

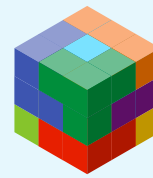
The Business Case for Designing for Children's Well-Being in Digital Play

Summary for Executives

The business case for considering **children's well-being** in the **design of digital play** is multifaceted and compelling. Integrating design for well-being into core business strategies can contribute to positive outcomes for both children and brands.

Businesses that champion children's well-being in their strategies and operations can:

- **Boost brand reputation and value:** Both parents and children are increasingly valuing trustworthy digital play that respects children's safety and supports growth and well-being. Businesses that prioritize designing for child well-being can differentiate themselves from their competitors and with their customers. Be the gold standard for your audience (children, parents and caregivers, teachers).
- **Create better products:** When children's well-being is considered in the design process, children may experience more well-being outcomes during play with resulting products: autonomy, competence, creativity, relationships, and more, which can lead to engagement, joy and children who thrive.
- **Improve risk management:** Mitigate product risks related to child safety and harm, as well as negative publicity.
- **Improve recruitment,** retention and the motivation of employees, as well as ongoing professional development of all team members in emerging trends and best practices. Be aspirational as an employer, as well as a brand.
- **Attract investors** by building trust, a competitive advantage, and understanding of the current social impact discourse in online gaming in general, and for families specifically.
- **Contribute** to developing industry standards of more positive and inclusive online gaming and set an example of successful products that deliver both outstanding gameplay and support children's well-being – raising the bar for all.



The RITEC project

The Responsible Innovation in Technology for Children (RITEC) project is a collaboration between UNICEF and The LEGO Group and funded by The LEGO Foundation. The RITEC-8 framework, developed with children from around the world, maps how the design of children's digital experiences affects their well-being and provides guidance on how design choices can promote positive well-being outcomes.

The RITEC Design Toolbox was co-created with online gaming design teams from around the world and based on the RITEC research to create **useful and easy-to-use guidance for designers of digital play**. It includes a list of relevant game-design features, examples from apps and games, supporting design principles and digital play drivers.

Bottom line: The ROI on designing products in a way that supports children's well-being is clear: By investing time upfront to learn about and incorporate these ideas into design and development processes, businesses will enjoy the rewards of better digital play products, an engaged, appreciative and trusting audience, and long-term development of brands.

Incorporating well-being into digital products for children can save on costs (retention and recruitment), increase revenue, and differentiate businesses as leaders on this topic.

We hope you will join us in shaping the future of digital play for children!