



TWO BROTHERS GAMES

ENVIRONMENTAL STATEMENT

JULY 27 2022

Since launching *League of the Lexicon* on Kickstarter, people have rightly inquired about the game's environmental credentials. We hope this statement will go some way to explaining what we're doing, what we're *not* doing, and why. We welcome thoughts and questions arising from this statement. If you wish to get in touch, contact details can be found at the end.

THE INDUSTRY PICTURE

It may be surprising game publishers don't do more to improve the environmental credentials of their games, but the reasons are understandable. Game publishing involves tight margins. Manufacturers and customers want lower prices, which means plastic inserts and components, cellophane wrapped card decks and affordable - but unsustainable - paper stock. So that's what most publishers use.

Perhaps makers also feel that since a miss is as good as a mile, and given the unavoidable carbon footprint of making a game, it's not worth the hassle. Make the game cheap... use plastic parts... go for a large box... they can always plant some trees later.

TWO BROTHERS GAMES

The name 'Two Brothers Games' relates to the founder's two young boys; kids whose generation will inherit all the environmental problems we're creating now. For us, making games in a more sustainable and responsible way isn't marketing posture, it's an ethical requirement. It would be wholly irresponsible of us to ignore the environmental impact of our product.

We don't claim to make environmentally perfect games. We make a product that requires energy and resources to manufacture, ship and distribute. It is imperfect by definition. But by making the environment a priority within the business, we can do a **lot** better. And that's what we're trying to do.

THE CHOICES WE MADE

Our first choice was to make something physical rather digital. This reflects our belief that real life device-free time is a Good Thing and we want more of it. We're proudly analogue, but acknowledge this is inherently problematic.

When designing the game, decisions were principally concerned with **player experience**, **cost**, and **environmental impact**; factors that can sometimes be at odds. For instance, what's best for the environment and good for player experience might also be unaffordable.



To navigate the path between Ambition and Reality, we tried to get seven things right.

1) SET A FAIR PRICE

League of the Lexicon is an expensive to make, but the price needed to be broadly accessible. For example, the target price for UK shops is £35 (inc VAT). This set the parameters of what we could afford to do.

2) MINIMISE PLASTIC

Whenever there is a reasonable environmentally-friendly alternative to plastic, we use it.

3) CHOOSE SUSTAINABLE MATERIALS

Plastic-free is good, sustainable is better, FSC (Forest Stewardship Council) is best.

4) BUILD TO LAST

Use high quality materials and finishes for durability and quality. We don't want our games in landfill!

5) MINIMISE PACKAGING

A more compact game has a lower carbon footprint to ship and requires less resources to make.

6) MAKE A PROFITABLE PRODUCT

Two Brothers Games is a business that hopes to publish many more games. But to do so, its products need to be profitable.

6) BE TRANSPARENT

We want to be open and honest about the game we're making. In that spirit, here's what our game is made from:

INGREDIENTS	
Question cards	220gsm FSC artcard (which we hope to upgrade to 250gsm FSC) with machine gloss varnish.
Play cards	250gsm FSC artcard with machine gloss varnish.
Instructions	Pages: 157 gsm FSC art paper. Cover: 300 gsm FSC art paper with machine gloss varnish.
Insert	Black E flute corrugated board.
Card boxes	300 gsm FSC artcard with machine gloss varnish.
Box	Wrap: 157 gsm FSC art paper with matt lamination & silver foiling. Box: 2mm FSC greyboard. Cellophane wrap.
Dice	22mm wood. (Don't know if it's FSC... we assume not.)

A LAST WORD

Despite everything, we know our game isn't perfect. But we're trying. We've taken decisions that have led to a significantly less profitable product, but we took them because we felt they were the right thing to do. We don't take a holier-than-thou position on this, but do hope to play a part in the wider conversation about how game publishers can make the industry more sustainable.

If you have ideas and constructive suggestions for other things we might consider, drop us a line: info@twobrothersgames.co.uk.