the **Blue City**

Connecting ESG to gamers

ESG
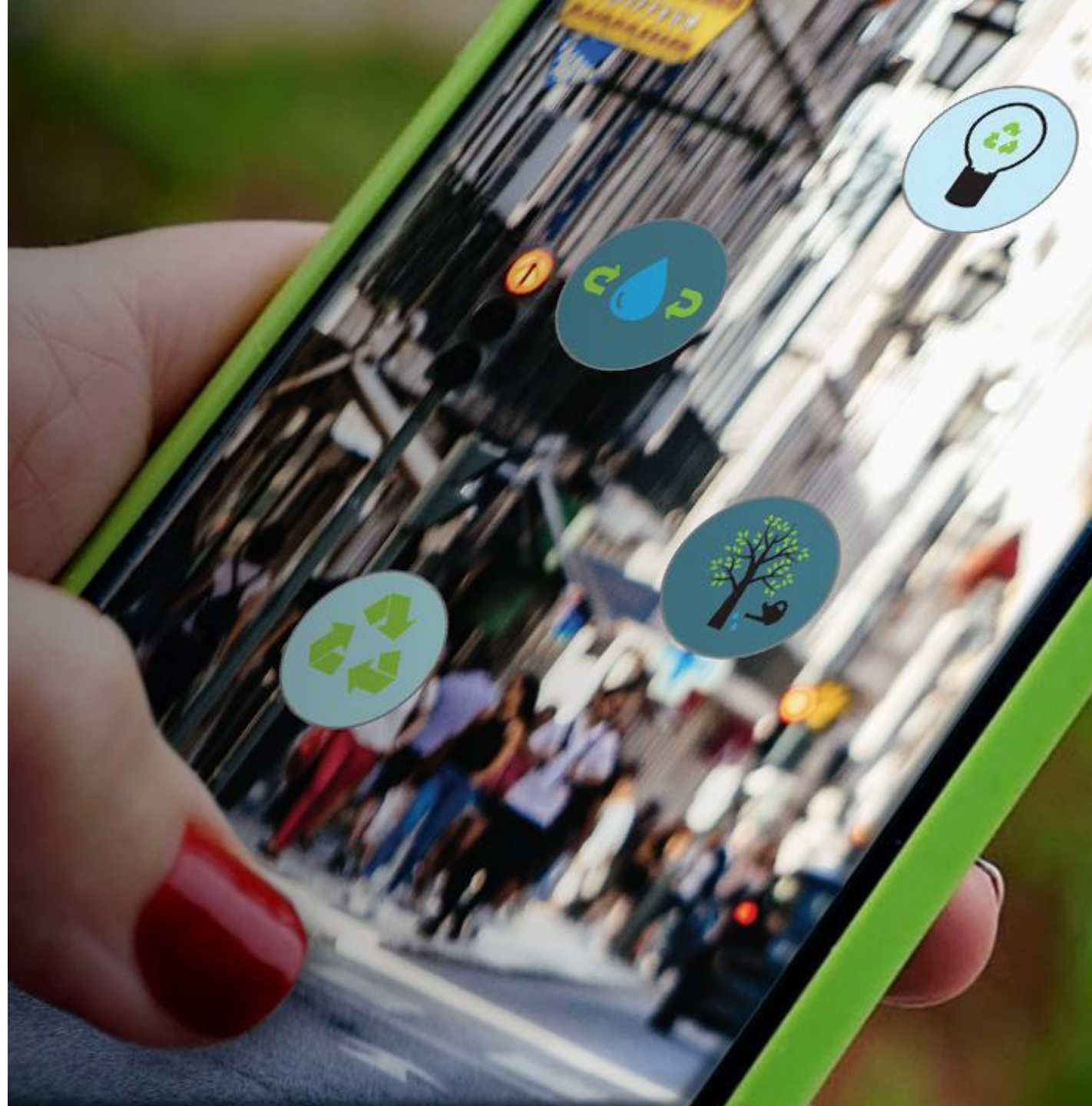
ESG

ESG performance becomes growingly important to companies every year

Gaming

The gaming industry grows by double digits every year, but games hardly ever connect virtual worlds to real world needs

Metrics

No easy way to quantify the impact of environmental actions driven by people

88%

of **investors** consider climate-related risks as a major concern in their sustainability portfolios. They aim to **double their ESG assets in the next five years**. The trend towards ESG investments is growing, with over $1 trillion invested in ESG funds in the last two years. This surge in investment shows the increasing recognition of the business value of sustainability. The Deloitte Center for Financial Services predicts that ESG investments will make up 50% of all professionally managed investments in the US by 2025.

Harvard Business Review | Black Rock | Sphera

1.5B

Is the **ESG global market size estimate for 2022,** following a 28% annual growth rate over the past five years. Its expected to reach 5B in 2025.

The rise in spending was due to both increasing investor demand for ESG funds and increasing regulatory requirements for ESG reporting and climate disclosure. As of July 2020, 90% of companies in the S&P 500 have already published their annual corporate sustainability/ ESG reports. In the World Economic forum, 150 Companies have committed to the Stakeholder Capitalism Metrics measurement approach.

Arkets Media Group | GA Institute | World Economic Forum

Gaming is a vehicle through which we deliver our product. Buy why this vehicle is so relevant?

3B

Gamers worldwide by 2023

Engagement and Revenues continue to thrive across the global Games Market. The Global Player Number Is Still on the Rise. By the end of 2023, there will be 2.7 billion gamers worldwide, with 2.5 billion playing on mobile, 1.3 billion playing on PC, and 0.8 billion on console.

Newzoo

51B

Marketing investment in games/metaverse forecast for 2023

The industry continues to be a top growth sector. This is attributed to the sector sitting at an intersection of several key market-leading trends: entertainment, interactive media, and social engagement.

Beyond Games

256B

Is the global gaming market value for 2025

Mobile continuing to drive industry growth even as experiences become more console-like. Gaming industry trends predict the mobile games' revenue to surpass the $100 billion-dollar mark by 2023. The global gaming market is forecast to worth $256.97 billion by 2025.

Reuters | Game Industry | Mordor Intelligence | Statista

Companies forecast budget addressing ESG purposes:

Brazil

USD 1 Bi forecast*
investment in 2023

LATAM

USD 2 Bi forecast
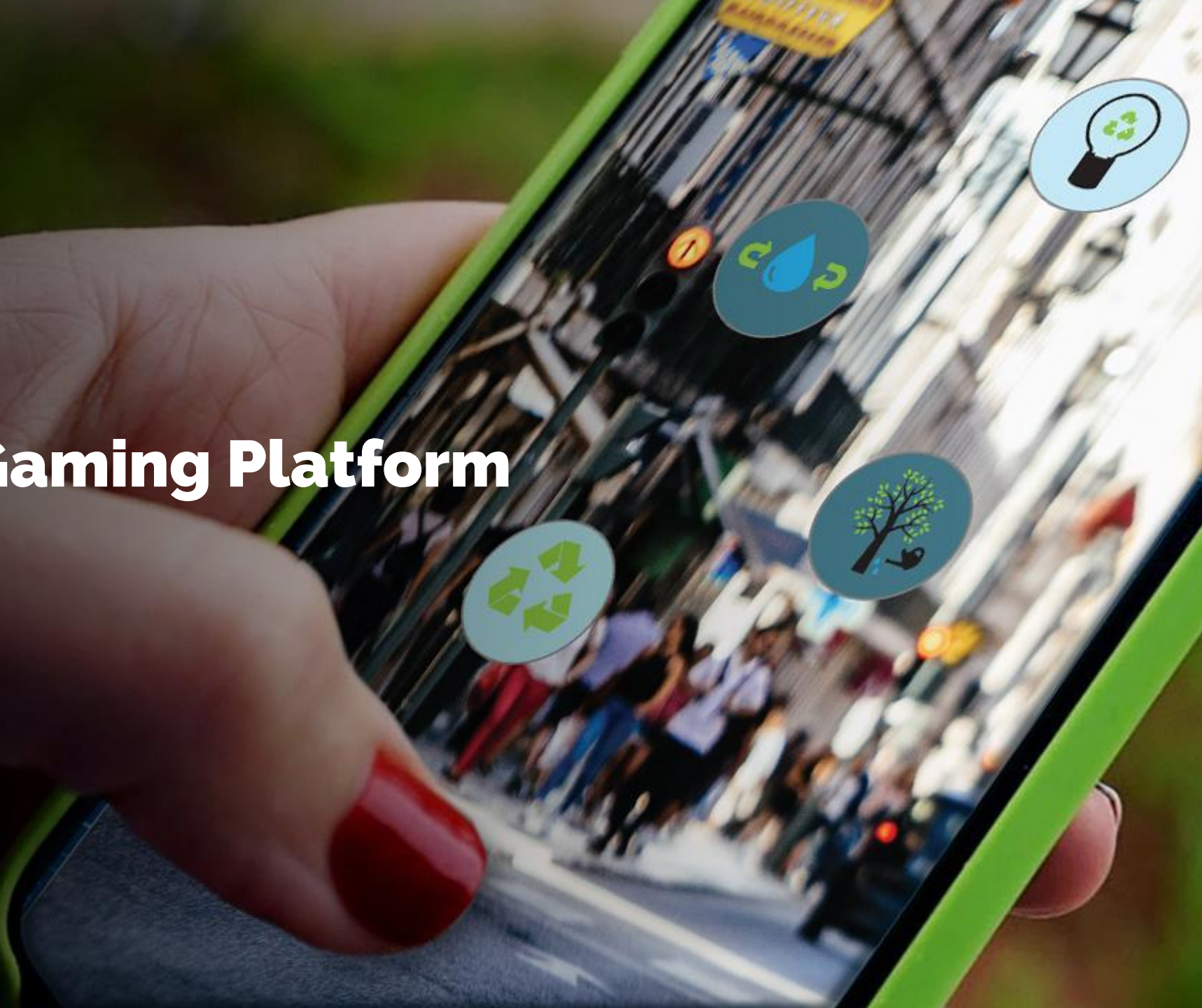**investment in 2023**

World

USD 50 Bi forecast
investment by 2025

*Considering ESG market
+ cultural market*

.solution.

Environmental Gaming Platform

Storytelling

A story that combines real world with animated characters and tells the story of the relationship between nature and cities.

Gaming

An environmental 3D game with different worlds, where gamers learn, interact with characters and accomplish virtual challenges.

Call-to-action

During the game journey, gamers are invited to accomplish real life missions and create a media gallery with their environmental tasks completed.
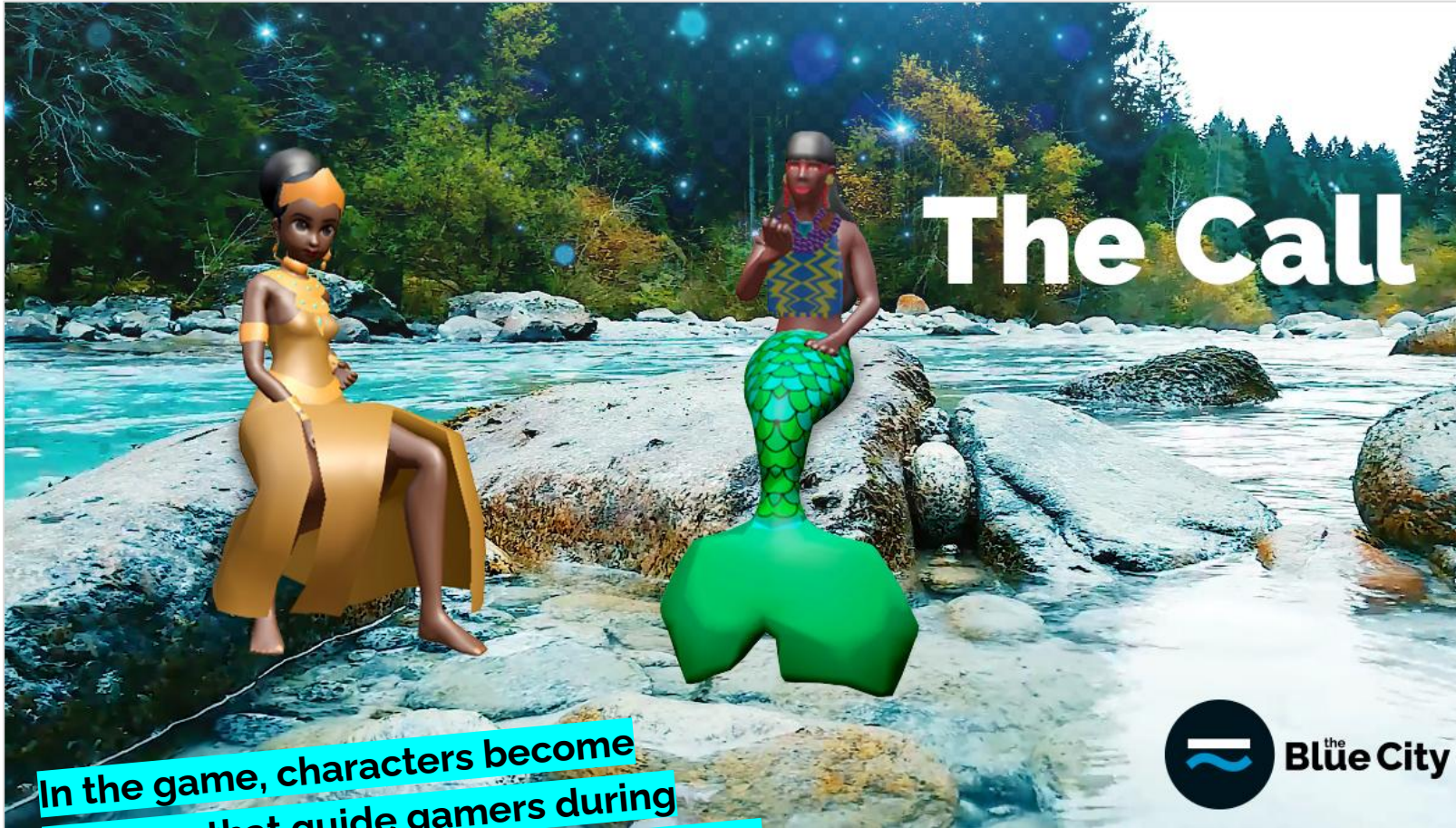
In the game, characters become mentors that guide gamers during their journey to free nature once again.

The Call

The game starts with an animation that tells the story of the construction of cities. Before cities existed, nature was predominant in most of the planet. A whole universe of magical beings used to live in this natural world, free and happy.

When cities began to be built, all magical beings and nature itself were forced to move to the underground world, like for example, the buried rivers in several cities. Now the magical beings are returning and calling for our help to free the underground world.

Magical beings are characters created from different African-american cultures, like African Ioruba, Mexican Huichol, Andean Cosmovision and Brazilian indigenous cultures.

The Blue City

It's the virtual city where the game takes place.
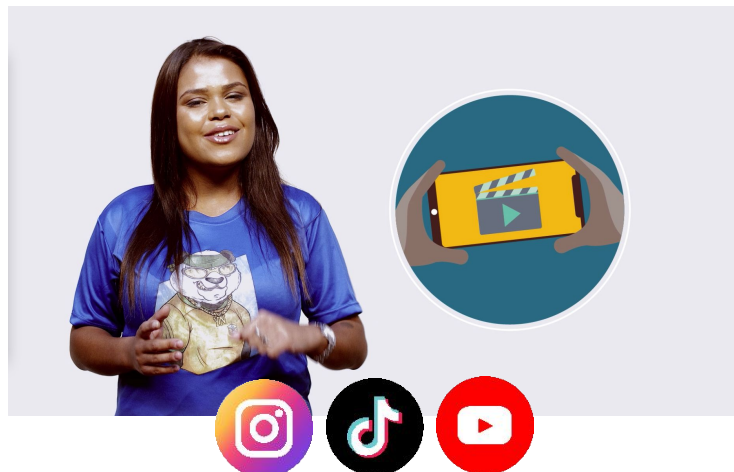
Gamers choose between different lands:

- Waterland
- Sanitationland
- Wasteland
- Speciesland
- Energyland

The game invites gamers to fulfill real life missions. Missions are explained to gamers through videos by real people.

To prove they've accomplished them, gamers create video content in their social media and link it to the platform.

Website

The Game welcoming portal!

Gamers see an initial animation. This animation tells the story of cities and nature and invites gamers to play the game.

The initial animation combines the virtual world and real world and presents characters based on different Brazilian culture backgrounds
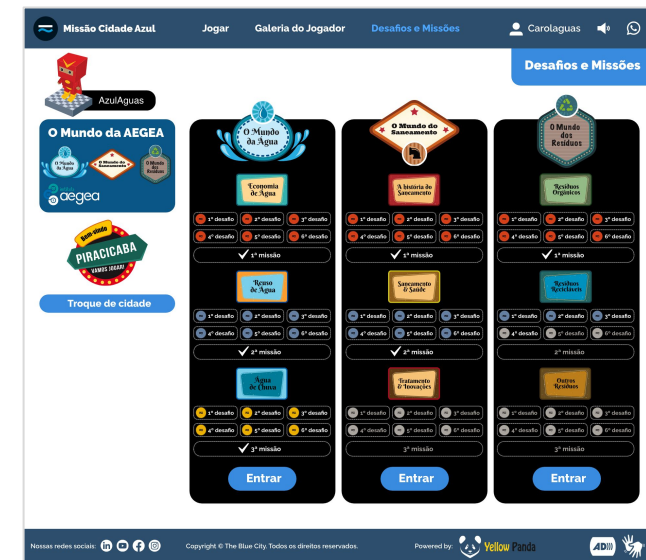

Gamers choose their avatar.

Gamers choose a city to play.

Gamers keep up with their journey.
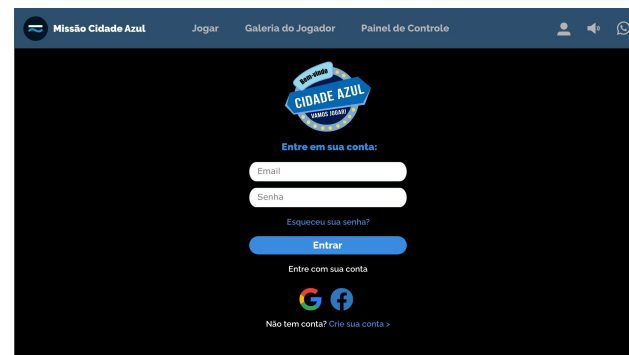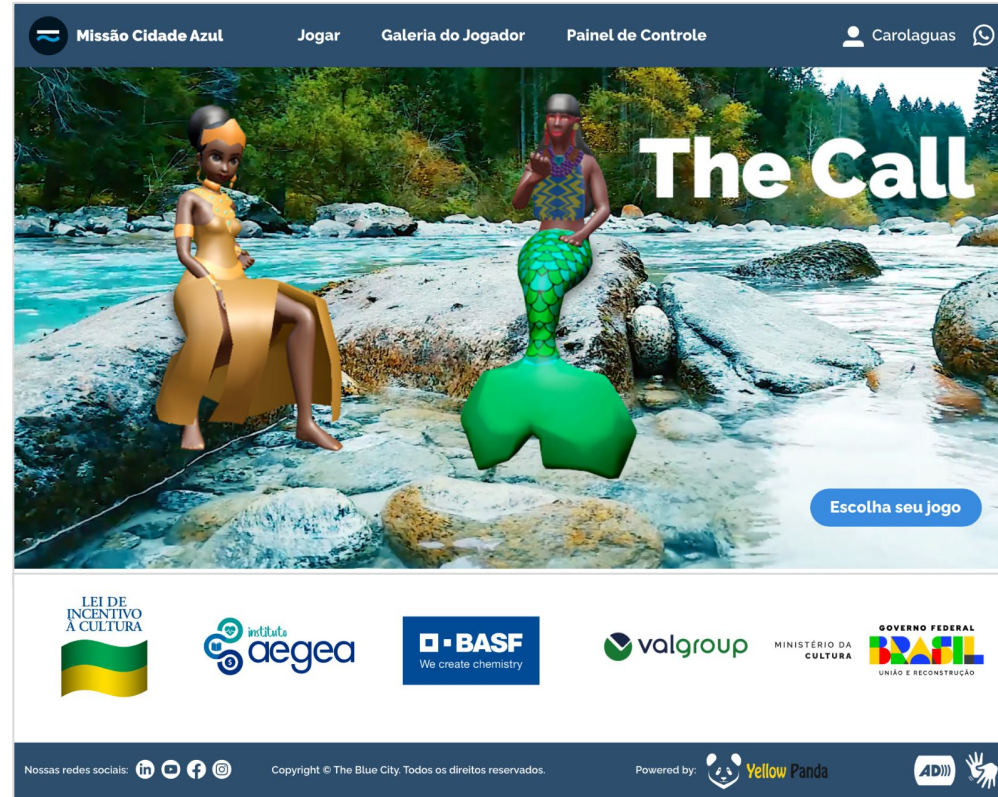
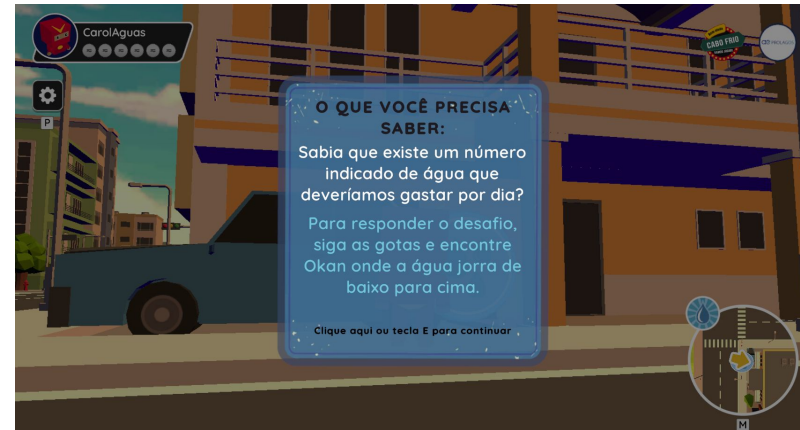Gamers create their account.

.solution.platform.
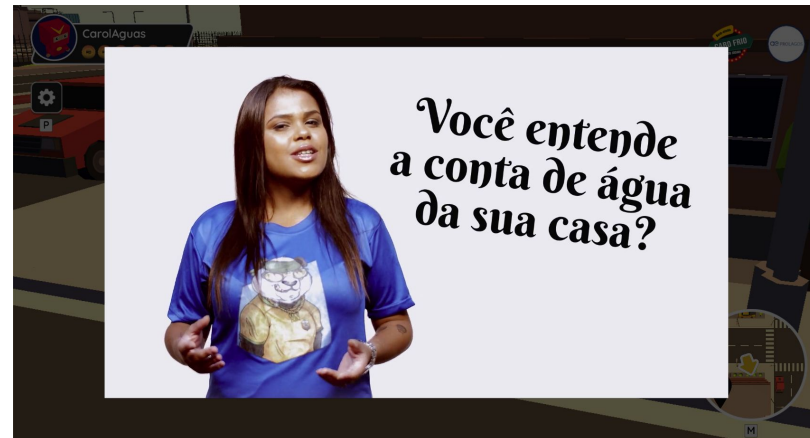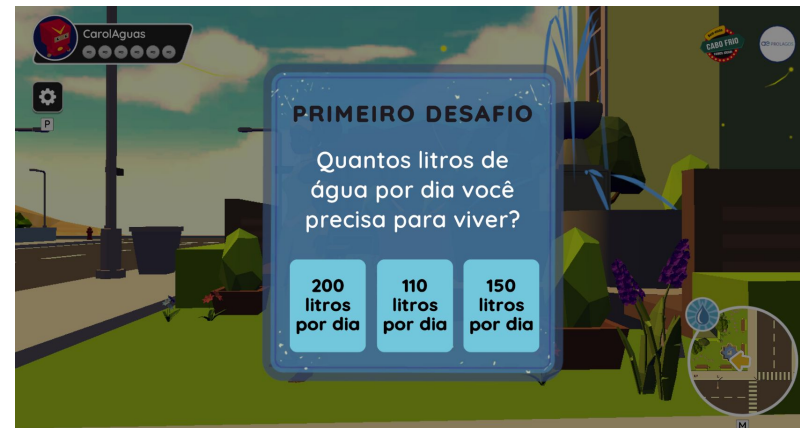
Gamers play with their avatar.

Each land has subtopics.

Gamers find icons and tips.

Characters appear as mentors.

Gamers find challenges in the virtual world.

Gamers find missions in the real world.

.solution.platform.

Gallery

Gamers publish their real life accomplished missions in the Gallery.

At the Gallery gamers present their accomplished missions content and companies follows gamers performance.

Metrics

Through the Gallery we collect the following metrics:

Social:
• Race
• Gender
• Social extract
• Location

Environmental:
• Water
• Sanitation
• Waste
• Species
• Energy

Missão Cidade Azul — Jogar — Desafios e Missões — **Galeria do Jogador** — Galeria Geral — Carolaguas

Galeria do Jogador

AzulAguas

Mundo da Água

Você completou os seis desafios do primeiro nível na cidade virtual. Insira aqui o vídeo de sua missão!

Salvar

Cidade: Piracicaba
Mundo: Mundo da Água
Missão: 2ª missão - reutilização de água

Ver o vídeo da missão — Como inserir o vídeo

Cidade: Piracicaba
Mundo: Mundo da Água
Missão: 1ª missão - a conta de água
Status do vídeo: vídeo aprovado

✓ Conteúdo ✓ Duração ✓ Originalidade

Mundo do Saneamento

Você ainda não completou os seis desafios do segundo nível da cidade virtual. Complete para poder inserir sua missão.

Salvar

Cidade: Piracicaba
Mundo: Mundo do Saneamento
Missão: 2ª missão - o vaso sanitário

Ver o vídeo da missão — Como inserir o vídeo

Cidade: Piracicaba
Mundo: Mundo do Saneamento
Missão: 1ª missão - a coleta de esgoto
Status do vídeo: vídeo reprovado. Apague o vídeo e envie um vídeo novamente, cumprindo com os três critérios!

✓ Conteúdo ✗ Duração ✗ Originalidade

Mundo dos Resíduos

Você completou os seis desafios do primeiro nível na cidade virtual. Insira aqui o vídeo de sua missão!

Salvar

Cidade: Piracicaba
Mundo: Mundo do Saneamento
Missão: 2ª missão - reciclagem

Ver o vídeo da missão — Como inserir o vídeo

Cidade: Piracicaba
Mundo: Mundo dos Resíduos
Missão: 1ª missão - compostagem
Status do vídeo: vídeo em aprovação

✗ Conteúdo ✗ Duração ✗ Originalidade

Jogar

Gamers link their UGC here, creating their environmental journey dashboard.

Você sabe o que é um jardim de chuva?

Gamers watch mission's call-to-action videos again.

.differentials.

1. We are one of the first companies that uses 3D games as a tool to engage communities and companies in the ESG field.

2. We are at the forefront of transversality between culture and the environment.

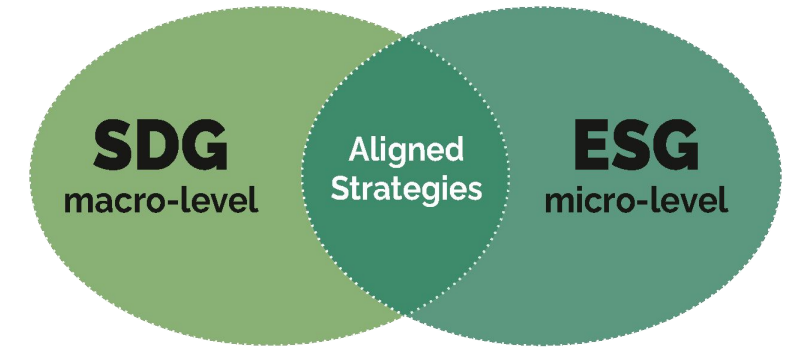**3.** We bring gamers closer to companies not by consumption, but through sustainability.

4. We return metrics addressing companies' ESG goals.

SDG macro-level   **Aligned Strategies**   **ESG** micro-level

How we align ESG with SDG:

In general:

4 QUALITY EDUCATION   5 GENDER EQUALITY   10 REDUCED INEQUALITIES

4. Through a powerful tool that boosts environmental education and action in different audiences.

5. Through an inclusive team work, with gender and race diversity.

10. Through the diffusion of different cultures in our stories and characters.

Through the worlds we create inside the game platform:

Waterland   Wasteland   Energyland   Speciesland

6 CLEAN WATER AND SANITATION   12 RESPONSIBLE CONSUMPTION AND PRODUCTION   7 AFFORDABLE AND CLEAN ENERGY   13 CLIMATE ACTION

14 LIFE BELOW WATER   11 SUSTAINABLE CITIES AND COMMUNITIES   9 INDUSTRY, INNOVATION AND INFRASTRUCTURE   15 LIFE ON LAND

.market validation.

We have pre signed 160.000 USD contracts to launch the games in 5 cities across Brasil in 2023.

Our clients:

SINOP

TERESINA

CABO FRIO

GUARATINGUETÁ

VAMOS JOGAR!

PIRACICABA

Bem-vindo

We sell game areas and game activations.

1) Game Areas Sales

We sell game areas to companies. Companies choose games, within the options available, according to their ESG goals.

2) Game Activation

Activation is set up within the next 3 months in the company game area. The game activation includes:
- game set up
- launch
- marketing
- support

3) Game Maintenance

Maintenance is done within the next one or two year after launching the game. The typical game maintenance includes:
- marketing
- support

The Blue City is a gaming platform that connects companies' ESG goals to gamers, engaging users, stimulating real life actions and returning reliable metrics.

we sell virtual game areas

we build virtual cities

we design gaming experiences around it

Our virtual game areas around the world reflect real areas

Our virtual worlds connect to the real world
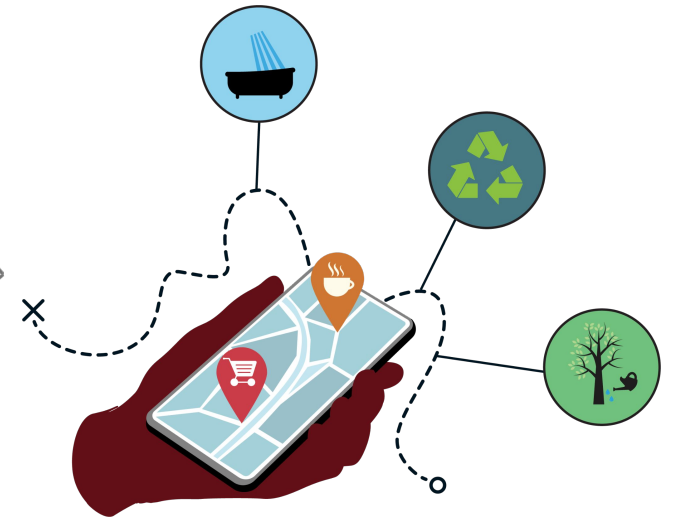
Our games are aligned to companies' ESG goals

team.founders.

Designer, social and environmental entrepreneur and CEO at The Blue City. Background: 15 years in editorial market. From 2011 to 2016 worked as a cultural producer, designing and implementing projects that questioned life in urban spaces. In 2016 founded The Blue City, a cultural producer with a cause: nature in cities. The Blue City created projects like a platform to find buried urban rivers (Cidade Azul), an art project in Pinheiros River (São Paulo) and an environmental TV series - The Blue Cities - that travels to 10 cities in Brazil telling the story of their rivers. In 2022 turned The Blue City into a Creative Tech and is dedicated to develop the environmental gaming platform The Blue City.

A connected, innovative and highly motivated financial executive with over 18 years of experience in finance and large organizations, having worked and lived in 3 different countries. Built a technology start-up and drove it to a successful exit within 4 years. Extensive international experience, including the USA, Canada and LATAM, cultural exchange in Paris, France. As the CEO and Co-Founder of Sherwa he oversaw the company financing and growth strategy: achieved over 100K Monthly Active users on the product; drove it through many successful funding rounds from Pre-Seed to Angel and Seed; lead the process selling the company after 4 years concluding a successful exit.

.team.collaborators.

Carolina Ferrés
CEO & Product
Architect

Luiz Persechini
CFO

André Gross
CTO

Yellow Panda Games
Game Development Studio

Daniela Mattos, Verônica Dudiman e Bianca Flores
Indique uma Preta
Content creation, communication and marketing

Partners

**Paula
Manso**
Doble Cultura
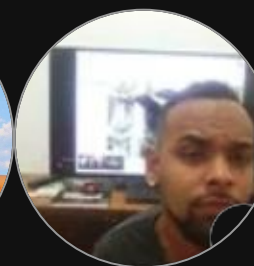Sales Brasil

**Gabriela
Camargo**
Doble Cultura
Sales Brasil

Marília Lima
Eccoa
cultural
Laws
Consultancy

**Waldete
Tristão**
Pedagogical
and Cultural
Consultancy

**Ester
Menezes**
Characters
Research

**Victor Hugo
Cabral Costa**
Characters
Concept

Fabio Mota
Characters
Concept

**Guilherme
Castanha**
Instituto
Nova Água
Environmental
Consultancy

Caio Ferraz
Instituto
Nova Água
Environmental
Consultancy