



# SAIFAH: The Flood Fighter



## Educational Mobile Game on Disaster Risk Management

<http://www.floodfighterthegame.com>

### Model / Concept

- **KEY SURVIVAL LESSONS** FOR ALL PHASES OF DISASTER

BEFORE



### 1. Preparedness

DURING



### 2. Survival

AFTER



### 3. Recovery

- Key learning drawn from **real-life context**
- Players learn along the journey with **Saifah**
- Learn through **trials and errors**

### Quick Facts / Background



The 2011 deluge in Thailand had caused **\$40 trillion** in damage



Exposed the need to **raise awareness on Flood Safety**



World's **first flood disaster educational game**

### Impacts



**260K** Downloads



**5** Languages

- TH
- EN
- IN
- FR
- KO



Downloads peak every **RAINING SEASON**

### Special Features

- ★ **VIRTUAL REWARD TO ENCOURAGE REPETITIVE PLAY**



**ACHIEVEMENT BADGES**

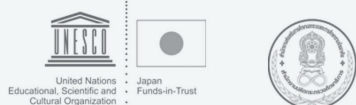


**HIDDEN "BOLT" TO COLLECT**



**BEST MISSION ACCOMPLISHMENT**

Partnership



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