industry's largest and fastest-growing segment. In an industry that reaches over 3 billion people in every corner of the globe, representation matters. The *Diverse Voices, New Stories Challenge* aims to increase visibility for Android games developed by underrepresented creators — and help players discover games that highlight diverse characters, unique voices, and untold stories.

Now in its second year, the *Diverse Voices, New Stories Challenge* is presented by Games for Change in partnership with Google Play and HP. Game developers worldwide are invited to submit completed or beta versions of games for the chance to win prizes and receive international recognition. The Challenge winner will receive financial resources, technology and capacity-building support, including funding, mentorship, and marketing and promotional opportunities.

Please find more information on the *Diverse Stories, New Voices Challenge* in the Challenge Guidelines below.

CHALLENGE GUIDELINES

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. According to the 2023 GDC State of the Industry, an annual report that surveys and offers insights into games companies, 70% of working professionals are men - and approximately two-thirds of all survey respondents identified as White/Caucasian.[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

The *Diverse Voices, New Stories* Challenge aims to increase visibility for mobile games created by underrepresented game developers, and help players discover great games that include diverse characters, unique voices, and untold stories.

Creators are invited to submit completed or "beta" versions of Android mobile games that have either (a) recently been released into the mobile market - or (b) have an upcoming expected release date in 2024. Please see full eligibility requirements below.

Panels of expert judges will review submissions, and one team will be selected to receive financial and capacity-building support — including funding, mentorship, and various marketing and promotional opportunities.

The Challenge winner will receive:

- **A $10,000 USD cash prize**
- **A set of HyperX gaming peripherals**
- **The opportunity to work with mobile marketing experts** to help define the marketing strategy and launch plan for their mobile game.
- **Promotional opportunities offered by Games for Change (G4C)** include featuring the published winning game on G4C's website, social media channels, newsletter, and blog. And, showcasing the game at the annual G4C Festival in June 2024 (exact dates TBA)!

[1] https://reg.gdconf.com/state-of-game-industry-2023?kcode=MP

ELIGIBILITY & GAME REQUIREMENTS

The Challenge is open to game developers worldwide[2] with a focus on creators whose voices have been excluded and/or chronically underrepresented in the global gaming industry. The Challenge aims to help audiences discover great Android games that are **(1) created by diverse teams/individuals** and/or **(2) feature new and diverse stories, voices and characters.** Game creator(s) and/or games must meet at least one of these criteria to be eligible for the Challenge.

Games submissions must also meet the following criteria:

- Games must be created (or have a planned release date) for Android mobile devices.
- Games must be shared as an executable file (.apk) in the entry form.
- Games should be completed or nearly completed (beta*) when entry form is submitted
- The Challenge is limited to games that have either (a) recently been released into mobile app stores or (b) have a target release date in 2024.

  ***As defined here, a "beta" version of the game means the game (e.g., game balancing and tuning) and all assets (e.g., graphics, content, sound and text) are mostly complete but the game itself may still contain bugs, lack polish, and otherwise require additional work before being released to end users.*

ENTRY FORM:

All submissions must be submitted through the Official Entry Form at **bit.ly/DVNS-Entry-Form** by **March 6, 2024 @ 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. Please view all entry form questions here.

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 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.

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

JUDGING:

Following the submission period, all entries will be evaluated (both quantitatively and qualitatively) by panels of industry experts through a three-phase jury process. Submissions will be evaluated 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 reserves the right to accept or reject any or all submissions.

CHALLENGE RULES

Participants must agree to the Official Challenge Rules as part of the entry form submission process.

PARTNERS

ABOUT GAMES FOR CHANGE

Since 2004, Games For Change (G4C) has empowered game creators and innovators to drive real-world change using games and immersive media that help people learn, improve their communities, and contribute to making the world a better place. G4C partners with technology and gaming companies, nonprofits, and government agencies, to run world-class events, public arcades, design challenges, and youth programs. G4C supports a global community of game developers using games to tackle real-world challenges, from humanitarian conflicts to climate change and education. For more information, please visit: www.gamesforchange.org

ABOUT GOOGLE PLAY

Google Play is an online store on Android that makes it easy for more than 2.5 billion monthly users across 190+ countries worldwide to discover millions of high-quality apps and delightful content. We help keep consumers safe by building rigorous protections into Google Play and requiring developers to follow high safety standards, while investing heavily in enabling developers to thrive. For more information, please visit: https://play.google/howplayworks

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