Human diet plays a big role in climate change. A transition to a plant-based diet can mitigate greenhouse gas emissions, which stem from one's diet, significantly. „Veganity. Your journey“ was developed to help individuals transition to such a diet. Within the idle game world, players gain currency by keeping track of their diet and work towards their own goals. They acquire knowledge about plant-based diets and change the in-game world for the better.

Set a personal goal, gain energy by tracking your diet, upgrade your game world, and search for NPCs to gain knowledge. By doing so, can you collect all the achievement badges?

Players become more aware of their diet and self-conscious by playing the game and filling in their diet daily. Moreover, the game gives players the opportunity to gain knowledge about plant-based diets in a fun and interactive way.

After playing the game, players became significantly more aware of the impacts of animal products on the environment. Players were more likely to give up on red meat and perceived a feeling of self-efficacy. Setting goals and taking in-game action were rated among the most liked features of the game. Getting practical tips from the NPC „Veggie“ were considered very useful.

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