



WHAT about the climate, Mr. President?

"Now you are the president of the European Nations - how will you handle climate change?" This is the challenge facing players in *"Climate Challenge"* - an online computer game about climate change which was recently launched by the BBC.

"In Climate Challenge players can test whether they can run the "European Nations" for a hundred years delivering food, water and clean energy to the population" says producer Gobion Rowlands. He adds, *"The challenge is to save the planet without getting voted out of power for making the wrong choices"*.

In Climate Challenge, the player takes on the role of president of the "European Nations" and has to lead Europe from 2000 to 2100. Throughout the game, choices have to be made to balance the need to lower CO₂-emissions with the necessity to maintain vital resources such as money, power, food and water. All choices are commented upon in articles in the newspaper *"The Climate Times"*, and an election graph shows the popularity of the policies chosen. If the player's popularity drops too low, he or she risks being voted out of office, and the game is over.

The Climate Challenge game has been produced for the BBC by Red Redemption Ltd in cooperation with the Oxford University Centre for the Environment.

Over half a million people have played Climate Challenge already - but Red Redemption wants the Climate Challenge message to reach an ever bigger audience. They are seeking partners to sponsor translation of the game into more European languages. Please contact Kate Patterson at kate@red-redemption.com if you are interested.

You can play Climate Challenge at:

<http://www.red-redemption.com/climatechallenge/>

This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

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