

GGI Makes Mobile Games as Social Change

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As good as giving back can make you feel, people could still use a little extra encouragement to be charitable. [Global Gaming Initiative](#) [1] gets that and the company has gone ahead and



made a game of it, literally.

GGI's first mobile game, "Sidekick Cycle"—developed by IT Matters and arriving on iOS devices in June—is equal parts downhill racer and charitable simulation.

"If you're doing a game about giving bikes, we want the player to feel like they're giving bikes in the game," said GGI CEO Elizabeth Sarquis.

Outside the game, though, players really are giving bikes, as GGI pledges 50 percent of all profits from the \$0.99 purchase price, as well as from in-app purchases, toward World Bicycle Relief. The charity uses funds to provide people in Africa with bikes, which represent a sustainable form of transportation that prove vital in accessing resources like food, water, medical treatment and education.

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Sarquis, who founded GGI in 2010, believes it's important to support charities that provide a tangible, measurable good for people.

"We saw that a lot of consumers were not happy just giving money to what we call the black hole," said Sarquis. "They want to have a connection to where their money's going."

The development process has been tough for GGI—it had to scrap a game four weeks from launch and it's difficult to design games that exactly reflect the change it wants to see in the world. But Sarquis seems to hope consumers will see that in "Sidekick Cycle," as well as the five other games GGI has in the works, and join in on the fun of affecting real social change.

"Our DNA is to make the world a better place and we do that through games," said Sarquis.

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Links:

[1] <http://www.globalgaminginitiative.com/#main>