



Australia
Empowered
by

Applied Games

Transforming health, safety and
wellbeing beyond entertainment

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What do gamification, simulation, and technologies such as virtual reality and artificial intelligence (AI) have in common? They are all extensions of games, yet their impact extends far beyond play and entertainment. Around the world, applied games¹ are being used to improve health outcomes, enhance community wellbeing, and promote safety in everyday life.

Video games are no longer confined to entertainment. Applied games (or games for a purpose) and gamified technologies are used across a wide range of contexts, including health care, rehabilitation, mental wellbeing, online safety, road safety, the environment and education, both in Australia and internationally.

They are part of a growing global movement that recognises the power of play to drive positive change. Initiatives such as *Games for Change*², *Playing for the Planet*³, and UNICEF's *Play for Tomorrow*⁴ demonstrate how interactive technologies can promote health, safety, sustainability and social wellbeing. Australia's applied games sector contributes to this momentum, showing how local innovation can deliver community benefits and strengthen economic resilience.

Although many of these applications have long existed under other labels, such as simulation, their role has become more widely recognised over the past decade. Advances in technology, supporting infrastructure, and broader awareness of the value games can deliver have accelerated their adoption worldwide.

Applied games harness video game technology, design and interactivity for non-entertainment purposes. By combining immersive environments with interactive problem-solving, they offer dynamic, engaging and cost-effective ways to support healthier lifestyles, train frontline staff and empower communities. Their effectiveness lies not only in technical sophistication, but also in their ability to sustain attention and participation – qualities essential for health promotion and behavioural change.

Globally, many technology companies first built their reputations on high-performance components for personal computing and interactive entertainment including games. Over time, their innovations became critical to fields such as AI, cloud infrastructure and advanced data centre solutions. Australia has the potential to follow a similar trajectory, illustrating how entertainment-driven innovation can generate capabilities of national and international strategic importance.

Australia is already home to some of the world's most effective applied game deployments, demonstrating the same pattern of cross-sector innovation domestically. Yet despite these successes, perceptions of games remain limited and often mischaracterised.

While this paper focuses on case studies that demonstrate social and community impact, it is important to acknowledge that applied games also deliver wider economic benefits across defence, policing, mining, construction and other industrial sectors. Governments and industries around the world have long used game-based technologies for simulations, workforce training and design visualisation. These examples illustrate the breadth of applied games' potential, but their most immediate and human impact lies in improving lives and strengthening communities.

This paper highlights Australian case studies, alongside global perspectives, showcasing how video games and related technologies are being used to develop innovative solutions that benefit communities, improve wellbeing, and strengthen the economy, making it more resilient. Each case study has been written by its respective contributor, preserving their voice, perspective and lived experience, and reflecting the diversity and creativity across the sector. Together, they illustrate the ingenuity and potential of applied games – both in Australia and internationally – to strengthen our innovation ecosystem, economic resilience, and the positive health of our society.

¹ The term 'applied games' is used to describe games designed for purposes beyond entertainment (e.g. education, training, social impact). The label 'applied' does not imply that entertainment games are trivial, as commercial games also have significant cultural, social and economic value. Alternative terms include 'serious games', 'games for purpose', 'games for change' and 'transformational games'. For simplicity, we use 'applied games' throughout this paper.

² See: <https://www.gamesforchange.org/>

³ See: <https://www.playing4thepplanet.org/>

⁴ See: <https://www.unicef.org.uk/corporate-partners/play-for-tomorrow/>

Acknowledgement of Country

IGEA acknowledges and pays respect to the past and present Traditional Custodians and Elders of this land and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

We extend our respects to all Indigenous people of countries where our members and stakeholders live and work.

Acknowledgements

We would like to extend our sincere thanks to the contributors who shared their content with us and authored the case studies in this whitepaper. Without their work, there would be no story to tell. Our role has been to curate and contextualise their work within this whitepaper, while advocating for the positive impact that applied games can bring to the community.

Special shout-outs to Chaos Theory and Bravehearts (along with Chaos Theory's other clients), eSafety Commissioner, GOATi Entertainment and Driveschool Enterprises Pty Ltd, Entropy Interactive, Makers Empire, Mental Jam, Sound Scouts, and Stepico Games and Ludwig Maximilian University.

EDUCATION:

Makers Empire

Founded in Adelaide, in 2013, Makers Empire has become a globally recognised educational technology company dedicated to transforming how young students learn science, technology, engineering and mathematics (STEM) through games-based learning of 3D design.⁵

Makers Empire's carefully designed gamification model reframes STEM learning as creative exploration rather than high-stakes assessment, helping to reduce student anxiety often associated with technical subjects. By allowing students to experiment, iterate and learn from mistakes within a safe, game-like environment, the platform builds confidence alongside competence.

Schools using the app have reported increased enthusiasm and voluntary participation in STEM activities, as students become more willing to tackle complex challenges when they are presented as achievable, rewarding missions rather than intimidating academic tasks.

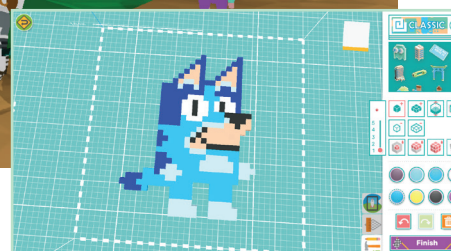
Makers Empire provides teachers with a Teacher Dashboard that integrates planning, assessment and classroom management tools alongside hundreds of curriculum-aligned lesson plans and professional development resources. This ecosystem helps educators embed 3D design into broader lesson sequences, ensuring that digital play connects to syllabus outcomes in meaningful ways. Adelaide University has conducted research into how using Makers Empire improves students' spatial reasoning – a critical, trainable

cognitive skill that strongly predicts success, interest, and persistence in STEM fields.

Many schools also adopt Makers Empire's *Learning by Design* blended professional learning program, which deepens teachers' confidence with design thinking and supports whole-class integration of 3D design and printing projects.

The Makers Empire 3D design app is now used by millions of students and thousands of educators in more than 50 countries, helping to make STEM learning more accessible, engaging and effective for primary and high school learners.

Makers Empire's growth reflects both the strength of Australia's game development talent and the global demand for innovative educational technology. The platform has steadily expanded across Australian primary schools, supported by state-based initiatives and partnerships focused on strengthening STEM capability.



Stepico and Ludwig Maximilian University

With offices around the world, including an Australian studio in Sydney, Stepico Games is a game development company delivering full-cycle and co-development services for studios, publishers and brands.⁶ For over a decade, they have been creating high-quality games and interactive experiences across platforms, from concept and design to engineering and LiveOps, serving both entertainment and non-gaming sectors with scalable, end-to-end production.

⁶ See: <https://stepico.com/>

role, and its future trajectory through an interactive, museum-style environment.

Stepico provided a complete technological rebuild of a previously obsolete system, transforming legacy educational content into a modern, immersive, and scalable digital experience. Delivered within a four-month design phase and three months of development, the platform now operates across VR, desktop, mobile, and tablet devices, ensuring both accessibility and immersive depth.



Across their various applied gaming solutions, they include immersive solutions in education. Appreciating this capability, the Ludwig Maximilian University (LMU) in Germany reached out to Stepico Games on its *European Union (EU) Goes School* initiative. Founded in 1472, LMU is one of Europe's leading research universities with a global network of 600 partners and community representing more than 130 countries.⁷

EU Goes School is an immersive digital museum platform developed for LMU and co-funded by the EU.⁸ The objective of the initiative is to enhance civic education and engagement with European history and governance through modern digital learning tools. Designed as a cross-platform educational experience with a primary focus on virtual reality (VR), the platform enables university students and the broader public to explore European history, the EU's global

Australia's cultural and historical heritage is grounded in the enduring traditions, knowledge and custodianship of Aboriginal and Torres Strait Islander peoples, enriched by successive waves of migration and settlement (including strong European influences and deep connections with neighbouring Asia-Pacific cultures) and reflected in the nation's significant natural, historic and cultural places, collections and practices preserved for future generations.

While the *EU Goes School* initiative is specific to the European context, its use of applied games (delivered by Stepico's solution) demonstrates how immersive, gamified approaches can broaden access to civic education in practice. In this sense, platforms like *EU Goes School* offer a transferable model for teaching complex governance systems through experiential learning, without suggesting that Australia should adopt an EU-style program. Rather, it illustrates how similar design principles could be adapted within Australia's own civic educational landscape.

⁷ See: <https://www.lmu.de/en/about-lmu/>

⁸ See: <https://www.egs.gsi.lmu.de/builds/desktop/index.html>; <https://stepico.com/projects/eu-goes-school/>

Crab God and Chaos Theory

Chaos Theory Games is a Sydney-based studio specialising in socially impactful, award-winning games that inspire cultural change and promote sustainability through the power of play.⁹ It has been engaged in several initiatives that promote games for positive change, especially in the environmental and wildlife conservation domain.

One of their most successful games is *Crab God*, an atmospheric underwater strategy game where the player nurtures a quirky family of 'Crablings' and breathe life into their underwater domain. As the guardian of the abyss, they must defend the egg of the next crab god, cultivate enough food to sustain it and migrate to deeper waters where it will hatch and become the new ocean caretaker. Their colony of Crablings will build mighty coral reefs, protect against threats, and collect food for the journey ahead.

A unique feature of the game is that in-game actions have real world impact. While caring for their own reef, players will be aiding real life conservation efforts via dots.eco. Working alongside a variety of environmental charities, *Crab God* allows players to feel a real sense of joy and accomplishment as they progress, converting in-game actions into tree planting, ocean cleaning, restoration of reefs and more. The game has since achieved real-world impact thanks to its players: 1,900 corals restored, 900 trees planted, 1,000 pounds of ocean plastic removed, 2,300 sea turtles saved, 10 tonnes of CO₂ offset, and 15,000 ft of marine parklands preserved.

⁹ See: <https://www.chaostheorygames.com/>

Other honourable mentions in tackling environmental challenges, developed by Chaos Theory, include:

- **Department of Foreign Affairs and Trade's (DFAT) and PentaQuest's *KangaZoo*:** A mobile simulation game where players train as Australian park rangers, explore the outdoors to rescue, rehabilitate, and release native animals while discovering local flora. Progress unlocks access to national parks, revealing the rich diversity of Australia's wildlife and habitats.¹⁰
- **UNSW's *Energy Transformers*:** An educational mobile game for Australian students in years 5–7. Guided by Terra, a teen from the future, players travel across Australia in a quiz-style adventure, making choices like installing solar panels, electrifying transport, or advising policymakers. The game inspires students to learn about sustainability and take action to help the planet.¹¹
- **Central Coast Council's *Working with Water*:** A turn-based strategy web game that teaches students how to develop and maintain sustainable water systems. Set in New South Wales' Central Coast, players construct infrastructure to meet the growing community's demand for clean drinking water.¹²
- **Gateway to Science and North Dakota Forest Service's *Trees Against the Wind*:** A multiplayer sandbox where players design windbreaks to solve challenges on North Dakotan farmland. Featured at Gateway to Science, North Dakota's hands-on science centre, it is part of an interactive gallery teaching STEM to students of all ages.¹³

¹⁰ See: <https://www.chaostheorygames.com/work/kangazoo>

¹¹ See: <https://www.chaostheorygames.com/work/energy-transformers>

¹² See: <https://www.chaostheorygames.com/work/working-with-water>

¹³ See: <https://www.chaostheorygames.com/work/trees-against-the-wind>





MENTAL WELLBEING: Myndzai and Entropy Interactive

Entropy Interactive is an independent Sydney-based studio created to pursue its vision of making mental health engaging.¹⁴ With a team of founding partners who are bright sparks in their respective fields of interactive entertainment and psychology, they are developing *Myndzai*, a game that allows users to better understand and improve their mental health as they play.

Myndzai (pronounced mind's eye) is the mobile game for the player's mind. The user plays as a 'Spark', summoned within the player's own mind's eye, a once beautiful, sprawling space, now in a moment of need as a sinister force known as 'The Many' is threatening to cause disrepair and decline throughout the land. To succeed, the player must explore, perform activities and complete quests that will not only grow their Spark's skills, but also help the player develop a better understanding of, even improve, their sense of mental wellbeing along the way.

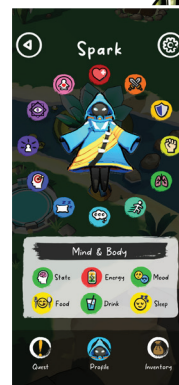
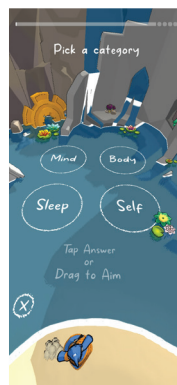
Designed to make wellbeing activities themselves enjoyable to engage with regardless of the perceived benefit, *Myndzai* makes the improvements to mental health a byproduct of the experience rather than its sole purpose.

Myndzai can be a platform to explore and validate Entropy Interactive's research hypothesis: that an ethical blend of game design, mindfulness, and proven therapeutic approaches can foster deep, intrinsic engagement with mental health. Entropy Interactive's own practice draws from sensory modulation strategies¹⁵ and psychotherapeutic models that support regulation and connection, the independent benefits of which can already be seen in existing research.¹⁶

Since concepting, Entropy Interactive has benefited from government initiatives including Screen NSW's Digital Games Seed Development Fund and the federal R&D tax incentive to support alongside traditional investment.

While still in demonstration, *Myndzai* has already been played by hundreds of Australians in 2025 both at the ALT: GAMES festival in Sydney and Melbourne International Games Week. With results of their playtesting reflecting that, on average, 93% of players found *Myndzai* had a positive impact on their engagement with, understanding of, and improvement to mental health as a result of playing.

Although early in Entropy Interactive's development and research journeys, the proof of their work has already attracted attention, not only among a growing community of players, but also from academic and non-profit institutions eager to collaborate. With continued support, they are confident that they can achieve their goal of making understanding mental health engaging.



¹⁴ See: <https://entropyinteractive.com.au/>

¹⁵ Techniques that use sensory input (e.g. movement, touch, or sound) to help someone feel calmer and more regulated.

¹⁶ See: <https://entropyinteractive.com.au/research/position-paper>

Mental Jam and Bobarista



Mental Jam is a games studio dedicated to creating impactful experiences that explore mental health.¹⁷ They provide a platform for co-creating video games with people about their lived experiences of mental health struggles as a form of creative self-expression, and to promote mental health awareness and literacy. Their vision is to reimagine mental health care through cosy, heartfelt games that create safe spaces for reflection, empathy and connection, with a purpose of exploring diverse lived experiences via interactive storytelling to help people feel seen, understood and supported.

The insights from Dr Michelle Chen's PhD at RMIT University,¹⁸ and Mental Jam's research commercialisation with the CSIRO ON Prime program informed the new video game they are developing called *Bobarista: One Cup at a Time*.

In *Bobarista*, the user plays as a wombat who stumbles upon a magical bubble tea truck nestled on a quiet mountainside. Drawn by something unexplainable, the user becomes the new barista, running a cosy little shop that welcomes anyone in need of comfort. As they settle in, they meet a colourful cast of visitors, each carrying their own struggles and a heart in need of mending. By serving soothing drinks, sharing heartfelt conversations, the player helps them heal their souls. Along the way, the player uncovers their tales, and perhaps, finds a piece of themselves. This place is no ordinary tea shop. It holds a kind, gentle magic that reveals itself only to those who have taken the first step.

With *Bobarista*, Mental Jam wanted to create a safe space for players to learn about diverse lived experiences of

mental health challenges through the characters that they meet in the game. Each character also has mini games that help players gain a deeper understanding of what the character is going through and help them cope with their mental health.

Bobarista is important and meaningful to Mental Jam's game developers, because of their own lived experiences, and they want to use video games as a medium to promote empathy and mental health awareness. They are developing this game to explore diverse and authentic mental health experiences.

The game offers a flexible, personal approach to mental health – no labels, no boxes, just a space for self-discovery and connection. Through storytelling and mini-games, players can explore what works for them while feeling part of a supportive community. Inspired by personal experiences from diverse backgrounds, the game opens up different perspectives on mental health and trauma, helping players feel less alone. It is about making mental health support more accessible, engaging, and meaningful in a way that traditional systems often cannot.



¹⁷ See: <https://hellomentaljam.com/>

¹⁸ Michelle Chen, 'Mental Jam: co-creating video games about the lived experiences of depression and anxiety as a form of creative self-expression' (RMIT University, PhD Dissertation, November 2024), https://research-repository.rmit.edu.au/articles/thesis/Mental_Jam_co-creating_video_games_about_the_lived_experiences_of_depression_and_anxiety_as_a_form_of_creative_self-expression/27602925?file=50769987



Chaos Theory and Bravehearts

Recognising the potential of games to drive meaningful education and awareness, Bravehearts, an Australian not-for-profit organisation, solely dedicated to the prevention and treatment of child sexual abuse (CSA), reached out to Chaos Theory to harness their expertise.¹⁹

As part of its education and training initiatives, Bravehearts runs *Ditto's Keep Safe Adventure* program, which offers trusted and effective personal safety education for children in early years through to lower primary.²⁰ The program is designed to be a fun and effective personal safety education program, curriculum-aligned with the Early Years Learning Framework and the Australian Curriculum.

As with many organisations, the Bravehearts education program was severely impacted due to the COVID-19 pandemic.²¹ They approached Chaos Theory to help develop an updated and modern version of *Ditto's Keep Safe Adventure* program, which they use to teach young children essential behavioural skills to prevent CSA.

Ditto's Keep Safe Adventure is an engaging mobile game designed for young children (aged 4-8) to educate them with the knowledge and personal safety skills to help keep them safe.

The game creates a playful and enjoyable environment by incorporating familiar games like snap, basketball and dancing. This approach helps make the content approachable when discussing very serious subject matter. It successfully balances engagement and learning, making the educational experience more effective for the target audience.

The game addresses the sensitive topic of child safety with great care and consideration for its young target audience. The 'no-go-tell' system, based on the Bravehearts methodology, regularly checks in with children during their learning journey. This ensures that kids avoid negative emotions during the game, creating a safe and supportive experience.

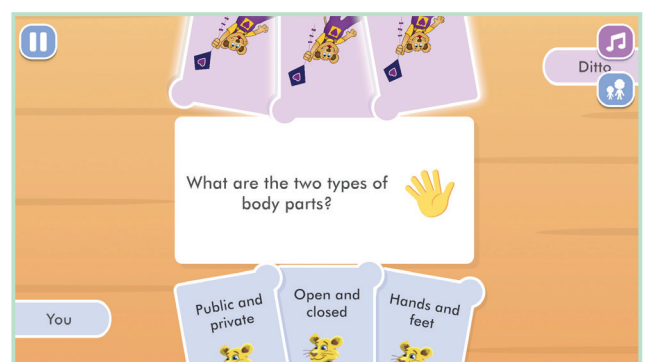
The game is being exhibited around schools right now, and freely accessible via the Apple Store and Google Play Store. The game builds on the foundation of *Ditto's Keep Safe Adventure* program which includes a live show, online learning materials and resources, offering greater accessibility for all young children and their families to personal safety strategies across Australia.²²

¹⁹ See: <https://bravehearts.org.au/about-us/>

²⁰ See: <https://bravehearts.org.au/education/dittos-keep-safe-adventure-program/>

²¹ See: <https://www.chaostheorygames.com/work/case-study-bravehearts-ditto-keep-safe-adventure>

²² See: <https://bravehearts.org.au/education/dittos-keep-safe-adventure-program/dittos-keep-safe-adventure-mobile-game-app/>



eSafety and Mighty Heroes

The eSafety Commissioner (eSafety) is Australia's independent regulator and educator for online safety – the first of its kind in the world.²³ eSafety represents the Australian Government's commitment to protecting citizens from serious online harms. They educate Australians about online safety risks and help to remove harmful content such as cyberbullying of children and young people, adult cyber-abuse, image-based abuse and illegal and restricted content. eSafety is an educator, a safety net, and holds industry accountable by enforcing compliance with online safety standards. eSafety continuously strives for best practice in educating children and young people about online safety and providing support to the adults who care for them. The earlier this education starts, the better protected children are as they grow up and become more independent.

The *Mighty Heroes* suite of resources was first launched in 2023 for young children in their first years of school, creating a set of Australian bush characters, animated stories and play-based class activities about online safety topics such as privacy and security, respectful relationships, digital literacy, critical thinking and help-seeking strategies.²⁴

eSafety draws on various sources to inform their education and prevention approach to keeping children safe online, and to ensure their programs and resources are based on evidence:

- Conducting research, including eSafety's own research about the online experiences of children in Australia. For this project, eSafety also commissioned academic research about the role and value of games-based learning for the online safety education for primary school children.
- Gathering insights from the eSafety Youth Council.
- Using eSafety's Best Practice Framework for Online Safety Education.

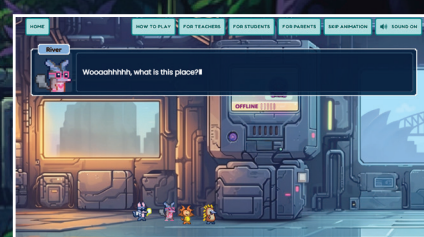
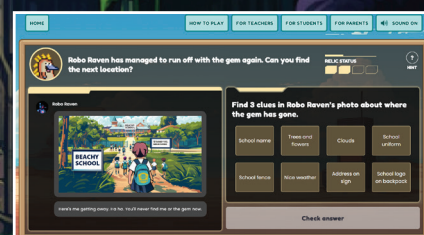
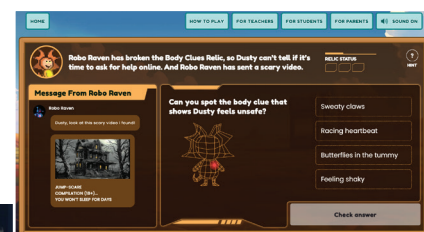
The *Mighty Heroes* game design was guided by audience insights, and play-based learning, and safety and privacy by design concepts. It was designed in collaboration with specialist external agencies and then developed in-house to ensure long-term scalability and ease of maintenance. Further iterations were informed by user testing conducted by an external research agency, as well as feedback from their own eSafety Champions network of educators. The game is supported by two animations: a child-friendly privacy policy; and a video explaining how the game was created, including how Gen AI was used for certain elements with human designer oversight (a child-friendly AI transparency statement).

The *Mighty Heroes* adventure: *Robo Raven and the Ancient Relics* launched on Safer Internet Day 2026. A virtual classroom for all education sectors introduces students to the game, and a promotional campaign is underway to ensure it reaches the widest possible audience.

Feedback from both children and adults has been very positive, particularly regarding the value of an interactive game experience for online safety education and the flexibility of its design for different contexts. eSafety will continue to gather feedback to support ongoing improvements. The game's modular design allows new content to be added over time, enabling eSafety to respond to emerging online safety trends and evolving audience needs.

23 See: <https://www.esafety.gov.au/>

24 See: <https://www.esafety.gov.au/educators/classroom-resources/mighty-heroes>





PHYSICAL HEALTH:

Sound Scouts

Sound Scouts' mission is to help eliminate undetected hearing loss and support the identification and management of listening difficulties.²⁵ A primary aim is to provide an accessible hearing test for school aged children and adults across Australia and around the world.

Sound Scouts offer a gamified digital hearing screening solution, originally designed for children and subsequently adapted for adults. Initially developed in collaboration with the National Acoustic Laboratories (NAL), the screener includes two tests of hearing: the Triple Factor Hearing Screener, which embeds three bespoke test activities (speech-in-quiet, tone-in-noise, and speech-in-noise) in a game-based format; and an Automatic Audiometer, which delivers a traditional pure tone test through a playful interface.

The primary target audience for the Sound Scouts screening solution is children aged 4 years and older (including those entering primary school, and children experiencing learning and behavioural issues). Secondary audiences include high school students, aged care populations, adults (18+), clinics, and community programs who may benefit from being able to offer accessible hearing screening. The solution also targets educators, parents and carers, and allied health professionals by equipping them with a screening tool and referral pathways.

Delivered via an app, on a touchscreen device paired with good quality headphones, testing can take between five

to eight minutes, depending on the test selected. Testing is supervised by any responsible adult (e.g. nurse, teacher, parent or carer) and delivers an immediate report with next-step recommendations if a problem is detected. The app is supported by a web-based management platform to enable simplified test setup and results management.

The game-based design helps maintain engagement, particularly for children, and reduces the stress that is often associated with testing. The digital format allows scalable deployment in schools, homes and remote settings. And when testing is completed at the school entry level, it supports early identification of hearing issues that left undetected may have negatively impacted learning outcomes. For adults, the solution can be used for self-screening, workplace or community screening, with untreated hearing loss associated with earlier onset of dementia.

Peer-reviewed studies confirm high specificity and good sensitivity for children aged 5-14, showing that 98% of children with normal hearing passed the Sound Scouts test, while 85% of children with hearing loss failed. A two-test policy for fail results significantly reduces false-positive outcomes.

As of April 2026, Sound Scouts has enabled over 240,000 tests, playing a significant role in identifying undetected hearing issues.

²⁵ See: <https://www.soundscouts.com/au/>



ROAD SAFETY:

GOATi Entertainment and Driveschool Enterprises



GOATi Entertainment Pty Ltd is a Melbourne-based entertainment company that specialise in real-time rendering engine technology, accurately simulated vehicle physics, real-time traffic AI simulation and the building of bespoke vehicle-based projects.²⁶ Originally focused on esports racing games, built on proprietary game engine technology, GOATi's solutions have extended beyond games to other applications including traffic management software.

Realising further potential from GOATi's technology, Driveschool Enterprises Pty Ltd approached GOATi to partner and adapt its games physics engine technology so it can be used for Driveschool's driver training software.²⁷

myDRIVESCHOOL® is a combination of simulation, gaming and AI technologies, delivered on PC with portable steering wheel and pedal set.²⁸

The program is a series of graduated pass/fail learning modules to develop skills (cognitive and motor), teach road rules, car control and address behavioural issues such as fatigue, impairment, texting, speeding and distractions.

myDRIVESCHOOL® was designed to bridge the gap between theory and practical driver training, and train for scenarios too dangerous to train for in real life.

Modules have specific learning outcomes and are aligned to the school curriculum in Years 9-11. In a blind randomised test, users of the program rated 48% more competent and 17% less anxious.

myDRIVESCHOOL® is used by schools, employment and disability support services, indigenous/CALD, youth and community groups nationally. Since 2018 the program has had over 100,000 users.



²⁶ See: <https://www.goatientertainment.com/>

²⁷ nbn co, 'Connectivity: more than a game' (August 2021), <https://www.nbnco.com.au/blog/business/connectivity-more-than-a-game>

²⁸ See: <https://mydriveschool.com/>

About IGEA

IGEA is the industry association representing and advocating for the video games industry in Australia, including the developers, publishers, and distributors of video games, as well as the makers of the most popular video game platforms, consoles and devices.

IGEA has over a hundred members, from emerging independent studios to some of the largest technology companies in the world.

Among our various activities, IGEA also organises the annual Games Connect Asia Pacific (GCAP) conference for Australian game developers and the Australian Game Developer Awards (AGDAs), which celebrate the best Australian-made games each year.

Find out more: www.igea.net

For more information, please contact IGEA's Policy Team at policy@igea.net