

ESG Gaming: Strategic Planning Day Summary notes and action log



ESG
Gaming

Aim

- fully understand the individual contributions we will all make to achieving our priorities and who the owners are.
- discuss and agree on our deliverables and priorities for the remainder of 2024/25.
- enjoy some time together and plan out the next steps.

Proposed Owners

- James FM: *Educational content thinking/strategy, recruitment of delegates and delivery.*
- Nath: *Virtual Reality content thinking/strategy.*
- James D: *Income from the gaming sector and assist with research thinking/strategy.*
- Lee: *Income from the non-gaming sector, parliamentary engagement, organisational strategy, governance.*
- Sam/Chris: *NEDs – focus on Comms and the thinking/strategy around Esport teams and tournament sponsorships.*
- Maya / Aman: *Research and Insight thinking/strategy and delivery. See the action point below.*

Everybody (except Maya & Aman) above has a contract with ESG Gaming to support this work.

ACTION: Lee will speak with Maya & Aman about the research to build a contract.

ACTION: Lee & James FM to speak with Odee to understand specifically where he might support.

We are not short on people who want to kindly support the work of ESG Gaming, Lee & NEDs will keep this under review as income is secured and mindful of capacity.

ESG Gaming Mission

ESG Gaming is a passionate advocate of **emerging technology** and is committed to working alongside the **digital entertainment** sectors to ensure the experience is **open, inclusive and positive** for all consumers and stakeholders.

ESG Gaming Products

* THE DOME and SILVER ESPORTS by ESG Gaming

Collaboratively deliver workshops across the UK to reduce loneliness and social isolation; reducing the risk factors for dementia and provide an alternative, drug-free prescription for depression among those ages 50 years and over.

*RESEARCH HUB by ESG Gaming

Collaboratively produce and disseminate insight and thought leadership around emerging research themes, including gaming for good, harm minimization, dark markets and the metaverse.

*POSITIVE PLAY by ESG Gaming

Collaboratively produce information, education & Awareness for parents, esports team, Gaming & Social Influencers.

*- working product title

ACTION: Lee (all) Agree on product titles.

ACTION: James (all) – Agree on an alternative name for ‘workshops.

Proposed top-level, summary KPIs

Summary KPIs for the remainder of 2024/25:

KPI	YTD progress 05/09/24	Timeline	Owner
Financial			
Bank minimum of £350k in donations	Pledged: £60k (LW) Pipeline: £1.5m (LW)	By 28 June 2025	LW/JD
Operational			
Deliver 16 x 4hr workshops	N/A	By March 2025	JFM

Reach 10,000 beneficiaries	N/A	By 28 June 2025	JFM
Betting Operators / Esports Teams - accredited teams and sponsorship brokerage idea	N/A	By 28 June 2025	CJ/SC/JD/LW
Research			
Publish two substantive research papers (Black Market plus one other).	N/A	By 28 June 2025	LW/JD/MJ/AG
Research Group established	N/A	By 28 June 2025	CJ/SC
Misc			
Consider & recruit a President / Patron for ESG Gaming	N/A	By 31 March 2025	LW
Consider the mechanics for a Clinical Trail	N/A	By 28 June 2025	LW
Attend eight global conferences with booth, speaking	<p>Currently confirmed.</p> <ol style="list-style-type: none"> 1. Sept 24: ESI Lisbon (LW). 2. Sept 24: Immersive IRE (LW). 3. Sept 24: Cambridge Tech Week (JFM). 4. Oct 24: Web Summit – Lisbon (LW). 5. Jan 25: ICE Barcelona (LW). 6. Mar 25: Digital Healthcare Show (LW). <p>TBA (confirm if the audience is suitable for ESG Gaming).</p> <ol style="list-style-type: none"> 1. Jan 25: EAG 2. Jan 25: Bett 	By 28 June 2025	LW

Organise one Parliamentary event (possibly to showcase research)	N/A	By October 2025	LW
Commission and publish the initial evaluation of delivery	N/A	By 28 November 2025	LW
Build an esports players and creators contact database	N/A	By 28 November 2025	SC/JD/NE

ACTION: Lee (All): discuss and agree these deliverables.

Product discussions:

SILVER ESPORTS by ESG Gaming: Intro to the esports / VR workshop content, discuss and agree on content and marketing approach to fill workshops.

JFM gave an overview of workshop content and recruitment. Questions and actions arising for JFM to consider:

- Consider an alternative name for ‘Workshop’.
- Consider how we define the workshop's purpose and how it ties into the ESG Gaming mission.
- Consider producing a targeted marketing plan to attract the correct audience to workshops and share for input so everybody can share their contacts.
- Consider updating the / producing delivery PPT slides – to remove content as text-heavy.
- Work with Chris Bryan for any additional marketing materials.
- How do we approach the filming of workshops to capture case studies.

ACTION: JFM to consider the above.

RESEARCH by ESG Gaming: Intro to research paper content by Maya & Aman, discuss and agree research priorities.

MJ and AG gave an overview of the literature reviews they completed.

Questions and actions arising for LW/JD/SC/CJ (MJ / AG) to consider:

- The group discussed the difference between literature reviews and research papers. Consider topics for two authentic research papers.
- MJ/AG shared how literature reviews were structured (i) loneliness, (ii) depression, and (iii) dementia and the research hub were shared to demonstrate a user-friendly and accessible approach.
- Consider how future research is structured to ensure we remain on mission. Ideas we discussed (which ultimately will be led by funding include: EDI & inequality in esports / Active esports & gaming, including esports in the Olympics - this includes physical health alongside mental health / Protections for young people / Information for Parents / Professionals / Green energy & green gaming
- The group discussed how ESG Gaming might balance research, examining challenges alongside the positive aspects of gaming/tech.
- Data collection was discussed: LW/MJ to share ideas for input.

ACTION: LW/JD/SC/CJ to consider the above.

POSITIVE PLAY by ESG Gaming: Discussion around approaches to consumer protection and sponsorship opportunities for grassroots teams

SC and LW gave an overview of the betting x esports sponsorship product idea. SC, CJ, JD and LW will lead this piece of work and were asked to:

- Repurpose the paper shared based on feedback, discussing and looking at how ESG Gaming can position ourselves to drive revenue from betting sector in different ways with that in mind, than the accredited teams and sponsorship brokerage idea (SC,CJ,JD,LW)
- In meantime & lower hanging fruit, if we focus on building out a case study of one team and aligning them with, that is maybe best course of action (SC,CJ,JD,LW).
- IP considerations were discussed (JD).
- How is our approach to education (for Parents) different (LW).
- How do we keep all stakeholders onside when working across different sectors (LW,SC).

- How do we work with Influencers (LW)

ACTION: SC/CJ/LW to consider the above.

THE DOME by ESG Gaming: Intro to the updated DOME and all to experience VR, discuss and agree content, future developments and deployment.

NE shared the DOME. Questions and actions arising for NE consider:

- How we might resolve the connectivity issues, which were experienced (again) on the day.
- Consider how we define the DOME's purpose and how it ties into the ESG Gaming mission.
- What are the plans to develop the DOME and overall strategy.
- How might we host live events.
- How the DOME links to the work of Swansea Uni, Istanbul Uni, other unis, XR/Fanport + Meta, and Antstream. How might we start to bring all the dots together.
- Might ESG Gaming loan headsets to private health care providers – what does this look like, purpose, scale, costs etc?

ACTION: NE to consider the above.

Miscellaneous

General ESG Gaming Contact Bank Building - For the research papers we do have available to download, amend the site so we can collect names, emails, companies, location of those downloading, sooner we do this the better so we can start building some good contacts and knowing who we are reaching. Worth including a note around downloads permitting us to contact them too so if we wanted to start a newsletter at any point.

ACTION : Lee

Chris' idea regarding ESG Gaming leading on building an esports players and creators contact database is excellent.

ACTION: SC, JD and NE

Other actions

ACTION: LW to share the fundraising pipeline.

ACTION: All – Consider ESI Lisbon and establish pre-meetings (JFM to aid with delivery / JD to aid with gaming income / NE to aid with VR / LW to aid with gambling income).

ACTION: SC to set up Slack for Group Messaging.

ACTION: LW to share access to One-Drive.

ACTION: LW to circulate the next couple meeting dates.