




The image features a blue background on the left with a pattern of white-outlined hexagons. On the right, there is a pink area with a pattern of white-outlined food and drink icons, including a fish, a burger, a drink, and a carrot. A large white 'ESG' is centered in the blue area. Below it, the text 'Group meeting 4th September 2024' is written in white. The overall design is modern and clean.

ESG

**Group meeting
4th September 2024**

Commercial

3 areas - Research, Awareness, Action

-  New areas of research
 - Funded by partners who will benefit
 - Economic and commercial impact
-  Awareness
 - Consultancy, events, public speaking, specialised reports, workshops
 - ESG creates media value in partnership
-  Research into action
 - Create opportunities to put research into practice through partnership funding
 - Sponsored support programs, consumer choice contributes to impact



New research

Green Energy

- Younger generations unhappy with climate change
 - 70% extremely worried about effects of climate change and lack of action, betrayal
- 90% believe climate change should be part of education
- 45% feel climate change negatively impacts their daily lives
- Gaming is a power-intensive industry
 - 15 million tonnes of CO2 annually, 32tWh in US (5 million cars)
 - Playing for the Planet Alliance messaging in games about climate change
 - 57% would support gaming companies that chooses sustainability
 - 10% growth, 3.7bn gamers
 - Players through developers and service providers
- Early notion of action
 - Greenbit (show pitch deck)
 - Greenpeace
 - Energy saving products / consumer savings



Other areas/ideas

UKIE

AR / Fanport

UK Therapy Guide

Greenbit

Commercial partners

Safe gambling

Hado/Istanbul Uni

Olympics Esports

Inclusive esports (EDI)

Young gamers/mental health

Online safety

Fair access / universal playing field

(Gaming sustainability)

(Active Gaming)



Research matrix

Research topic	Partner(s)	Impact
Gambling dark web	Tournament + gambling	Safe and fun gambling
Loneliness	Blue chip (google) + charity	Use of technology, awareness
Esports social change	Councils, local partner (supermarket)	Connecting players
Depression	Health provider (insurance) + charity	Access, guidance, events
Dementia	(as above)	(as above)
Green energy	Developers + blue chip + energy provider	Eco-gaming

