HOW AR GAMES CAN INSPIRE SUSTAINABILITY

Niantic, Inc.
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Niantic’s Mission:
Inspire people to explore the world, together
To overcome sedentary lifestyles and social isolation, Niantic created a new kind of gameplay, "Real World Games." Real world games follow three guiding principles:
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/
Niantic + Sustainability
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
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
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
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

- 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!
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
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
WHERE TO?

● Consistent campaigns that seek to engage players in 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!