Stargate
within EU Green Deal

Project Fact Sheet

SAF gamification

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement GA101037053

01 BASIC PROJECT INFORMATION

Project name	SAF gamification
Partners involved	Budapest Airport's IT, Communications, Sustainability, EU Funding and Airport Fuel Supply teams
Implementing airport / site	Budapest Airport
Period tested	Procurement began in March 2025. Implementation started in September 2025, with development completed in early 2026.
Project lead / contact	Budapest Airport

02 OBJECTIVE

What are we trying to solve or tackle with this project?

The project developed an accessible gamification tool to raise awareness of Sustainable Aviation Fuel. It guides users through the SAF lifecycle; from household collection of used cooking oil to refining and aircraft fuelling, using interactive content, quizzes and rewards to make technical information easier to understand and encourage engagement.

03 APPROACH (HOW WE TESTED)

Test set-up & method

Budapest Airport defined the key SAF messages, user journey and engagement objectives before appointing an external developer through competitive tender.

The resulting tool combined three information rounds with interactive quizzes, graphical assets, UX/UI design and a daily reward mechanism. It was hosted on the airport website for direct public access.



Risks & mitigations

The main risks were procurement delays, technical faults, low participation, unclear SAF messaging and reward-management problems.

These were addressed through defined functional requirements, device testing, simple content, stable quiz logic, campaign promotion and monitoring of the incentive mechanism.

Future replication should also include language and content localisation.

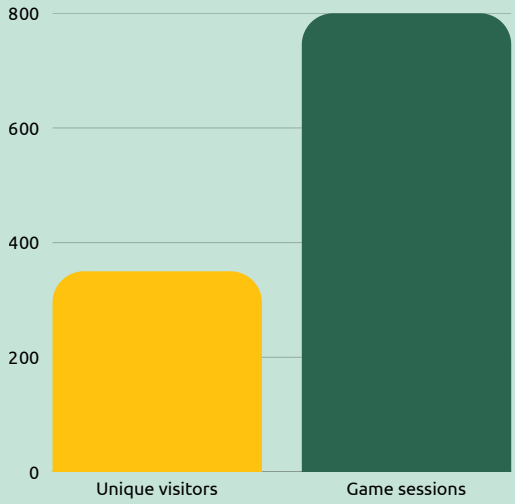
04 RESULTS & IMPACT

Key results

The project produced a browser-based SAF game hosted on Budapest Airport's website, accessible across devices without installation.

It explains three stages of the SAF lifecycle: household collection of used cooking oil, refining and aircraft fuelling. Interactive quizzes and daily rewards support participation.

During the first two months after launch, more than 350 unique visitors generated over 800 game sessions.



05 RATINGS (QUICK ASSESSMENT)

Deployment Approach

How standardised is the solution: can it be deployed off the shelf, or does it require extensive customization?

Off The Shelf — Custom-Built

Investment Magnitude

From low-cost deployment to major investment.

Low Investment (less than €10k) — High Investment (more than €15mio)

OPEX ■ □ CAPEX

Sector Readiness

From non-existing or emerging standards, regulations, and certification pathways to fully established industry practices.

Emerging Framework — Established Framework

Innovation Maturity

How does the solution score in terms of maturity, from low TRL experimental/pilot-stage to high TRL market-ready.

Experimental — Market-Ready

Operational Impact

Does the innovation deliver targeted improvements or rather drastically transform processes and/or operations.

Incremental Improvement — Transformational Change

06 NEXT STEPS / RECOMMENDATION

Recommendation

Retain the game as a transferable SAF-awareness tool. For other airports, localise the language, examples, rewards and campaign messages, while preserving the simple three-stage structure.

Treat users, games played and winners as final engagement outcomes, without claiming wider behavioural or emissions impacts.

Next steps

Collect user feedback and quiz results where possible, then assess whether the tool is suitable for adaptation at other airports.