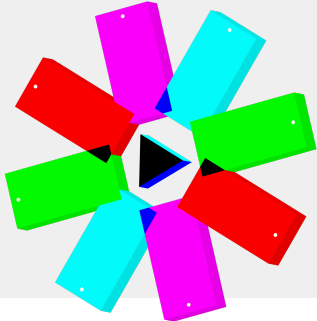


Games for Change

Diverse Voices, New Stories Challenge



Challenge Guidelines (2024-2025)

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. To increase visibility for Android games developed by underrepresented creators – and help players discover great games that highlight diverse characters, unique voices, and untold stories - Games for Change partnered with Google Play to develop the Diverse Voices, New Stories Challenge.

Now in its third year, the newest edition of the program not only focuses on elevating underrepresented creators and content, but also supports bringing great games with a proven track record from PC, Console and other platforms to Android for the first time. Up to three winners will receive a combined \$45,000 (\$15,000 per winner), mentorship from mobile studio executives, and marketing opportunities through Games for Change and its global network.

Please review the Challenge Guidelines below for full program details.

KEY DATES

DVNS CHALLENGE KEY DATES	
June 27, 2024	Challenge announcement / open for submissions
Sept 20	EXTENDED DEADLINE: Submission Portal Closes
Sept - Oct	Judging / Evaluation Period
Nov 2024	Winners announcement
Jan-May 2025	Android games published on Google Play store
June 2025	Winning games showcased at the G4C Festival

GUIDELINES & CRITERIA

The third edition of the ***Diverse Voices, New Stories Challenge*** – presented by [Games for Change](#) in partnership with Google Play – aims to encourage diverse developers to port great games they have created to Android - and publish them on the Google Play Store.

To qualify for the Challenge, developers and games must meet the following requirements:

1. Games must be created by diverse teams/individuals or feature diverse stories, characters and content.
2. Games must currently be published on a non-Android platform (such as PC, Console, Switch, etc.) and generate revenue of at least US \$10,000 / month*
3. Game creators must commit to porting their existing games to Android - and have the capacity to publish the Android versions of their games by the end of Q2 2025.

*Monthly revenue should reflect the average revenue generated per month during 2024.

PRIZES

Games for Change will identify up to three Challenge winners, who will split a combined prize purse of \$45K (15K to each of the 3 winners). In addition, Challenge winner(s) will receive capacity-building support – including mentorship from experts in porting and publishing mobile games and promotional/marketing opportunities from Games for Change and its global network. The Android versions of the winning games will be highlighted / showcased at the 2025 Games for Change Festival in New York City (exact dates TBA).

SUBMISSION FORM

All submissions must be submitted through the Official Entry Form at bit.ly/DVNS-2024 by **September 20, 2024.** The Entry Form must be completed in English and late submissions will not be considered.

As part of the submission form, developers will be asked to provide access to the published game that will be ported to Android. G4C will request access to five “copies” of the game for Challenge judges to complete 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 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 by panels of expert judges. The multi-phase process will evaluate game submissions based on excellence achieved in the following areas: **Impact, Innovation & Gameplay, Capacity for Android Port, Overall Proposal**. Detailed judging criteria is available [here](#).

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.

OFFICIAL RULES

Participants must agree to the [Official Challenge Rules](#).

Questions? Please contact: challenges@gamesforchange.org

