

No. 2 / 2022, Cologne
#gamescom2022

gamescom 2022: on-site in Cologne, online worldwide, and more sustainable than ever before



Koelnmesse and the game association provide early insight into the concept for gamescom 2022 +++ gamescom 2022 from 24 to 28 August in Cologne and online with an extensive offering +++ Application for exhibitors possible as of now +++ gamescom starts project "gamescom goes green" and will already be a climate-friendly event in 2022

gamescom
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www.gamescom.global

The unique festival feeling of gamescom is back: the world's largest event revolving around computer and video games and Europe's leading business platform for the games industry is once again taking place in the Cologne exhibition halls from 24 to 28 August. The experience on location will be combined with an extensive digital program. A hygiene and safety concept that has been tested and proven by Koelnmesse many times will be deployed for gamescom 2022, always in harmony with all currently valid regulations and at the same time ensuring safety and a high quality of stay. Thus, measures such as improved admission management, digital queue management, extra-wide aisles or limited ticket allotments will be implemented.

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Also new this year is the project "gamescom goes green," with which gamescom as a whole will be designed to be climate-neutral over the medium and long term through the reduction and avoidance of CO2 emissions and in the short term through carbon offset.

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Among others, gamescom 2022 encompasses the following on-site and online offerings:

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Oliver Frese
Herbert Marnier

- entertainment area and business area, as well as additional sections, including for cosplay, retro, and indie fans, with the unique festival feeling of gamescom on-site
- gamescom shows like gamescom: Opening Night Live, gamescom studios, and gamescom: Awesome Indies with a live audience on-site, as well as streams broadcast on numerous channels
- Bundled gamescom content on gamescom now
- Interactive quests on all gamescom channels and attractive rewards in the context of gamescom epix
- Many cooperative projects with international creators and media partners

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

The weekly schedule of gamescom 2022 as well as further pictures can be found in [gamescom's image database](#).

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Felix Falk, Managing Director of game, the association of the German games industry: "All gamescom fans and partners have been waiting for this for two years: gamescom is finally returning to the Cologne exhibition halls, and thus also the unique festival feeling we had all been missing so much. This year we are combining the best of both worlds: our extensive digital program with the incomparable gamescom experience on-site. In the process, gamescom is also once again setting new standards in 2022, for example, in matters of sustainability: with our 'gamescom goes green' initiative, we will make gamescom a special and climate-friendly event together with visitors and exhibitors. We thus want to not only be a lighthouse for the many initiatives for environmental protection and climate action in the international games industry, but also a pioneer for international events in general."

Oliver Frese, COO of Koelnmesse: "We are now finally back again with gamescom - in Cologne and online! And this with a convincing momentum from the games industry. This pleases me greatly. Together we have set up a strong concept, in the context of which we of course also ensure the safety and health, as well as the well-being of all those present." Frese is equally looking forward to the 'gamescom goes green' initiative: "We at Koelnmesse have also long been working on balancing our business activity with societal and environmental needs. This is our ambition." Here it is good to have a strong partner like game at one's side, as well as exhibitors and visitors. It can only work together: "Everyone must contribute. With the pilot 'gamescom goes green', we are now placing ourselves at the forefront in matters of climate-friendly trade fairs - worldwide!"

Interested companies can compile and directly book their participation at gamescom.global/take-part as of now.

gamescom goes green: Taking responsibility for climate action together

Environmental protection and climate action play an important role for the games industry. Whether game developers or publishers, (e-sports) organizers, educational institutions, or service providers from the games sector: they have all long since recognized the urgency of the issue. The organizers of gamescom are also aware of their responsibility for climate action and have therefore initiated "gamescom goes green".

Building on already existing measures, such as free local public transport tickets, constant hall renovations, or the gamescom forest, Koelnmesse and the game association want to design gamescom as a whole to be climate-neutral over the medium and long term through the reduction, avoidance, and offset of CO₂ emissions. In the short term and as a pilot project, gamescom 2022 will already become even more climate-friendly in a three-pillar program:

- **The core event**, with all of the areas for which Koelnmesse and the game

association are responsible (incl. fair grounds infrastructure, theme areas, personnel, and mobility), will be climate-neutral in cooperation with ClimatePartner. Koelnmesse and the game association will offset the calculated CO2 emissions through two certified carbon offset projects: a wind power project in northeastern Brazil and clean cooking stoves in Abuja, Nigeria.

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- **Visitors** can make a voluntary contribution to climate action with a donation or the purchase of a "green ticket". The revenues will benefit the gamescom forest near Bayreuth that started in 2020 and has already grown to 20,000 m².
- **Exhibitors** can make a recommended climate contribution depending on the size of their stand. This also supports the carbon offset projects jointly selected by gamescom and ClimatePartner.

More information on gamescom goes green can be found at gamescom.de/gamescom-goes-green.

The gamescom organizers are working together for the first time with ClimatePartner for the calculation of the emissions resulting from the gamescom core event and the subsequent compensation. ClimatePartner is a solution provider in climate protection for companies and combines individual consultation with a cloud-based software that is unique on the market in this form. Customers can thus calculate CO2 emissions, reduce them, and offset the remaining emissions. Products and companies become climate-neutral in this way, which is confirmed by the ClimatePartner label.

Susanne Wöllecke, Head of Sales Germany at ClimatePartner, sees gamescom as a pioneer in the trade fair industry: "Climate action is about calculating your own CO2 emissions, reducing them, and offsetting residual CO2 emissions. gamescom's Event Carbon Footprint serves as the basis for reduction measures. Residual CO2 emissions are offset via certified carbon offset projects. It is also exemplary that gamescom is raising awareness about climate action among both exhibitors and visitors and providing the opportunity to get involved by making climate contributions."

About gamescom

gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. 2022 gamescom will take place in Cologne and online from Wednesday, 24. August to Sunday, 28. August. gamescom is jointly organized by Koelnmesse and game - Verband der deutschen Games-Branche e.V..

Koelnmesse - industry trade fairs for the gaming sector: Koelnmesse is an international leader in organising trade fairs in the gaming and entertainment segments. Hosted at the trade fair grounds in Cologne/Germany, gamescom is the world's largest event for computer and video games and Europe's largest business platform for the games industry. gamescom brings together passionate gamers, trade visitors and exhibitors from across the world with a highly effective approach - in person at the venue and digitally from anywhere in the world. This makes gamescom the premier B2C, B2B and B2G gaming event. In addition to the event at its Cologne headquarters, Koelnmesse is strategically expanding its portfolio

internationally: In Singapore, gamescom asia provides an additional powerful industry platform for the rapidly growing Asia-Pacific games market, bringing together the full spectrum of supply and demand.

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Further information: <https://www.gamescom.global/the-gamescom/industry-trade-fairs>

Note for editorial offices:

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Press information is available at: www.gamescom.global/pressinformation

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