

## RENEWABLE ENERGY ACTIVATIONS NOW POSSIBLE SO PLAYERS AND BRANDS CAN ENGAGE IN ECO SPORTS!

Marketing renewable energy to consumers is key for the global electricity industry, who are rapidly expanding the use of new energy technologies. Renewable energy sources, such as biomass, geothermal resources, sunlight, water, and wind power are natural resources that can be converted into clean, usable energy and make up as much as 20% of global energy consumption. Consumers are eager to adopt more renewable energy sources and Energy providers are keen to help customers understand the transition to renewable energy and what it might mean for them. However, articles about renewables can be overwhelming which is why more visual forms of content such as interactive entertainment can simplify these important concepts and drive more interest and participation. Consumers will engage more if entertainment is weaved into communications. As part of a move to broaden renewable awareness and education, Sports Simulator have been requested to develop several energy game challenges in as many sports as possible. In-game branding and specific power game challenges incorporating solar panels and wind turbines can promote awareness of the green message on a wider scale. Click to review [www.sportssimulator.com/post/eco-entertainment](http://www.sportssimulator.com/post/eco-entertainment)

