

# HOW AR GAMES CAN INSPIRE SUSTAINABILITY

Niantic, Inc.  
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Director, Social Impact



Niantic's Mission:  
Inspire people to explore the world, together



# CHANGING THE GAME

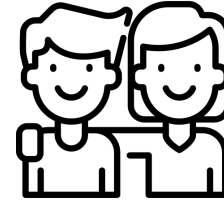
To overcome sedentary lifestyles and social isolation, Niantic created a new kind of gameplay, "Real World Games." Real world games follow three guiding principles:



EXPLORATION  
OF THE WORLD



PHYSICAL  
EXERCISE



REAL WORLD  
SOCIAL INTERACTION

## Real World Impact

100+  
national parks  
rivers and trails  
visited last year\*\*

38+  
billion km  
walked by players  
since 2016\*

600M  
friendship  
connections made  
through our games

47%  
of players  
feel motivated to  
connect w/ others\*\*\*



\*<https://nianticlabs.com/blog/adventuresync/>

\*\*<https://nianticlabs.com/blog/sireport18/>

\*\*\*<https://www.gamesradar.com/pokemon-gos-community-has-walked-23-billion-kilometers-so-far-enough-to-get-you-to-pluto-and-back-and-there-again/>

Join us online for our 9th annual fundraiser!



Presented by the Friends of the Gardens at Lake Merritt

# AUTUMN LIGHTS FESTIVAL

Bringing locally produced art to life virtually!

Sponsored by:



save the date!

OCTOBER 16-18, 2020



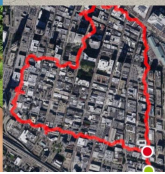
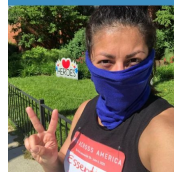
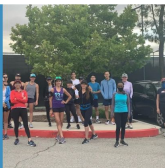
12,000  
of us ran this weekend


3,600  
Essential Workers welcomed for free

\$137,282  
raised for Feeding America

RUN ACROSS AMERICA

#RunAcrossAmerica





Niantic + Sustainability

A background image of a forest with tall, thin trees and sunlight filtering through the canopy. A large white arrow points from the left towards the right, containing the text elements.

01

## SUSTAINABILITY CAMPAIGN

Community + Niantic led in  
person or virtual events

02

## PARTNERSHIPS & COLLABORATIONS

Features, processes, &  
partnerships

03

## INTERNALLY SPEAKING

Features, campaigns, & data

04

## FORWARD THINKING

Creating clarity & productivity  
across internal teams

OUR  
WORKSTREAM

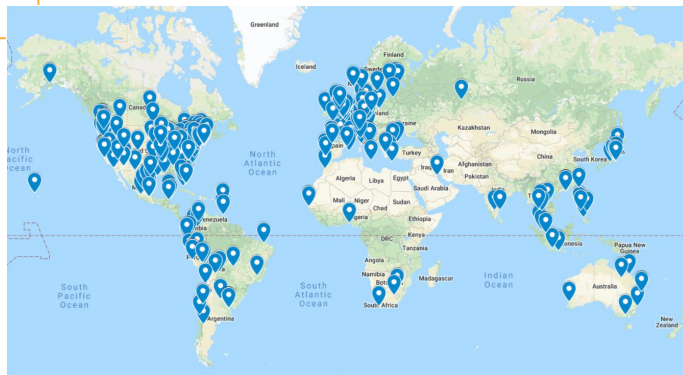
# SUSTAINABILITY CAMPAIGN



Each year, Niantic hosts a sustainability campaign for players and local non-profits. The goal is to connect players with their local organizations and find ways to live more sustainably.

**Engagement:**

- clean up events
- sustainability efforts
- donations
- social sharing



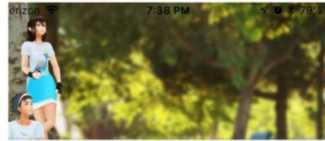
We clean out 158kg trash at #Huayamilpas, on the @NianticLabs #EarthDay event. #AugmentingReality @PokemonGoApp @ingress



Based on player engagement and total number of events held, in-game rewards across participating games are released for players after the clean up events.

**Activation:**

- in-game rewards
- partner promotions
- public promotion

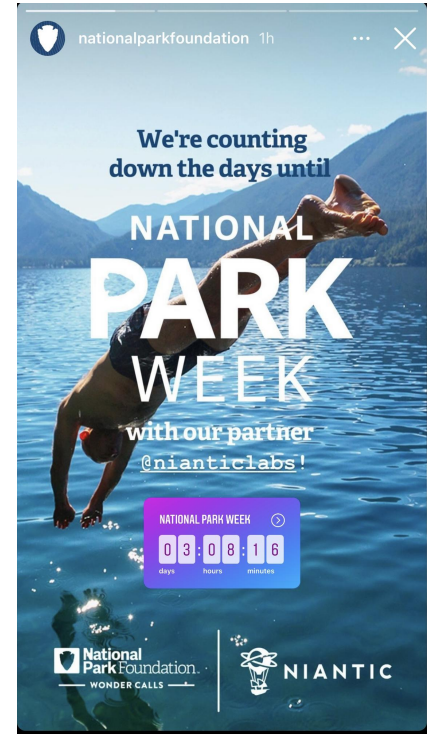


**Join Us for a Worldwide Cleanup with Mission Blue!**

Today

Get ready, Trainers, we've added a brand new avatar shirt so you can show your support for Earth Day!

Looking to make a difference this Earth Day, April 22? Like to play Pokémon GO? We're hosting local cleanup events around the world for Pokémon GO players, and you're invited! Mission Blue, an organization dedicated to protecting the oceans, needs the help of Pokémon GO Trainers. If at least



We work alongside other organizations to measure total impact, understand the implications, and report out on it.

### Measurement:

- kg trash collected
- impact statements
- total players engaged
- countries engaged

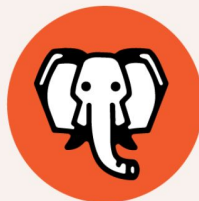


Tommi Partanen @TommiPartanen · 1h

I collected some trash from the nearby forest while checking out a few [#ingress](#) portals. 😊 [#SustainableWithNiantic](#) @NianticLabs



- **176** NGO hosted events & **300** player hosted events
- **41** countries & **6** continents
- **17,000** players volunteered **41,000** hours
- **145** tons of trash was collected
- Partnered with 46 NGOs



**145 tons of trash picked up**

THAT'S MORE WEIGHT THAN 20 ELEPHANTS!

A woman with long brown hair, wearing a mustard yellow turtleneck sweater, black leggings, and tan boots, is sitting on a large, light-colored rock. She is holding a small orange bottle in her hands and looking off to the side. The background is a vast, hazy landscape with rolling hills and a valley. The sky is a soft, pale pinkish-white. On the left side of the image, there is a vertical orange bar and a large, bold, dark grey text overlay.

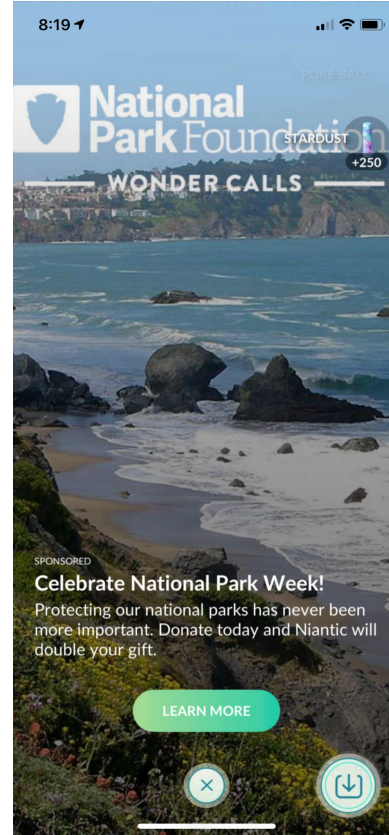
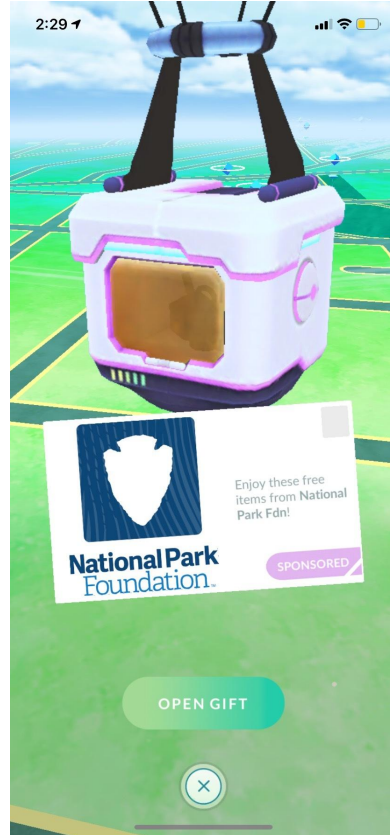
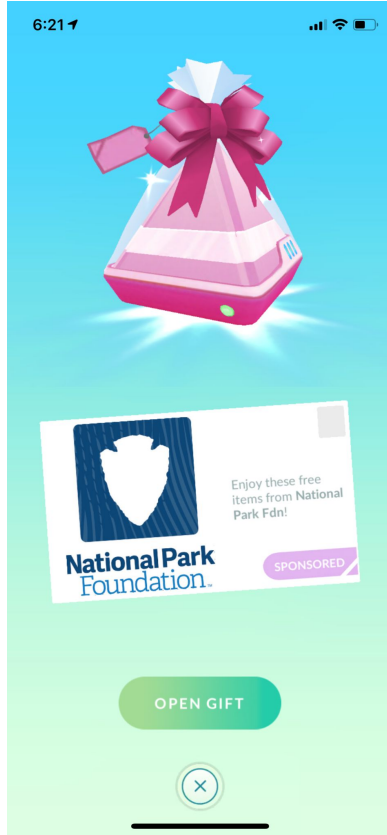
# PARTNERSHIPS & COLLABORATION

Niantic seeks long term partnerships with local and national organizations. These include organizations like:

- National Park Foundation
- Leave No Trace
- Mission Blue
- Playing for the Planet: UN Alliance



# PARTNERSHIPS

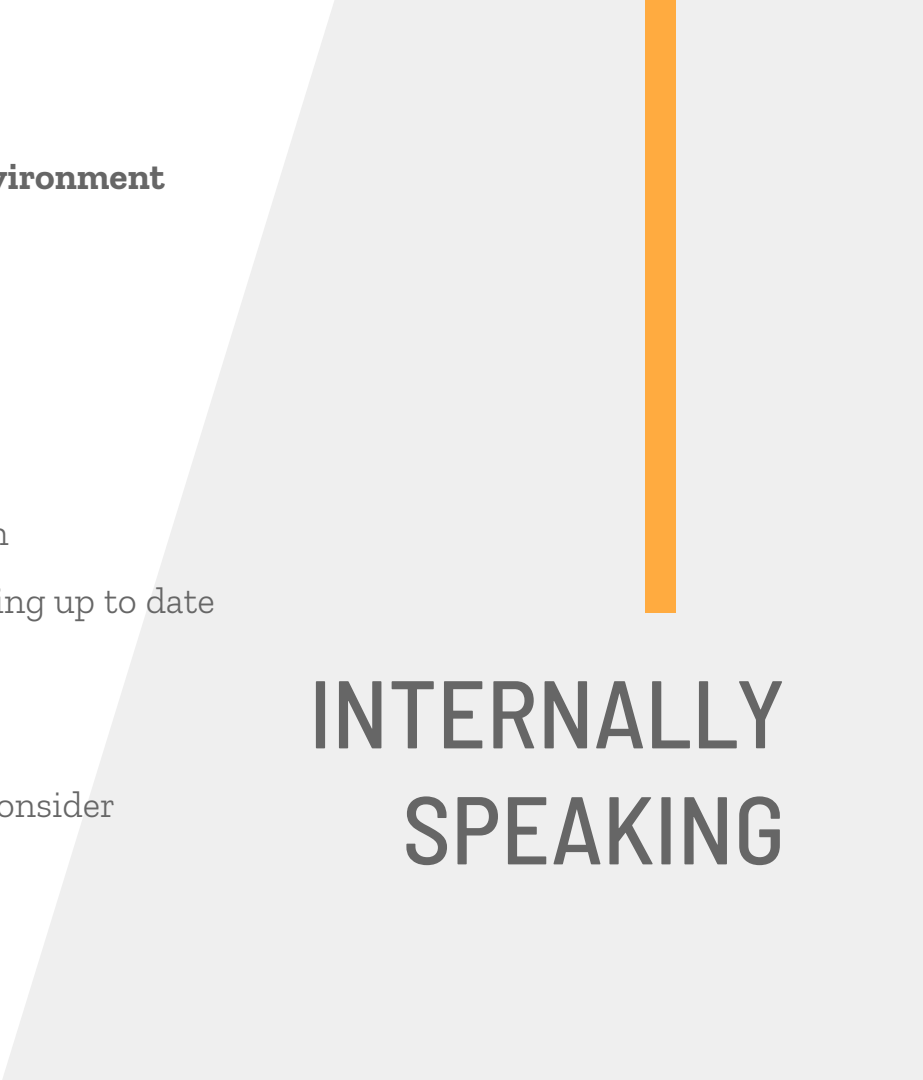


A woman with long brown hair, wearing a mustard yellow turtleneck sweater, black leggings, and tan boots, is sitting on a large, light-colored rock. She is holding a small orange bottle in her hands and looking off to the side. The background is a vast, hazy landscape with rolling hills and a valley. The sky is a soft, pale pinkish-white. On the left side of the image, there is a vertical orange bar and the text 'INTERNALLY SPEAKING' in a bold, sans-serif font.

# INTERNALLY SPEAKING

We seek to **consistently evaluate our impact on the environment** from an internal perspective as well, which includes:

- Assessing local office impact:
  - food & waste creation
  - real estate impact
  - employee commutes & energy consumption
- Consistently checking in with, and regularly keeping up to date on best sustainable practices
  - internal knowledge reports
  - research new & evolving practices we can consider



# INTERNALLY SPEAKING


# FORWARD THINKING



## WHERE TO?

- Consistent campaigns that **seek to engage players** in the their local communities & with their local nonprofit organizations
- Continually **evaluate the impact of our work** across local offices, games, and events
- Cross **game tweaks that encourage more sustainable practices** across individual behaviors

thank you!



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