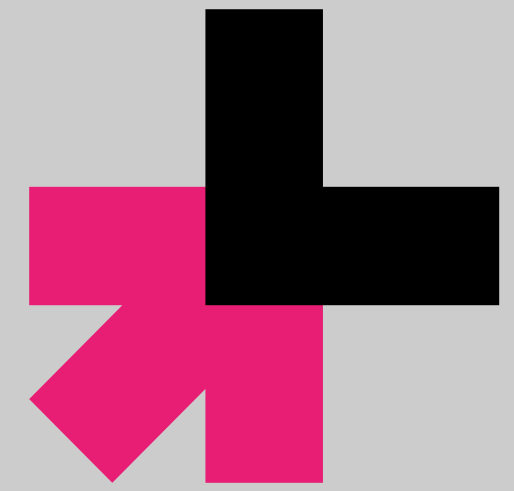


**Proven  
Solution**

New Cultural Norms



**HeForShe**

# **Electronic Arts**

## **Designing inclusive products for a global audience**

## Global Context

**Video games now permeate all areas of life and reach players of all backgrounds globally. Although women are almost half of today's global gaming community, the opportunity remains to continue expanding and diversifying gender representation in games.**

Video games now permeate all areas of life and reach players of all backgrounds globally. Although women are almost half of today's global gaming community, the opportunity remains to continue expanding and diversifying gender representation in games.

Creating experiences with representation in mind is an intrinsic principle for our company, deeply rooted in our teams' creative processes and illustrated in our games like STAR WARS Battlefront II, The Sims and our EA SPORTS franchises. We believe interactive entertainment has the profound ability to reflect and propel the gender equality movement, and we

are committed to gender representation in games to help inspire inclusive communities. Women, people of color, and of all abilities and other underrepresented talent groups still experience friction feeling accepted in the gaming community. The main problem is the lack of representation and the sense of being in the "Out group".

To create powerful experiences for our global community of players, our games, characters and character experiences must be as diverse as our communities. This means advancing representation in our games and creating authentic experiences that resonate with our players.

"At Electronic Arts we are here to inspire the world to play, and in pursuit of that we seek to create experiences for everyone that reflect the diversity of the world around us. Representation is vital to this, and we've launched programs like our Inclusion Framework to ensure we're embracing inclusion and representation in our games, with more female characters, various ethnicities, and other underrepresented identities. Games are for everyone, and we want all our players to see themselves in the experiences they enjoy."

**Andrew Wilson,  
CEO, Electronic Arts**



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## Key Stages of Implementation

# 1

### Step 1 Real change starts from the top

There are many similarities between changing culture to be inclusive and changing the way we make games to be inclusive. Change needs to start from the top executive layer of your organization.

- Define your core values and beliefs for your organization in the context of DEI.
- Align them with your business strategy and create a culture strategy with checks and balances to ensure and measure accountability.
- Get buy-in from the business leaders and have them support the mission visibly.
- Real change will come if it is a combination of grassroots and business initiatives.

### Change needs to start from the top executive layer of your organization.

### Step 2 DEI training and building a common language across the company – connect DEI with the business

- Define what Inclusion, Diversity and Equality mean for your organization. Reference these terms in all activities and initiatives. Getting your organization on the same understanding and language when it comes to I&D helps immensely.
- Focus on educating all employees about unconscious bias and understanding the business imperative of I&D. Have your teams go through I&D and unconscious bias training.

# 2

- Layer your efforts to address all employees, middle managers and your top senior executives. Focus your efforts on the senior leaders across the organization because they make key decisions that can make or break your initiative.
- Integrate I&D into the people practices and systems at Talent reviews, focal processes and ensure your HR organization is consistent in carrying out I&D strategies in everything they do to support their business.

### Focus on educating all employees about unconscious bias and understanding the business imperative of I&D.

### Step 3 Involve your employees and build a community

- Leverage the cultural experiences of your employees to contribute to your products, your team culture, and your inclusive production processes.
- Make an intentional effort to bring inclusive practices, thinking and design into everything you do, because inclusion does not happen by default.
- To increase your Inclusive Design IQ, explore strategic partnerships with advocacy groups to find and amplify diverse, creative voices within your company and consumer communities, as this will help you on your journey to make products more inclusive and authentic.
- Locate and nurture your change agents.
- Remember: Every organization, product and team are different – you will have to meet them where they are and tailor the approach to suit them.

# 3

- Be agile with your goals and approach and keep iterating.
- Accept that you will not get everything right from the start. You will need to test what process, engagement and operating model works for your team and company.
- Plan to dedicate people to this effort to accelerate change, stay open minded and customize your approach.
- Any guiding questions should be asked during the design process.
- Get product leadership buy-in and support as early as possible in the process.
- Determine pilot projects and local champions who can help you understand how to improve your operating model.



#### Step 4 Be agile with your goals and approach and keep iterating

Accept that you will not get everything right from the start; You will need to test what process, engagement and operating model works for your team and company. Plan to dedicate people to this effort to accelerate change, stay open minded and customize your approach.

- Any guiding questions should be asked during the design process.
- Get product leadership buy-in and support as early as possible in the process.
- Determine pilot projects and local champions who can help you understand how to improve your operating model.

## Resources

- 📄 We've shared the impact of and our commitments to Creating Inclusive Games on page 11 of [\*\*EA's 2020 Impact Report.\*\*](#)
- 📄 [\*\*EA's Inclusion Framework\*\*](#) (Webinar)– In July 2020 Tulay McNally, Director of Inclusive Design & Product Development at EA Studios gave a webinar at the [\*\*Fairplay Alliance\*\*](#) to present EA's Inclusion Framework and how it helps guide developers to create inclusive player experiences that enable greater cultural and diverse representation in our games. The webinar shows how developers work with employee resource groups and we share some examples from games such as FIFA and The Sims.
- 📄 Reference source used on the impact of inclusion on consumer sentiment and purchases of video games: [\*\*Newzoo's Diversity & Inclusion Study: Half of Players Want More Diverse Characters in Games; Gamers Want Publishers to Take a Stance on Societal Issues\*\*](#)

## Contact

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