

Creating Our World in 2030! Introduction of a card game "2030 SDGs"

2030 SDGs—Sustainable Development Goals—is a card game developed in Japan that takes players through a process to achieve the 17 goals of SDGs in our world between now and the year 2030.



How do we achieve the ambitious vision of SDGs, in a world where people and organizations have diverse values and divergent goals? Through playing and then reflecting on the process, this card game helps us to discover what sustainable development is and to experientially learn the elements that are essential in order to create change in the real world.

Features of 2030 SDGs

- A card game that simulates how the world will be in 2030.
- Players **playfully and intuitively learn** difficult-to-grasp concepts such as systems thinking
- Playing this game turns “massive, hard-to-relate-to topics” into **“familiar close-to-home topics”**
- This game can be finished within 90 minutes including reading the directions, giving plenty of time to reflect on the process afterwards
- From 5 to 100 players can play with one kit—with multiple kits, up to 500 players can participate at once

~ Comments from people who have played ~

- I actually felt the change in my thoughts and actions when my viewpoint shifted to the environment and the world.
- I experienced my way of thinking shifting from “competition” to “cooperation.” This is a very enjoyable game that expanded my worldview.
- I have played several business games that were based on pursuing personal profit. 2030 SDGs is different: I could really feel how I need to think in order for myself and others to live abundantly. My peaceful state of mind remained even after I finished playing.
- It was so much fun! Even though it’s just a game, it was thought provoking and eye opening. Although I did not speak directly with everyone in the game, at the end it felt like we all came together as one. Another player called it a ‘virtual experience of sharing this planet’; that’s exactly how it was for me.



※ The **Sustainable Development Goals (SDGs)**, officially known as **Transforming our world: the 2030 Agenda for Sustainable Development**, are an intergovernmental set of aspiration Goals, adopted at the United Nations Sustainable Development Summit in September, 2015. The SDGs consist of 17 large goals and 169 concrete targets for achieving those goals.