



For Immediate Release

Climate Incubator Launches *Green Frontier* Inspires the Next Generation of Green Leaders Through Tabletop Games and its Mentorship Program Connects Over 30 Green Professionals in Hong Kong SAR

[Hong Kong SAR, 20 July 2024] Green transition has become a global trend and green jobs are on the rise. Climate Incubator, a mission-driven company committed to promoting green employment, announced a collaboration with a game development team Press Start Studios to launch a tabletop game called "Green Frontier" at ESG Innovation Lab. This game is designed to raise awareness about green job development and promote a deeper understanding of the green industry among young people through role-playing and team collaboration. The soft launch session attracted over 30 participants who experienced firsthand how this interactive game educates and inspires young people to consider careers in the green industry.

Additionally, to further promote youth green employment, Climate Incubator held the closing ceremony for the Hong Kong cohort of "Climate Incubator Mentorship Program 2024" today. Nearly 30 mentors and mentees from Hong Kong gathered to share their experiences and insights from the program, helping mentees embark on their journey towards green employment.

Promoting Green Employment through Tabletop Games: Inspiring Career Interest

The urgency of the green transition is underscored by the increasing frequency and severity of climate crises. Beyond mitigating greenhouse gas emissions, the green transition also creates new employment opportunities and supports sustainable economic growth. According to data from LinkedIn, job postings that demand at least one green skill have witnessed a median increase of 15.2% between February 2022 and February 2023. It highlights a significant demand for skilled professionals in the green sector. Therefore, in addition to hosting workplace-sharing activities, Climate Incubator actively promotes green jobs through various means including game workshops.

Partnered with Press Start Studios and supported by the Lingnan University Entrepreneurship Fund, the Climate Incubator Green Job Board Game called "Green Frontier" is an innovative and engaging educational tool designed to inspire and equip young individuals with the knowledge and skills needed for thriving green careers. Through this strategic simulation card game, participants will explore various roles within the green sector, learn about the green skills and qualifications needed to enhance their characters and team abilities, and collectively tackle challenging scenarios to mitigate the impact of climate change on the community.

These fictional in-game scenarios are based on real-life case studies, emphasizing the practical application of green skills. Scenarios include extreme climate events such as floods, where players need to solve problems using various green skills such as environmental assessment. Each in-game round is followed by the facilitator's explanation of the real-life cases behind the game scenarios and the potential strategies and skills needed to address these challenges, ensuring players gain a practical understanding of those sustainability issues. Climate Incubator will host a series of free workshops for their service targets and partners. These workshops aim to engage more stakeholders and our target audience, amplifying the impact and showcasing sustainability efforts across different sectors in Hong Kong.

"The shift towards a greener economy presents substantial job opportunities, particularly within the green jobs sector." Carly Leung, co-founder of Climate Incubator, highlighted. "At the same time, as a psychology graduate, I experienced the challenges that young people often face when trying to switch their career paths from non-environmental backgrounds to green industries. This inspired the

creation of Green Frontier—a dynamic, interactive game designed to delve into green jobs and essential skills crucial for success in this swiftly evolving domain. We aim to empower youth to explore the green economy and acquire practical insights into green career pathways early on."

Mentorship Program Connects Green Professionals and Trains Future Leaders

The Climate Incubator Mentorship Program aims to build a connection with different environmental professionals and develop a network of supportive peers. It assists the professional and personal growth of young leaders in the green industry while creating a supportive community of like-minded people who share the common vision of building a climate-resilient future. Following the enthusiastic response to the mentorship program in 2023, this year's program, robustly supported by Dream Impact, Eco-Network Global, The Youth Empowerment in Climate Action Platform (YECAP), and Skill Our Future, marks the second edition of the program.

This year, a total of 31 mentorship pairs from Hong Kong and the Asia Pacific Region engaged in the mentorship program. The professional fields represented include climate finance, recycling, education, academic research, urban planning, eco-tourism, and ecological conservation. Over six months, mentees will participate in 9 training sessions, including mentor matching, webinars, workshops, networking events, and field trips. These experiences will equip participants with the knowledge and skills needed for green industries, connect them with industry professionals, and provide opportunities for on-site enterprise visits, helping them take the first step towards starting or transitioning into a green career.

Photo ([link](#)):



[Photo 1] Mentors and mentees attending the Climate Incubator Mentorship Program 2024 Closing Ceremony.



[Photo 2] Participants enjoying the new educational tabletop game 'The Green Frontier', designed to encourage green career exploration.



[Photo 3] Climate Incubator successfully concluded the soft launch of the new tabletop game “The Green Frontier”, co-developed with Press Start Studios, and supported by the Lingnan University Entrepreneurship Fund.

About Climate Incubator

Climate Incubator is a mission-driven company committed to nurturing climate leaders and fostering green employment in building a climate-resilient future. We provide training, mentorship, and an online platform for individuals seeking sustainable career opportunities. Additionally, we offer corporate training workshops and facilitate connections with a network of green talents for businesses aiming to advance their sustainability initiatives.



About Press Start Studios

Based in Hong Kong, Press Start Studios is a pioneering game design studio dedicated to leveraging the power of games for impact. Through their engaging game experiences and expert game design consultancy services, the Press Start Studios team aims to educate, inspire, and empower individuals to make a difference.

Venue Support

About ESG Innovation Lab

The ESG Innovation Lab serves as a bridge to close the gap between social enterprises, impact ventures, and corporates, while facilitating cross-sector collaborations for impact creation. As ESG continues to gain momentum globally, the ESG Innovation Lab will help companies in Hong Kong prioritise sustainable development to remain competitive in the international business community. The ESG Innovation Lab is a partnership between Dream Impact, Hong Kong's leading cross-sector impact ecosystem of social enterprises and impact ventures, and The Executive Centre (TEC), Asia's leading premium flexible workspace provider.

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