



March 21-25, 2022
San Francisco, CA

Good Deeds Through Gaming - Integrating Features to Address Climate Change

#GDC22



Hello, I'm Hunter Bulkeley



ASTROKINGS



SPONGEBOB



TERRAGENESIS



WARHAMMER

500k trees planted via in-game feature



TerraGenesis

New York City, US

Use real science from NASA to cultivate life on desolate planets. Can you settle the stars?

tiltingpoint.com/



7.5t
of carbon reduction



535,288
trees in their forest





Leverage F2P techniques to benefit a cause **profit neutrally**

1. How to choose the **Cause** and **Partner** for your game
2. What you need to consider when **building out a social impact feature?**
3. How to **communicate** with the players?

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The Cause & Partner

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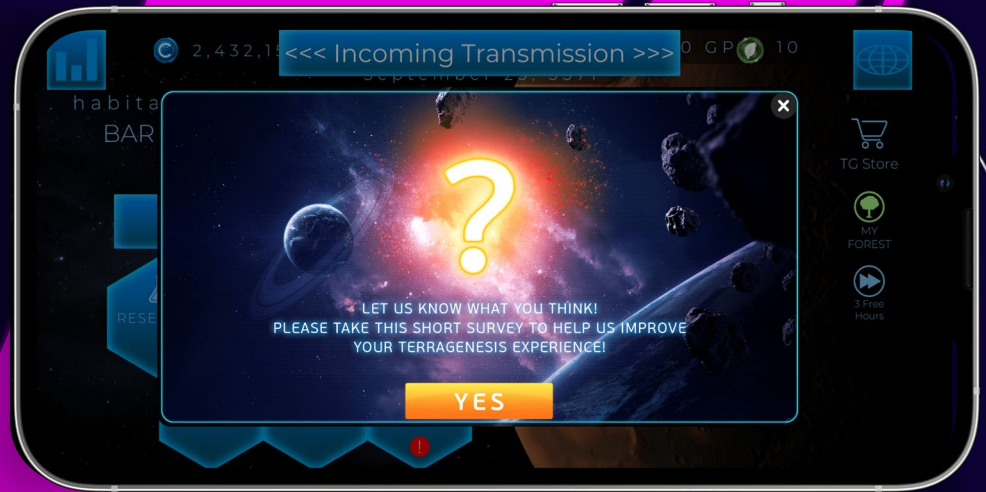
Selecting the Cause

- Many good causes in the world
- **Not about what you want to support**
- **It's about what your players want to support**

Selecting the Cause - Survey

Easiest way to find out
what your players want:
ASK THEM

- Run an in-game survey
- Poll on social pages



Selecting the Cause - Thematic

Players already care about the game's theme, use it.



TERRAGENESIS



**SPONGEBOB: KRUSTY
COOK-OFF**



Once you have a cause, you need a partner

You are not equipped to deal with:

- Government regulations
- Permits
- Local advocacy groups
- Mass producing food

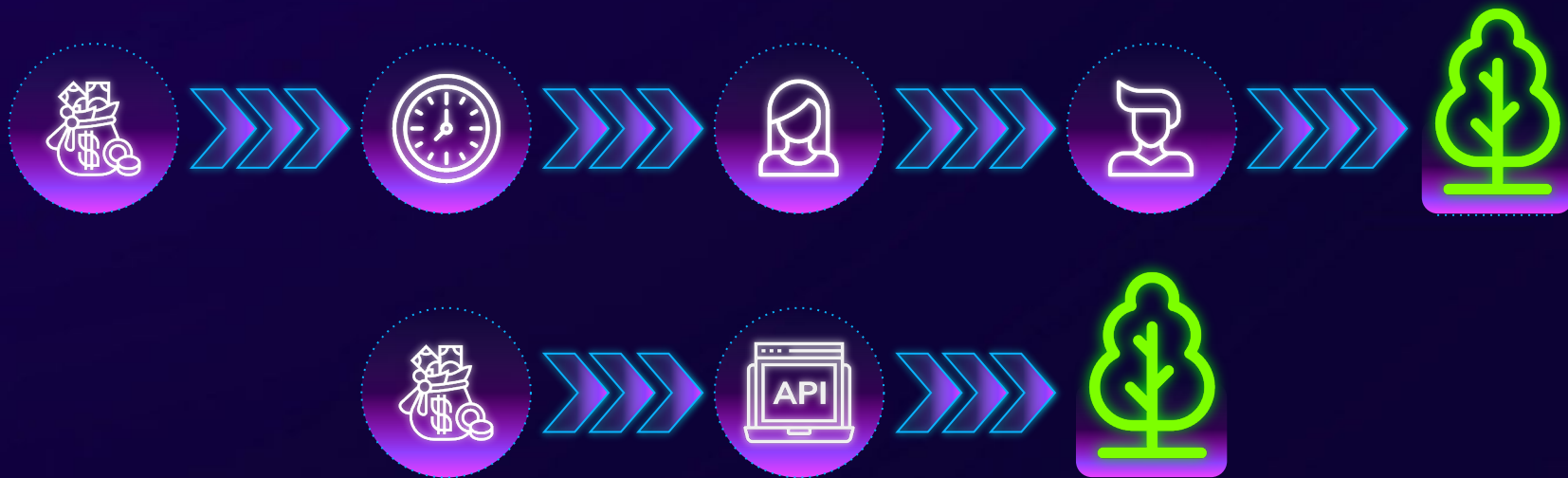
**You need to find a partner whose sole job is
leveraging capital towards a cause.**



Find the Right partner – Maximise Impact



Find the Right partner – Logistics



Ecologi – Maximise Impact

Mangrove planting:

- Absorb large amount of carbon once mature
- Unlikely to be impacted by wildfires/natural disasters
- Create habitats, reinforce sediment, protect coastline

Work with local communities to ensure longevity of trees



page 13

page 13

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page 13

Ecologi - Direct Relationship

Ecologi has an API that we can plug directly into our game.
When a player completes an action in the game, the impact is immediate.
Requires little upkeep on our end.



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The Feature

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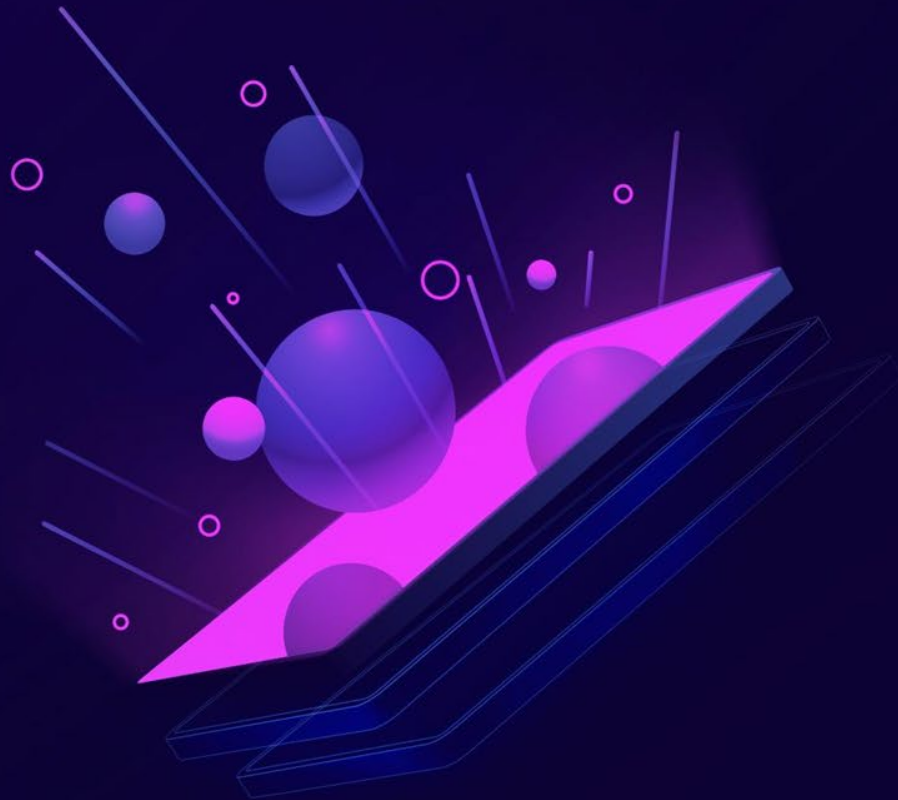


Fit it into your Game

There are two options:

Permanent Feature

Limited Time Event



Integration - Limited Time Event

Utilize your existing
live ops infrastructure

- How do you run normal events?
- What other existing features could repurpose?



Limited Time Event – Content

Brawl Stars

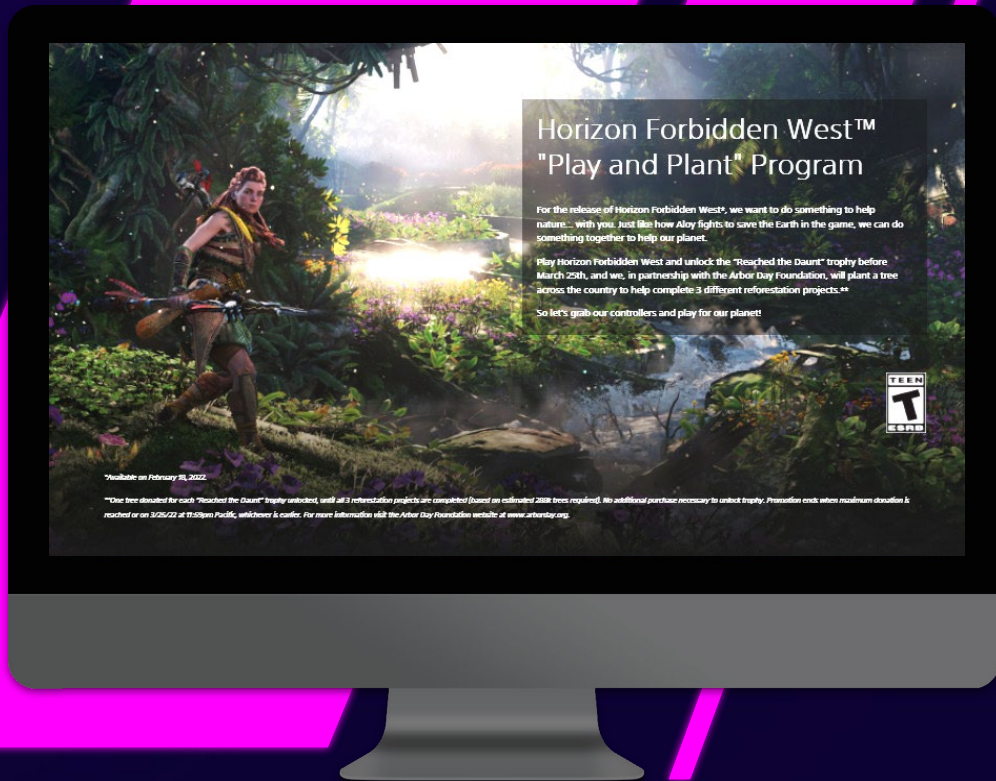
- Skin for Purchase: 80 HC (\$4.99)
- Fits within existing Content pipeline
- Donated **85% of revenue** to help Australian wildfires
- 2 month duration



Limited Time Event - Achievement

Horizon Forbidden West

- **Plant a tree** for each player who completes *"Reach the Daunt"* (finish tutorial)
- 1 month duration



Integration – Permanent Feature

Follow the same procedure as all features

- What player need does this feature fulfill?
- How does it fit in the player loop?
- What KPIs is it targeting?

Integration – Permanent Feature - TerraGenesis

Plant Tree Button

Carbon Impact
Currency

Reward tracker

Changing Background
based on Number of
Trees planted



Total Trees planted

In-Game Rewards
for planting

In Action

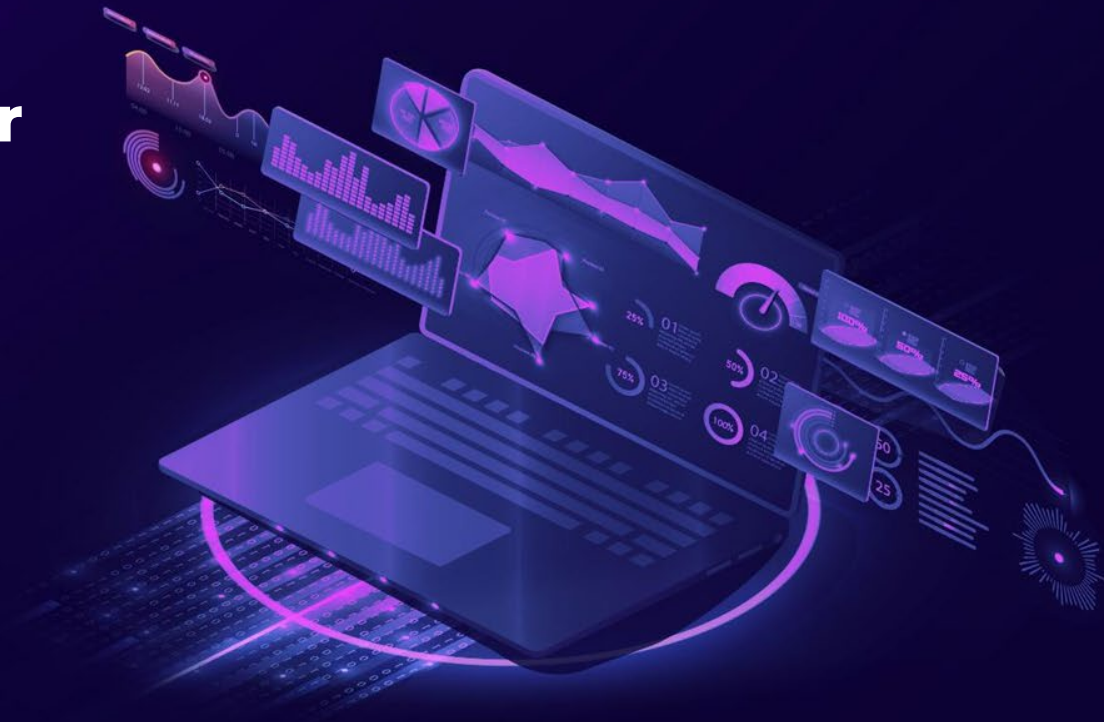


Leveraging the User

Goal is to be profit neutral

Direct Monetization

Engagement



Leveraging the User

Direct Monetization

- Tie to IAPs and Ads.
- A certain % of all IAPs/Ads or only specific ones
- Guaranteed to mitigate any direct costs to you.
- **Main Risk:** cannibalization of existing IAPs/Ads



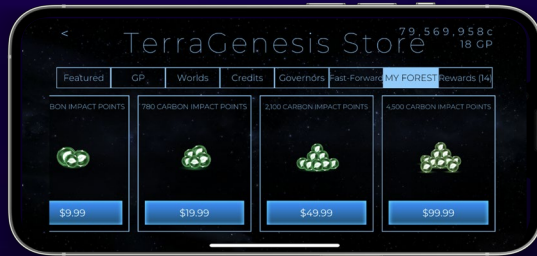
Integration - Engagement

- Tie to milestones or events in game
- Reward players with charity instead of in-game rewards
- Retention and difficult events can prove in-direct monetization
- **Main Risk:** lack of direct monetized return



TerraGenesis – Acquiring Currency

IAP



Watching Ads



Limited Time Events





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The Messaging

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Players have a lot on their minds

- Communication is key for any feature
- Need to communicate this impacts the **REAL WORLD**

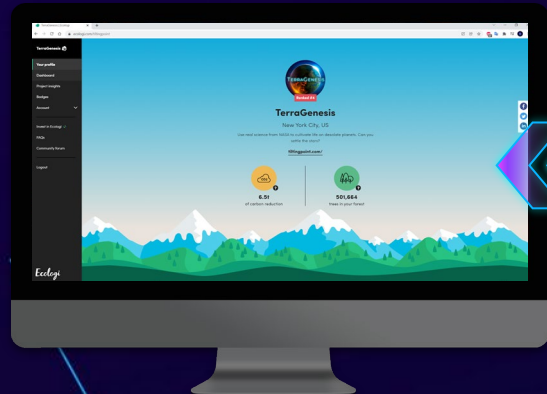


Messaging - Tips

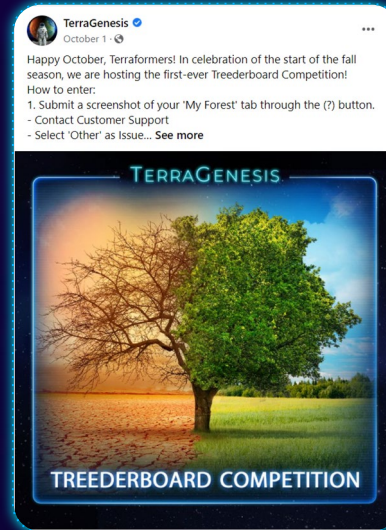
- **Tutorialise** the feature
- **Reinforce** with notification badges
- **Direct User** outside of the app
- **Leverage** Social channels
- Repeat, repeat, repeat **the real world impact**



In Game Messaging



Social Pages





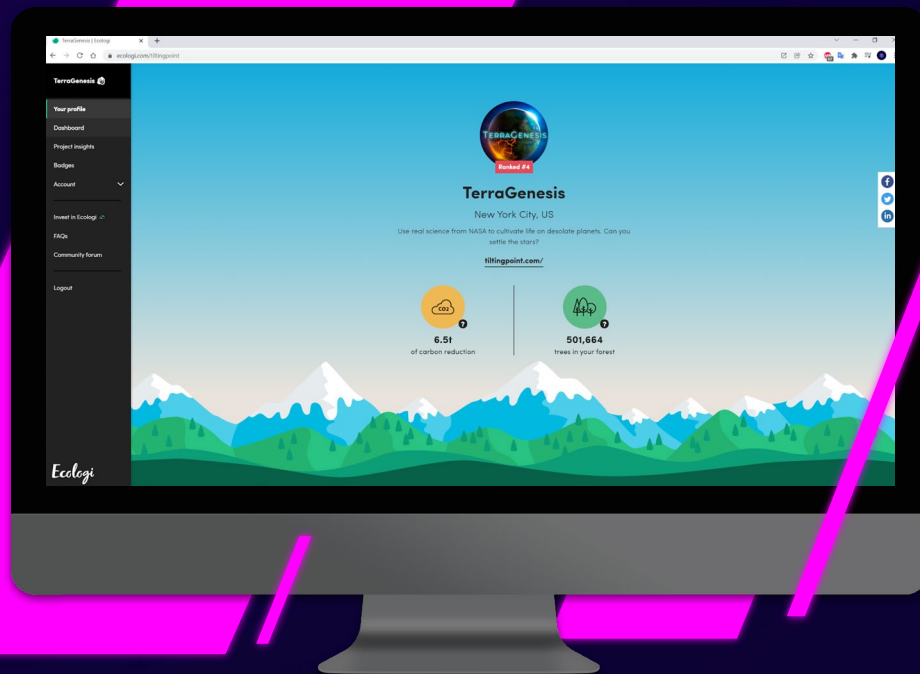
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The Results

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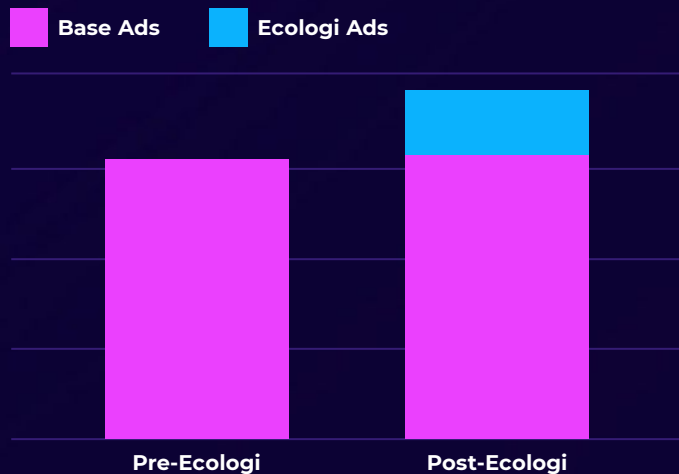
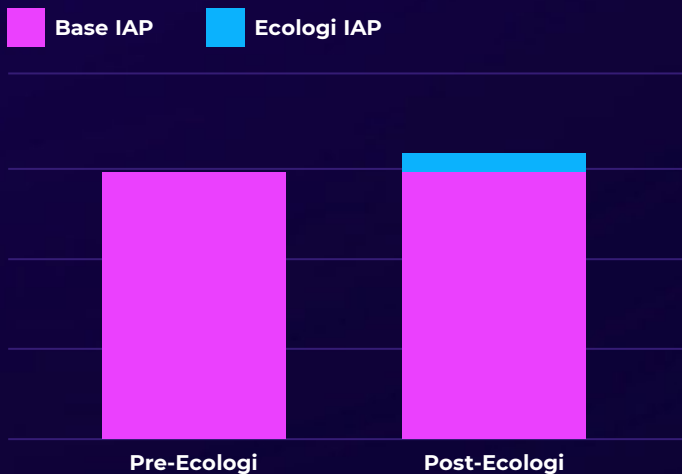


We hit 500k trees 11/30/2021

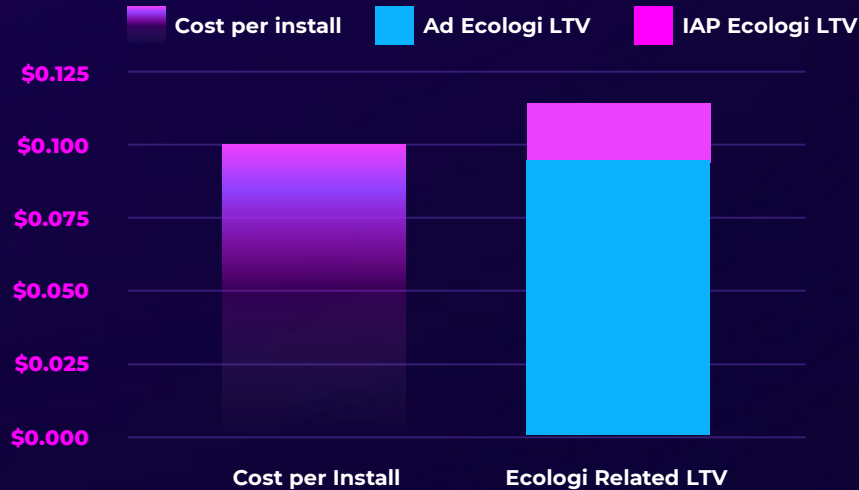


Impact on our KPIs

- Ads impacted more than IAP
- TG users more willing to spend time than money



Net Neutral Profitability



- $0.55 \text{ Trees per Install} * \$0.18 \text{ per tree} = \text{\textcolor{teal}{\$0.10 costs per install}}$
- \$0.01 per install margin for support of the game and cost of developing feature

Key Takeaways

1. **A cause your players care about**
(Surveys or Theming)
2. **A partner you can work with**
(Maximise impact & Logistics)
3. **A profit neutral feature**
(Limited/Permanent,
Monetizing/Engaging)
4. **Message it to your players**
(Tutorial, UX, Social Pages)



Questions?

Thank You!