



Media Alert

Under embargo until November 2nd, 7AM GMT

[Ubisoft.com](https://www.ubisoft.com)

Ubisoft and Safe In Our World partner to create the Good Game Playbook, a guide to combat disruptive in-game behavior and its impact on players

PARIS – November 2nd – Ubisoft has joined forces with videogame mental health charity, Safe In Our World to promote positive in-game interactions. Together, they aim to address disruptive in-game behavior and provide tools to help players navigate it.

Drawing on Safe In Our World's in-depth understanding of mental health in the gaming community and Ubisoft's long-term commitment to create positive gaming experiences, they co-developed the "Good Game Playbook", a guide designed to equip players to identify, counter, and shield themselves from in-game toxicity. Whether players have witnessed, experienced, or even been the source of disruptive behavior, this handbook offers guidance and will be provided to any player reporting or reported for such behavior in Ubisoft games from November 2nd. From self-care practices and recognizing one's triggers to understanding the broader implications of disruptive gameplay on players, the playbook is holistic in its approach.

This collaboration between Ubisoft and the experts at Safe In Our World builds on Ubisoft's bigger journey of creating gaming structures that foster more rewarding social experiences and avoid harmful interactions through multiple approaches such as the Fair Play Program, Ubisoft's online learning platform to promote positive in-game interactions or the "Zero Harm in Comms" research project launched with Riot Games.

"At Ubisoft, our key objective is to create games that foster positive online experiences. Partnering with Safe In Our World has enabled us to provide our players with an expert's approach and advice on a very complex topic" said Jérémy Marchadier, Director of Player Safety at Ubisoft. "While the challenge of in-game toxicity is multifaceted, we remain steadfast in our belief that with a collaborative and comprehensive strategy, we can usher in meaningful change."

"We're delighted to see more proactive approaches to combatting in-game toxicity from Ubisoft, and hope that this empowers fellow game companies to put in place these types of measures to protect their player bases. Safe In Our World exists to create safer spaces in gaming, and this is a brilliant step contributing towards that." said Rosie Taylor, Content & Community Manager, Safe In Our World.

The Good Game Playbook will be sent out automatically to players reporting or reported for disruptive behavior in Rainbow Six Siege and For Honor and can be accessed [here](#). It will be available in English and French at launch and will be translated to more languages and extended to other Ubisoft games in the future.

To know more about this initiative, please visit:

https://ubisoft.com/r/Good_Game_Playbook

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About Ubisoft

Ubisoft is a creator of worlds, committed to enriching players' lives with original and memorable entertainment experiences. Ubisoft's global teams create and develop a deep and diverse portfolio of games, featuring brands such as Assassin's Creed®, Brawlhalla®, For Honor®, Far Cry®, Tom Clancy's Ghost Recon®, Just Dance®, Rabbids®, Tom Clancy's Rainbow Six®, The Crew® and Tom Clancy's The Division®. Through Ubisoft Connect, players can enjoy an ecosystem of services to enhance their gaming experience, get rewards and connect with friends across platforms. With Ubisoft+, the subscription service, they can access a growing catalog of more than 100 Ubisoft games and DLC. For the 2022–23 fiscal year, Ubisoft generated net bookings of €1.74 billion. To learn more, please visit: www.ubisoftgroup.com.

About Safe In Our World

Safe In Our World is a registered charity in England and Wales no. 1183344. A team of seasoned gaming veterans passionate about mental health brainstormed for over two years over ways they could make a difference. Launched on World Mental Health Day on October 10th, 2019, its aims are to raise awareness of mental health within the video games industry and to provide resources, signpost help, and drive change for everyone connected with the industry – from developers, publishers, and service providers to content creators and players. Its initial mission is to create an online destination where people can seek help, gain access to resources and information, and discover stories from real people within and surrounding the games industry, with more detailed policies available via the website. Safe In Our World is a worldwide hub accessible for anyone in need.

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