

Good Deeds Through Gaming -Integrating Features to Address Climate Change



Hello, I'm Hunter Bulkeley











SPONGEBOB





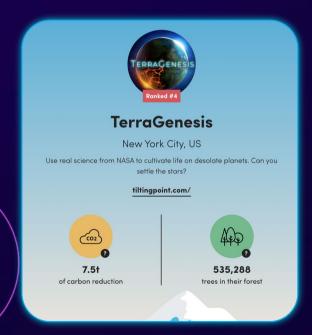


WARHAMMER





500k trees planted via ingame feature











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?



The Cause & Partner





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

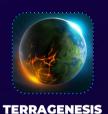






Selecting the Cause - Thematic

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













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



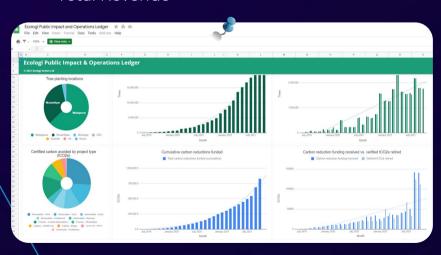




Ecologi – Maximise Impact - Transparency

Ecologi is SUPER Transparent, documenting:

- Every tree planted
- Board meetings
- All carbon offset initiatives.
- Total Revenue



1	Funding Period (Month)	Date	Total trees ordered for planting	Partner	Project	Link to Evidence
2						
3	November 2021	26 Nov 2021	578	Protect Earth	Reforesting with Landowners Around the UK	https://drive.google.com/file/d/1AflsqFet_4GWwoXUZnAo_l6e2Y8ul4;G/view?usprisharing
4	October 2021	30 Nov 2021	15,000	The Future Forest Company	Reforesting Dairy, Scotland	https://drive.google.com/file/dr16Eg9YtBPjc94xY-3OUvrsvsEd9uNd-WY/view/lusp=sharing
5	October 2021	14 Oct 2021	100,000	Trees For The Future	Flanting Forest Gardens in Uganda	https://drive.google.com/file/d/18UDNPw68I9FVQtv71GvYvaoEnZdogOPr/view?usp=sharing
6	September 2021	29 Nov 2021	39,507	Eden Reforestation Projects	Reforestation projects in Mozambique	https://drive.google.com/file/d/15dy-nP76kxex-HjFqXouq87eeGqnxyYh/view?usprsharing
7	September 2021	29 Nov 2021	1,737,563	Eden Reforestation Projects	Mangrove Planting in Madagascar	https://drive.google.com/file/d/17nk2aiaFCs4X8ISFQdlh-kOn50_3VcV2/view/usprsharing
8	September 2021	13 Sep 2021	14,535	The Future Forest Company	Reforesting Dalry, Scotland	https://drive.google.com/open?id=1Dy/06/uefed.jeldi?A6o-p. A-Td-ioS
9	September 2021	24 Nov 2021	2,506	One Tree Planted	Reforestation Projects in Australia	https://drive.google.com/file/d/1BeT3xXdz-4mbCeoUsi7wxEuDRb1HWEVB/view?usp=sharing
10	September 2021	24 Nov 2021	1,815	One Tree Planted	Rewilding the Appalachians, USA	https://drive.google.com/file/d/1B/kw5QlqDGp8PaoNScQp9wh7 -dc1f1g/view?usprsharing
11	August 2021	14 Oct 2021	2,371	One Tree Planted	Reforestation Projects in Australia	https://drive.google.com/file/d/142pi/2884N4Mdhi/2Qi/SGjGPu_EtDgx19T/view/usp=sharing
12	August 2021	14 Oct 2021	1,818	One Tree Planted	Rewilding the Appalachians, USA	https://drive.google.com/file/d/13br3Qb6uW8ibyhUj3RikanGlckVSNeM/view?usp=sharing
13	August 2021	15 Sep 2021	39,507	Eden Reforestation Projects	Reforestation projects in Mozambique	https://drive.google.com/open?id=18nnQuZFqXd2s8kh1tH-HGIENkVkYj5wN
14	August 2021	15 Sep 2021	1,061,820	Eden Reforestation Projects	Margrove Planting in Madagascar	https://drive.google.com/open?id=18nTc1MbRSPbl/TQ9xt-G2tYU84e1bgm
15	August 2021	15 Sep 2021	1,061,819	Eden Reforestation Projects	Mangrove Planting in Madagascar	https://drive.google.com/open?id=18mR 1GGTQCP1H3U56DLq80oUmsfQq
16	August 2021	13 Sep 2021	10,000	The Future Forest Company	Reforesting Dalry, Scotland	https://drive.google.com/open?id=1!MslgfuYVmHnBca8!HlbnoL93EyuPyn
17	July 2021	15 Sep 2021	20,833	Eden Reforestation Projects	Planting Responsibly in Bosawas, Nicaragua	https://drive.google.com/file/d/16rZ3eHyCNYnp-R1lzLL4EHpOe3FOdhmT/view?usp#sharing
18	July 2021	15 Sep 2021	39,507	Eden Reforestation Projects	Reforestation projects in Mozambique	https://drive.google.com/file/d/16s4/lalRqAlOX_p-cpOstREguA6X22Kelview/lusp=sharing
19	July 2021	14 Oct 2021	2,337	One Tree Planted	Reforestation Projects in Australia	https://drive.google.com/file/d/13lfuA2KZ8luN-UopbL70haB_vwmt5TXq/view?usp=sharing
20	July 2021	14 Oct 2021	1,590	One Tree Planted	Rewilding the Appalachians, USA	https://drive.google.com/file/d/13nCDppiU9crPP_wZpQ7b//RdWOpWlyreP\view?uspiisharing
21	July 2021	15 Sep 2021	1,515,416	Eden Reforestation Projects	Mangrove Planting in Madagascar	https://drive.google.com/file/d/16wKFzzNu/lygEb7RePCd3mdZai1EINZjc/view?uspnsharing
22	July 2021	13 Sep 2021	7,000	The Future Forest Company	Reforesting Dalry, Scotland	https://drive.google.com/open?id=1DSHu74sem?LeMdHN2V4k-qQEQa3gsj
23	June 2021	24 Jun 2021	10,000	The Future Forest Company	Reforesting Dalry, Scotland	https://drive.google.com/open?id=1alw-MMNKOXOFOogcZejiAzrhBDs-pTB
24	June 2021	14 Jun 2021	5,000	The Future Forest Company	Reforesting Dalry, Scotland	https://drive.google.com/open?id=1qSHDaUUvGCcCEkhOkV0SkKrEruqvLbyn
25	June 2021	14 Sep 2021	2,031	One Tree Planted	Reforestation Projects in Australia	https://drive.google.com/file/d/1PSOXedOSD7fstt3sS8Oh6ZiL- 4WWRmn/view?usp=sharing
26	June 2021	14 Sep 2021	1,356	One Tree Planted	Rewilding the Appalachians, USA	https://drive.google.com/file/d/1Ugucr4H4LVSQfmubA3lox4ra8shfNylview?usp=sharingg
27	June 2021	02 Sept 2021	20,833	Eden Reforestation Projects	Planting Responsibly in Bosawas, Nicaragua	https://drive.google.com/file/d/1tWRgj42L4Ztdu/Xo/DQADcc-r5p6p-CAVview?usp=sharing
28	June 2021	02 Sept 2021	39,507	Eden Reforestation Projects	Reforestation projects in Mozambique	https://drive.google.com/file/d/17x/K/gycuhsc5cC9s8cKM_w906lvLipKF/view?uspitsharing
29	June 2021	02 Sept 2021	1,479,716	Eden Reforestation Projects	Mangrove Planting in Madagascar	https://drive.google.com/file/d/18mOS8_gfZPnkWN8HPqU-fehC4UwEDqLv/view?usp=sharing
30	May 2021	21 Aug 2021	20,833	Eden Reforestation Projects	Planting Responsibly in Bosawas, Nicaragua	https://drive.google.com/file/d/13Powhb6Fxotplbv7PyF_0Kb23A4s8TVDiview?usp=sharing
31	May 2021	21 Aug 2021	39,507	Eden Reforestation Projects	Reforestation projects in Mozambique	https://drive.google.com/file/d/1/dWjCHbrpcDSqWRP4y7oUSEGwhyNrooz_/view?usp:sharing
32	May 2021	21 Aug 2021	1,564,387	Eden Reforestation Projects	Mangrove Planting in Madagascar	https://drive.google.com/file/d/10Og4N0F1IFhqVOYuWikNxx9C6gmPAZ4T/view/uspnsharing
33	May 2021	26 Apr 2021	463	Protect Earth	Reforesting with Landowners Around the UK	https://drive.google.com/file/d/TATyr8f-4sXHFwTtZQcTm4VCz3q0Ze-X/view/usp=sharing
34	May 2021	27 Jul 2021	1,925	One Tree Planted	Reforestation Projects in Australia	https://drive.google.com/open?id=1Fn4gpC2bbgxDt3AvsAg8E2Yg8tsTvHs9
35	May 2021	27 Jul 2021	1,423	One Tree Planted	Resolding the Appalachians, USA	https://drive.google.com/open?id=1qErYykQjaKwi5OBSuR6bAT60kqoZP3pb





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.









The Feature

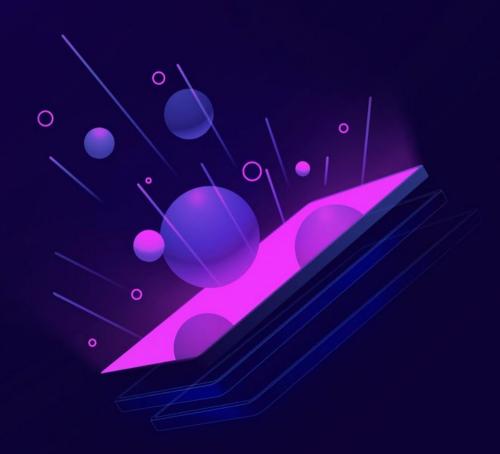


Fit it into your Game

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

#GDC22

2 month duration



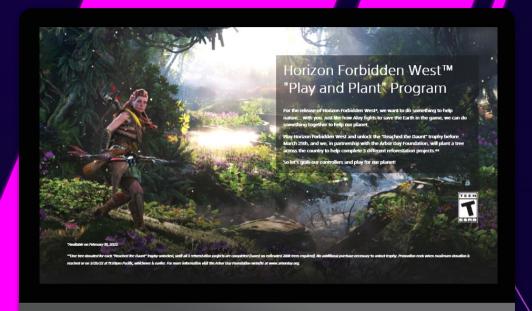




Limited Time Event -Achievement

Horizon Forbidden West

- Plant a tree for each player who completes "Reach the Daunt"
- 1 month duration







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



Integration – Permanent Feature - TerraGenesis







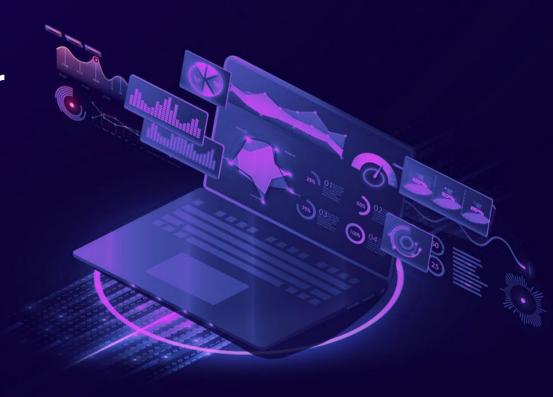
In Action







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







Limited Time Events











The Messaging



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









CONFIDENTIAL

Social Pages











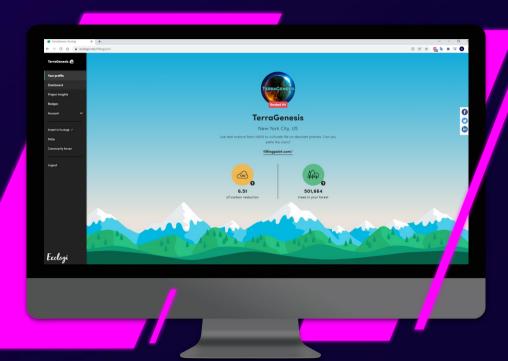




The Results



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

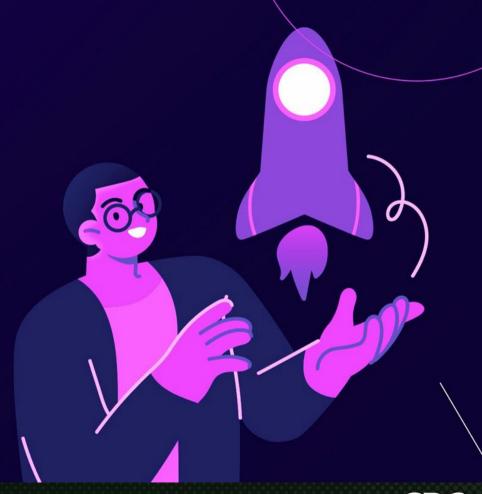


- 0.55 Trees per Install * \$0.18 per tree = \$0.10 costs per install
- \$0.01 per install margin for support of the game and cost of developing feature

Key Takeaways

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





Questions?





Thank You!



