



ESG
Gaming

iGaming
Careers



Strategy Away Day

Tuesday 13th September 2022



Outline plan for the day

10:45 | How have we got here, key questions & actions (Lead: Lee)

11:00 | Overview of esports ecosystem, discussion, Q&A (Lead: Sam)

11:30 | Mission, Vision, Brand & Values discussion (Lead: Chris & Lee)

12:30 | Lunch

13:15 | SWOT, PESTLE & Enabling Actions discussion (Lead: Lee)

15:00 | Recruitment of further NEDs & esports advisory group (Lead: Sam & Lee)

15:30 | Media plan & events discussion (Lead: Chris & Sam)



Key questions & actions

Define Mission,
Vision, Brand and
Values

Define Initial
products, KPIs &
timelines

Key marketing
messaging, media
and events

Define NED &
Advisory Group
recruitment plan

Your
appointments
to the board –
media plan /
announcements

New date for
Customer Insights
Day, ToC planning
and future Board
meetings



Current Mission, Vision & Values



Our Mission

- ESG Gaming's mission and social purpose is 'enable sustainable development of the igaming sector for the benefit of the public whilst reducing gambling related-harms'



Our Vision

- Our vision is 'the igaming sector is a leader in the post pandemic recovery and epitomises social responsibility, sustainability and harm-minimisation globally'

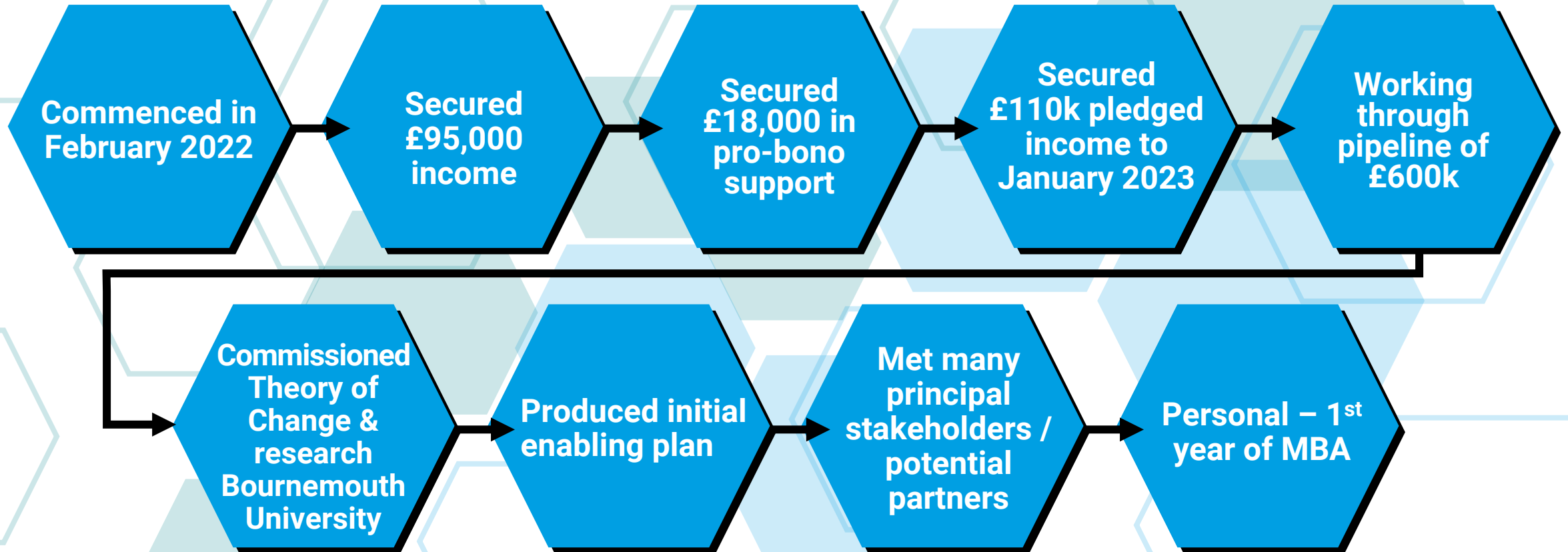


Our Values

- **We are gracious:** demonstrated by our courteous, kind, and pleasant manner.
- **We are authentic:** driven by Lived-Experience to reduce gambling-harms.
- **We are humble:** we never over-state and listen to the views of others.
- **We are determined:** to demonstrate our impact of reducing gambling-harms.



Journey so far





Web 3 platform for esports players and fans (ages 18 to 25yrs) and their parents

- Create a Web2 platform, to enable us to pilot and externally evaluate the relevance of our educational content and its impact on the thinking, attitudes and behaviors of esports players, fans and their parents.
- Our Web2 platform will contain information on mental & physical health; diet & nutrition; financial capability and in game microtransactions; Non-Fungible Tokens and emerging tech; mindfulness; safer gambling, and links to the NTS.
- Our Web 2 platform is Safer Gambling partner for esports events.
- Using this knowledge, evaluation and insight we will then create an immersive Web3 platform in 2024.



Research Brief

- The differences between Web2 and Web3 gambling.
- An analysis of the specific Web3 gambling features, platforms, activities and experiences
- Considerations of the different types of customers, the customer awareness, and how this might influence play / betting
- A contrast between the context of gaming and gambling with other Web3 activities and platforms

The Research report will make suggestions about future developments including risks, challenges, and opportunities, in the context of gaming and gambling. Such as looking back and looking forward to technological development, platform participation and customer & platform behaviour (i.e. Twitch, Meta, Google, YouTube).

A synthesis would be created, with potential recommendations around safeguarding customers based on customer behaviors and trends.

Finally we would undertake a literature review and content analysis to collate information about:

- Web2 and Web3 gambling – future trends
- The specific challenges risks and opportunities for customers, operators and regulators.
- Context and examples of gaming and gambling on emerging platforms, such as Twitch
- Other activities in Web3 to compare to gaming and gambling.



Igaming Careers

ESG Gaming will raise aspirations of those living in vulnerable communities by working with housing associations to provide residents with in-depth initial training, qualifications and guaranteed job interviews to people who wish to enter the igaming sector as a job or career.

We will focus particularly on 18 – 26yrs from under-represented groups who wish to enter the igaming sector via a full-time apprenticeship. Our initial training will last up to twelve weeks and provide a purposeful introduction to the igaming sector and careers available; job readiness training; a safer gambling qualification; a work taster / placement and be remunerated at the level of the Living Wage.

Additionally ESG Gaming will work to achieve Ofqual recognition to become an External Quality Assurance (EQA) provider of apprenticeship End-Point Assessments (EPAs).



Tentative Programme

Content	Delivery method	Guided Learning Hours	Tentative Learning Aims
Week 1:			
Introduction to sector	Face to face / 121	2	Build knowledge of sector
Tour of operator & introduction	Face to face	5	Build knowledge / see work environment / inspire
Group learning aims	Face to face	2	Agree learning aims individually & collectively
Group conditions of success	Face to face / 121	1	Agree success criteria
Week 2:			
Recap week 1 and review learning	Face to face / 121	2	Ensure learning in embedded
City & Guilds Safer Gambling Course	Digital	8	Understand safer gambling approaches
Week 3:			
Recap week 2 and review learning	Face to face	2	Ensure learning in embedded
Career opportunities	Face to face	5	Understand which type of work has most interest
CV coaching		3	Update CV and make relevant for sector
Week 4:			
Recap weeks 1 - 3 and review learning	Face to face / 121	2	Ensure learning in embedded
Resilience coaching	Face to face	4	How to cope with knock-backs in life
Customer Service coaching	Face to face	4	Improve customer service / people skills
Week 5:			
Recap week 4 and review learning	Face to face / 121	2	Ensure learning in embedded
Placement	In person	8	Receive work taster
Week 6:			
Recap week 5 and review learning & placement	Face to face / 121	2	Ensure learning in embedded



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