

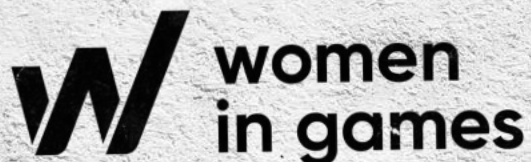
THE WOMEN IN GAMES MANIFESTO



 women
in games

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WHO WE ARE

Women in Games (WIG) is a non-profit organisation with a global reach and impact, based in the UK, working to build a fair playing field for women & girls in games and esports.

In addition to our core team, we work with our Women in Games Corporate, Individual, and Education Ambassadors and numerous impact partners to achieve a shared vision of fairness and gender equality in the games industry. Our Women First approach is inspired by our respect for the diversity of women's needs and priorities across cultural and geographical boundaries.

110 years ago, women suffragists in the UK published their manifesto: 'Fourteen Reasons for Supporting Women's Suffrage'. More than a century later, women may have the vote, but there is still so much to be done to bring about fairness for women. Women in Games follows in their footsteps, in this Manifesto.

FOURTEEN REASONS FOR SUPPORTING WOMEN IN GAMES

1

Because women have long been marginalised in the games industry, and it is past time to take action and create a fair playing field.

2

Because 'women's economic equality is good for business' (UN, 2023).

3

Because advocating through collaboration and communication are fundamental tools in the struggle to eliminate discrimination.

4

Because all women working in the industry deserve to be fairly treated at all levels, from content creation to leading development teams, and from junior to senior management.

5

Because equal pay for all means equal pay for women.

6

Because in order to make the games industry a place of fair play, we must foster an environment in which everyone belongs.

7

Because to aspire to be a fair reflection of the whole world, games must fairly reflect the world's whole population.

8

Because sexism and harassment are a scourge on the face of the games industry, and it falls to everyone, particularly leaders, to ensure the health, safety and well-being of women.

9

Because toxic gaming environments prevent women from participating in civilised communities of play.

10

Because women's life experiences and professional expertise are wildly diverse, bringing more innovative ideas, developing better games and a richer, more vibrant creative culture for everyone.

11

Because in order to achieve fairness, the tangible barriers that prevent women from entering the games industry must be removed.

12

Because embracing gender equality and diversity in games and the games industry will bring about a sustainable future.

13

Because education, training and professional development for girls and women are essential to bringing about a fair playing field.

14

Because - to summarise all of these reasons - a fair playing field benefits all.

WHY THE WIREFRAME IN GAMES IS SO FLAWED

Women and girls in the games community are the targets of gender-based toxicity in person and when playing online.

According to the long-running Female Gamers Survey (Bryter), such toxicity is on the rise, and as a result, women gamers are often discouraged from playing the games they love. 72% of female gamers experience toxicity in gaming, often of a dark and threatening kind; even more disturbingly, the abuse doesn't always stop once players leave the game - some instances manifest into serious consequences outside of gaming. In the 2022 Bryter survey, 1 in 4 women stated they are reluctant to identify as a real gamer, and just 38% of female gamers feel that there are adequate processes in place to deal with toxicity in gaming.

7

Allegations of discrimination against women working in games and esports have continued to emerge - globally, and within small studios and large multinational businesses. Beyond single companies, or individual events such as at the 2023 in-person Game Developers Conference, there is a prevalent culture that enables unacceptable behaviour towards women, which at its worst, includes physical threats and harassment.

Women's representation in the game development community remains extremely low in comparison to their employment across the wider world of work - GDC's 2022 report revealed it has declined to 20%. Other research, such as that conducted by Ukie, would suggest that in the UK it is as high as 30%, although a lack of granular understanding of the specific roles that women play across disciplines and levels makes it impossible to understand their true involvement.

Further, detailed research into women's representation is urgently needed in order to make women's work in the games sector visible. It is crucial to reveal gender-based disparities in the game-making process, and how women are being affected in achieving leadership roles by the 'broken rung' at the first step up to management.

HOW WOMEN IN GAMES PLANS TO BRING ABOUT CHANGE

Women in Games advocates for all women, girls and people of diverse gender identities, as well as transgender, gender diverse and intersex women, in order to positively influence public discourse and bring a culture of fairness and belonging to work and play spaces.

We address critical spheres of action, defined by our priority areas of focus, giving voice to a global community who support our cause and one another.

We promote the interests of our community through a vibrant ecosystem of Women in Games Corporate, Individual and Education Ambassadors.

We currently have over 1,600 Individual Ambassadors across 70 countries worldwide, and over 40 Corporate Ambassadors and Education Ambassadors in our community of active supporters.

We hold global events designed to provide safe, encouraging and supportive networking and career development opportunities.

We produce significant publications that provide important insights into how to achieve gender fairness in the games and esports sectors.

We hold annual Women in Games Global Awards, in order to promote the achievements and accomplishments of women across the sector, and we collaborate with other organisations that share our vision, in research and development projects.

All of our work, which continues to gain widespread recognition, is undertaken in order to achieve real change, both in public discourse about fairness to women and in the lived reality for women in the games and esports sectors.

Our work has been widely recognised, with our organisation winning the TIGA Industry Award for Diversity in 2022, while our CEO Marie-Claire Isaaman was awarded the Outstanding Achievement Award at the MCV Women in Games Awards, as well as the Diversity Awards at the Gamesindustry.biz Best Places To Work Awards.

HOW YOU CAN GET INVOLVED

Women in Games is a not-for-profit organisation and our events and initiatives are mostly free at the point of entry for our community. We rely on the support of our Corporate Ambassadors, Sponsors and Donors to help us to fund our work and assist us on our journey to achieve our Goals and Missions.

If you are a games studio, associated games company or esports organisation, please contact sponsorship@womeningames.org to find out more about becoming a Corporate Ambassador or Sponsor.

If you would like to donate to help fund our Goals and Missions, please [click here](#)

If you would like to talk to us about how you can help get involved and fund some of our projects and research, please email our CEO Marie-Claire Isaaman via mc.isaaman@womeningames.org

If you are an individual and would like to join our Ambassador Programme, please [click here](#)





DONATE

Women in Games is a not-for-profit organisation and most of the work we do, and the initiatives and opportunities we create for women and girls, is free at the point of access for our community - whether that's career development advice, introductions to recruiters, personal development, networking or more.

Visit www.womeningames.org for more information



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