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ESG
Gaming

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24 October 2023

Dear **System Stabilisation Fund: ESG**

Gaming

It was nice to chat with you on Friday, 20 October. Thank you so much for your time.

As recommended, I am writing further to that Teams call and my letters dated Thursday, 28 September; Tuesday, 03 October; and Thursday, 12 October 2023. In our Teams call, we discussed how ESG Gaming's funding had been affected and the thorough and systematic approach we are taking to both (i) establish ESG Gaming and the niche area that our organisation wishes to focus on and (ii) the rollout of educational and population prevention products, in a way to minimise duplication already happening in the sector, was helpful. As discussed, we have taken this approach to ensure that our contribution to the Research and Prevention strands of RPT is evidence-led, guided by policy, externally evaluated and of the highest quality.

In this letter, I ask if GambleAware would consider a grant of £87,294. We have set out below the proposed budget and deliverables as requested.

Deliverables

Based on our original proposal to the System Stabilisation Fund, ESG Gaming's vision is to *ensure that consumers possess the skills, knowledge, resilience, and tools to engage with digital technology in a safe, responsible, positive, and inclusive manner.*

Our strategic priority is advancing Research and Prevention, specifically gateway gambling products. Organisationally, we focus on (i) esports (and gaming) and (ii) Web3 (metaverse), both as gateway products.

ESG Gaming is a trading style of ESG Corporate Community Interest Company, Registered Trademark: UK00003764602

Regulated by the Office of the Regulator of Community Interest Companies & Fundraising Regulator

Company Registration Number: 13566221 | VAT registered number: 391 4171 96 | Corporation Tax reference number: 75315 26940
Apprenticeship Gateway, account ID: JNK6NK | UK Register of Learning Providers: UK Provider Reference Number (UKPRN): 10091637



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New forms of immersive technology, such as the metaverse and the popularity of gaming, have been suggested to appeal to Children and Young People (CYP). It is speculated that hybrids in gambling and gaming (i.e. gambling mechanisms in gaming) will continue in these technologies. Therefore, our external academic research and literature review, support and educational resources for people who support CYP is needed, particularly for parents/guardians. Our work aims to develop awareness and knowledge of these technologies to help parents/guardians and to provide wraparound care for all involved with signposting to the NGSN.

Having worked in the gaming and metaverse space for almost two years, having met many of the principal stakeholders, and having studied this space as part of my MBA, it is very different to gambling. How an organisation approaches prevention activities, engages stakeholders and the consumer gaming community to minimise gambling harms is one key difference.

Over the past year, we have been working towards launching a virtual environment aimed at parents/guardians which provides information specifically on such things as;

- Parental controls and how to minimise general harm;
- Information on how emerging technology can affect mental & physical health and how to minimise these harms;
- Understanding of non-fungible tokens, microtransactions and safeguards available;
- NGSN signpost information.

As discussed, two schools of thought exist to create this virtual environment. Either (i) create it in an immersive web3 platform immediately, or (ii) create it in a web2 platform initially. Following our conversation, our partners and I have been discussing this in-depth this week, and we feel we can pilot a blended approach. That way, we can academically evaluate both approaches (which would form part of a second application to the System Stabilisation Fund when it re-opens in November as this is a continuing piece of work). Therefore, we propose to deliver the following:

Output	Outcomes	Timeline
Build/test an immersive web2/web3 platform where parents can access immersive awareness materials.	Parents/guardians have the appropriate information to increase their knowledge and awareness of the following: <ol style="list-style-type: none"> 1. Direct hands-on experience with emerging technology platforms their family members are using; 2. Awareness of hybrid products (gaming and gambling) and their potential harms; 3. Information on parental controls and how to minimise potential harms; 4. Information on how emerging technology can affect mental & physical health and how to minimise potential harms; 5. Understanding of non-fungible tokens, microtransactions and safeguards available; 6. NGSN signpost information; 7. Reach a minimum of 1,500 beneficiaries in pilot & testing and gauge initial consumer feedback to evaluate knowledge/usefulness. 8. Publish feedback in a report. 	October 23 – March 24

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Budget

To help us deliver the activities overleaf and maintain our work, we could ask if GambleAware would consider a grant of £87,294.

ESG Gaming SSF 241023 Budget v4								
Description of Exepediture	Notes	Oct-23	Nov-23	Dec-23	Jan-24	Feb-24	Mar-24	TOTAL
Salaries: CEO	50% of FTE salary. Figures are inclusive of employers tax, pension etc.	£4,073	£ 4,073	£ 4,073	£ 4,073	£4,073	£ 4,073	£24,438
Salaries: Director of Education	50% of FTE salary. Figures are inclusive of employers tax, pension etc.	£2,971	£ 2,971	£ 2,971	£ 2,971	£2,971	£ 2,971	£17,826
Salaries: UX Designer	50% of FTE salary. Figures are inclusive of employers tax, pension etc.	£2,587	£ 2,587	£ 2,587	£ 2,587	£2,587	£ 2,587	£15,522
Sub Total								£57,786
Development	£500pcm per employee on average per month for internal / external meetings and co-working development days. Calculation: £500pcm x 3 = £1,500 per month for three employees x 6 months = £9,000	£1,500	£ 1,500	£ 1,500	£ 1,500	£1,500	£ 1,500	£ 9,000
Insight	Materials for Community engagement & insight sessions (notepads, flip charts, lunch, pens, resources etc). Bi-monthly community engagement and insight sessions with CYP and parents.		£ 500		£ 500		£ 500	£ 1,500
Engagement	Community engagement and insight sessions. Plan to run these bi-monthly with 20 delegates at each session (delegate travel £15 per person, lunch £10 per person, £60 payable to each person). Calculation: £85 per person x 20 people = £1,700 per session		£ 1,700		£ 1,700		£ 1,700	£ 5,100
Venue hire	Venue hire for community engagement and insight sessions. Calculation: £250 per session		£ 250		£ 250		£ 250	£ 750
Licenses	Office, Adobe, VR Licensing for each laptop x 3 (employees). Calculation: £1,400 per laptop in total made up of £140 Office, £380 Adobe, £80 Norton, £800 VR x 3 laptops = £3,000. Plus annual licensing costs for access to metaverse for build and testing £12,000 as an annual cost, therefore £6,000 for six months. Total £9,000. These are up front costs	£9,000						£ 9,000
Sub Total								£25,350
Contribution to core	10% Contribution to core costs (to cover insurance, accounting, DBS, marketing etc)	£ 693	£ 693	£ 693	£ 693	£ 693	£ 693	£ 4,158
GRANT TOTAL								£87,294

We hope this letter is helpful and that there might be an appetite to reconsider how we might work together.

Thank you so much for your time, and I look forward to hearing from you.

Best wishes



Lee Willows

Exec Chair & Founder

For and on behalf of ESG Gaming

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