



Sunny Games and a Sustainable Future



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www.sunnygames.eu



Sunny Games and a Sustainable Future



Introduction

When we talk about cooperation, we talk about win-win-win. It's about creating a world where the first win (I or we), the second win (you) and the third win (other parties) come together. At the core, we believe that if winning can only be achieved by forcing someone else to lose, it is not a real win.

Currently, Sunny Games is a small company. We do have a big impact in the boardgaming community. Colleague companies of comparable size see us as the leading factor in cooperative games. We are the only specialized cooperative games company in Europe.

Because we are small, our total sustainability impact is still small. But we do have big ambitions. This means that when our company grows, mainly by getting new customers/partners and a bigger turnover, we will not only strengthen 1st and 2nd but also the 3rd win. We need time to reach a higher level, but we do not want to wait too long. In 2024 we want to be at a level where we can do structural investments in Purpose, People and Planet. In 2028, we want to be the leading brand.

Being a "sustainable brand" is already part of our market proposition. Our games are "Mom approved": taking care of your own family as well as the families involved in production worldwide, and towards future generations. Making the planet a cleaner and happier place for everyone.

To guarantee that we work towards a sustainable future, where everyone can win, we created guidelines and rules for ourselves. This creates the freedom for entrepreneurship, true cooperation and sustainability.

Striving for sustainability and a better planet is an imperfect journey. We expect to learn along the way. To make sure we are heading in the right direction, we connect our actions to the United Nations Sustainable Development Goals (SDG's) for 2030.

We invite you to join us in creating this world with us. Let's Play Together!

Max and Steven



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Vision

We make a conscious choice to be part of a worldwide economic and societal change, strengthening shared values and inclusive thinking. We believe that everything is connected. Our games create a positive ripple for humankind. By playing cooperative games, people learn that cooperation is a key element to improve society.

In our vision for the world, every family home owns at least one cooperative game and each major board game publisher publishes at least one cooperative game each year.

Sustainability is one of the design principles we work with. We strive to get insight into all the relevant aspects of our process. Through this, we understand the impact of our actions and learn from our mistakes.

At first, we will aim to minimize the negative impact of our process to the planet, environment and people. But as soon as possible, a situation will ensue, where, with every game produced, the world becomes a little bit better. There will be no negative impact of our process to the planet, environment and people. Instead, the impact will be positive on all these aspects.

We see ourselves as leaders in sustainability in our field. When we all make steps towards bettering ourselves, the total industry will be sustainable.



From our game rulebooks:

"Sunny Games creates games that help people make conscious choices. Our mission is to enhance cooperation. We love to contribute to a society in which people help each other and take care of the planet. We enjoy embedding these values in everything we do.

Our games are produced with high social and environmental standards and we are always raising them as new options emerge. Our design process aims at selecting materials with low environmental impact and using resources efficiently."



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Goals

We have set ourselves the following goals on the imperfect journey that we embark upon.

Bring cooperative games to every household in Europe by the year 2030 ¹

Over the course of the past 25 years, more than 100.000 games of Max the Tomcat have been sold worldwide. We want to grow our impact by reaching more and more families with our games.

Use CO₂ neutral production for games and all its components in 2028. Including games produced by partner companies ²

Ultimately, we want the quality of life on earth to improve with every game produced. We do this by eliminating pollution from production.

Have CO₂ neutral transport from factory to distributor to store in 2028

Our zone of control is with the factory, distributors and stores. We will work with our direct partners to have CO₂ neutral transport of the products. Currently, we aim to produce regionally.

- Games made for the European market are produced in the EU.
- Games made for the American market are produced in North America.
- Games made for the Asian market, will be produced in Asia.

Transport from factory to distributors or warehouses is done through transport companies, who mostly use trucks. In some cases boats or planes might be used.

Currently, we do not make any intended impact on the transport from distributor to store or from store to consumer.



The impact of our games

When kids play our games, often the parents or teachers notice remarkable changes in behaviour that holds on after playtime. A clear lasting effect is also found in [scientific research](#).

¹ Connects to UN SDG 4, 16 and 17

² All CO₂ related goals contribute to UN SDG 3, 8, 9 and 12



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Compensate for CO₂ emissions from game production and transport, starting in 2024

This goal is a stepping stone towards achieving the other two goals. We expect to grow the company to a size where we can start compensating for our emissions in 2024.

Avoiding CO₂ emissions is better than compensating for them. However, as we are working towards this, we aim for our production and transport to be CO₂ neutral through compensation.



Environmental choices for food and transport

Our offices are located close to home and many of the people we work with, work from home. We prioritize public transport over car travel. Whenever we attend game fairs, we look for environmental approaches. Our team eats locally bought, biological products. We limit the amount of cars travelling to the fair location.

Moving to vegan

Eventually, the world will barely use animals for products. At the moment, most glues used for production are made of animal bones. It is a product that would otherwise be waste. We expect to see a shift to plant based glues in the future.

We reduce travel costs by eliminating travel distance to our office. Many of the people we work with, work from home. The main office is located in the same building as our co-owners home. Whenever we work together, we prefer public transport over car travel to reach each other.



From 2028 onward, all our products are fully plant-based and biodegradable, with the exception of specific elements, that can be recycled without quality loss. No oil based materials will be used anymore.

We want to create games that are truly sustainable. Only in situations where it is impossible to create a playable solution, we might refrain from using biodegradable options. A current example is the metal screw in the game Secret Door.



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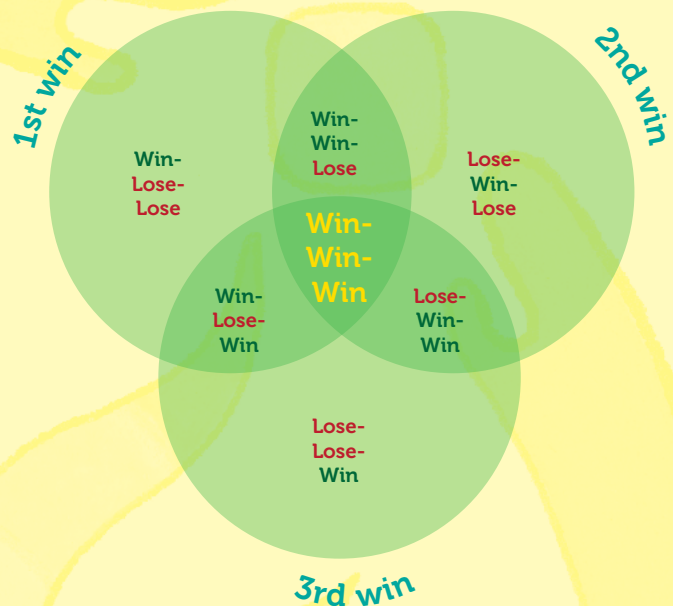
Always and Nevers

We present our Always and Nevers. These are the rules we commit ourselves to, which can never be broken.

We ALWAYS seek partners who want to join us in our win-win-win

The basis is cooperation. So when we have a choice between partners, we will look for the third win as well as the first win.

Deals are possible in the win-win-lose and win-win-win sections, because both of the parties get to a win. We aim to move the world to creating win-win-win deals, where both parties and a third party benefit.



The product should ALWAYS be cooperative in nature ³

This is the core of our vision and business proposition. We change the world through improving and strengthening cooperation. Our games will always be cooperative. In case of any game expansions, spin-offs or other products, we will guarantee that the mechanisms are fully cooperative.

We will NEVER use themes that promote violence, such as war games, violent story telling or violence based solution thinking ⁴

It is possible to create games that have cooperative mechanisms but a competitive or violent story. Sunny Games is about cooperation and joy, which leaves no place for war and violence.

³ Connects to UN SDG goals 4 and 16

⁴ Connects to UN SDG goals 4 and 16



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We will ALWAYS design with environmental and social sustainability in mind ⁵

This rule is the core of our imperfect journey towards sustainability. When we or partners design products or processes, sustainability should be one of the major focus points. Design choices are traceable and with factual information on sustainability. The aim is to be able to continually improve and learn from past mistakes.

We will ALWAYS optimize social impact of the labour processes attached to our processes ⁶

We know that we live in a world where people are exploited in several ways. Unfortunately, we do not have the negotiating power to immediately change the standards. But we can select based on the following criteria. There will be a trade off between profit (the first and second win) and quality of living for all involved (the third win in this case).

We want to contribute to a better world, so where we can we will choose for (production) partners that work with fair and progressive standards in this field. In the ideal case, this would mean that all workers connected to our games:

- Earn a living wage based on the country's laws for a 40 hour workweek, including a minimum of 4 weeks of holiday and sick leave a year.
- Allow employees to organise themselves and be democratically represented in the organisation.
- Give a minimum of 16 weeks paid pregnancy leave for mothers and 2 weeks of paid pregnancy leave for fathers.
- No discrimination on race, gender, beliefs, religion or sexual orientation.
- In situations where children or teenagers work on the products, make sure it is a beneficial contribution to their lives and it does not stand in the way of education and other opportunities.

Producing extras from spare material

Factory standards lead to working with predefined amounts of material. We are masters in efficient use of available material. Leftover space on our cardboard die cuts are used to create extras for the game or keychains that can be used as giveaways.



⁵ We see this as prerequisite for connecting to any UN SDG goal
⁶ Connects to UN SDG goals 1, 4 and 8



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UN Sustainable Development Goals

For reference, we have listed the United Nations Sustainable Development Goals which we expect to make an impact.

Goal 1. End poverty in all its forms everywhere

1.1 By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

1.3 Implement nationally appropriate social protection systems and measures for all, including floors, and by 2030 achieve substantial coverage of the poor and the vulnerable

Goal 3. Ensure healthy lives and promote well-being for all at all ages

3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination

Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

8.4 Improve progressively, through 2030, global resource efficiency in consumption and production and endeavour to decouple economic growth from environmental degradation, in accordance with the 10-Year Framework of Programmes on Sustainable Consumption and Production, with developed countries taking the lead

8.7 Take immediate and effective measures to eradicate forced labour, end modern slavery and human trafficking and secure the prohibition and elimination of the worst forms of child labour, including recruitment and use of child soldiers, and by 2025 end child labour in all its forms

Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities

Goal 12. Ensure sustainable consumption and production patterns

12.2 By 2030, achieve the sustainable management and efficient use of natural resources

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment



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12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse

12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature

Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

16.1 Significantly reduce all forms of violence and related death rates everywhere

16.7 Ensure responsive, inclusive, participatory and representative decision-making at all levels

Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries

17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships

Source:

[United Nations Sustainable Development Goals](https://www.un.org/sustainabledevelopment/goals/)



www.sunnygames.eu/people-and-planet