



Arabia Felix mobile games

Creating mobile games to promote peace in Yemen

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For the people of Yemen, living in a country rife with civil war is the new normal. As part of its peace initiative for Yemen, GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) enlisted Butterfly Works to co-create an outlet for the Yemeni community to engage in the peace-building process of their country. Together we developed Arabia Felix, a series of mobile games that inspires users to strive towards peace through entertaining quests, treasure hunts, puzzling and decision-making strategy.

The Challenge

Inspiring fun, play and hope in a place of conflict

The Arabia Felix mobile games focus on the theme of peace, framed in the sub-context of gender equality, good governance, education and harmonious coexistence. Formats include point-and-click adventure games, a runner game, a puzzle/adventure game and a decision-making strategy game. By completing each level in the games, players lead their countries from conflict to disarmament. Additional key features of the games promote dialogue and reconciliation, and celebrate ambition and diversity. An active Facebook fan page keeps the growing community (22,000 fans and climbing) engaged with videos that showcase the games, discussions about Yemeni culture and creative approaches to the rebuilding process of their country.

Our Method

Co-created by serious gamers in Yemen

In 2016, Butterfly Works, in partnership with GIZ, led the co-creation process between European-based game developers and specialists and talented gamers, writers and designers in Yemen.

This large, geographically-diverse and intensely devoted team created six mobile games geared towards youth and young adults in Yemen. From Yemen to Germany, the Netherlands, Egypt and the UK, the Arabia Felix team is continuously linked via remote channels like Google Hangouts and Slack for ongoing co-creation and feedback.

The Result

Player-approved and hotly anticipated

Four games (Eduo Run, Eduo Quest and Secrets of Arabia Felix I and II) are available in the Google Play Store and two new games are scheduled for release in mid-2018. As of early 2018, the Arabia Felix mobile games ranked over 4.5 (out of 5) in the Google Play Store, with over 40,000 downloads of Eduo Run, Eduo Quest and Secrets of Arabia Felix I and II combined.

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About	Peacebuilding, good governance, gender, youth, gamification
Location	Yemen – with remote team locations in Egypt, Germany, the UK and the Netherlands
Partners	GIZ, Radical Graphics, Bomburo, Ellisinwonderland, Driivn, local Yemeni designers, writers and coordinators
Period	2016 - 2018
Services	Innovation, Technology, HCD
Outcomes	serious games, mobile application

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Arabia Felix mobile games

Gallery



EduoRun!



EduoQuest!



Secrets of Arabia Felix I



Secrets of Arabia Felix II



Arwa's World



Republic of Sheba