

**Sustainable Innovation 2023**  
***Accelerating Sustainability in the Creative Economy and Creative Industries***  
**Online: 24<sup>th</sup> International Conference**  
**20<sup>th</sup> – 26<sup>th</sup> March 2023**  
**University for the Creative Arts**  
**Epsom, Surrey, UK**



**Jude Ower MBE, Founder & CEO,  
Playmob, UK**

Jude is the founder and CEO of Playmob, a market insights platform gathering public sentiment, through games, on global and local issues, with the aim to help organisations achieve the SDGs by 2030. Amongst clients using the platform are Unilever, P&G, Commvault, ICAEW, ELC, TSB and the United Nations. Most notably Playmob delivered the world's largest poll ever on climate attitudes, for UNDP, which led to the creation of the People's Climate Vote report which provided 50 world leaders with clear data on what people of their nation want in the hope they would change policies to reduce carbon at a much quicker rate than currently committed to.

She is also the co-founder of the Playing for the Planet Alliance created with UN Environment to bring together the power of the games industry to make a positive impact on our environment. With 30+ members including Supercell, PlayStation, Xbox, Rovio, Unity and Ubisoft, and a reach of 1.4 billion monthly active users, the intention is to enable players to take green nudges in-game while becoming carbon neutral or carbon negative. Through the Alliance, a yearly Green Game Jam is hosted yearly over a three month period, to bring the companies together over common themes.

Jude is also an avid supporter of the entrepreneurial ecosystem and female founders. She is part of the Department of International Trade's (DIT) Global Entrepreneur Programme which mentors international founders coming to the UK and is also part of the DIT Female Founders group.