

INTERNATIONAL, BEST CAMPAIGN FOR A SUSTAINABLE BEHAVIOUR CHANGE- THE AMERICAS
FLYING GUARDIANS

Results



1800 players became Amazon protectors through gameplay.



2933 overall threats to Amazon reported to the authorities (1096 illegal mining sites, 992 deforestation areas, 608 invasions of indigenous lands, 237 other).



+30% donations and +240% petition signatures for Greenpeace.

Challenge

Environmental damage such as illegal mining and deforestation in the Amazon happens daily and goes unchecked, while the general population remain unaware of the extent of this ecological harm.

Brief

Make environmental abuse more tangible for everyday people, especially younger generations.

Solution

Gamify Planet LABS' satellite footage and use it to turn Microsoft's Flight Simulator into a real-life environmental defence platform, updating the game's original map with near real-time satellite data, allowing players to fly over updated satellite imagery of the Amazon.

Execution

- The Flying Guardians platform can easily be scaled up and expanded to any other part of the world by selecting a new region to receive updated imagery.
- User-generated reports about threats in the Amazon. All this data was then catalogued and delivered to the local authorities.

- Used Planet Labs' 200+ cutting-edge satellites to turn observation imagery into an entertainment experience.

