

ESG Checklist for Gaming Startups



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Please check the box if your startup fulfills any of the statements.

Environmental

- ☐ Implements green computing practices (optimizing computational power, energy-efficient hardware, etc.) in the development, distribution, and operation of games to minimize environmental impact.
- ☐ Commits to recycling and minimizing electronic and operational waste.
- ☐ Adopts green practices in office environments.
- ☐ Utilizes green data centers for game hosting and cloud-based services.

Social

- ☐ Commits to developing games that are inclusive and accessible to a diverse audience, including players with disabilities.
- ☐ Has a clear policy against discrimination and harassment in game content and online communities.
- ☐ Actively seeks to understand and mitigate potential negative effects of gameplay on mental health.
- ☐ Has a policy to promote diversity in hiring, promotion, and team composition.
- ☐ Has a multinational team.
- ☐ Provides a healthy work environment, supporting mental health and work-life balance.
- ☐ Supports its employees for their professional development and provides necessary resources.
- ☐ Develops/publishes games that contribute to the mental development of its players.
- ☐ Consults to experts and professionals in the development processes of games in the psychological aspect.
- ☐ Develops/publishes games that have educational functions and content.

Governance

- ☐ Manages and protects user data with clear policies ensuring data privacy and security.
- ☐ Compliance with relevant data protection regulations (e.g., GDPR, CCPA).
- ☐ Respects intellectual property rights, ensuring all game content is either original or properly licensed.
- ☐ Has the capability of assessing and reporting its ESG commitments when it is demanded.
- ☐ Adheres to ethical standards in game content, avoiding exploitation of players through predatory monetization practices, and ensuring privacy and data protection.