



Engineered Impact Standards for esports teams & operators

Draft Version (1.0)

Criteria to be a recognised esports team (draft)

Enhanced Due Diligence: We will co-develop with esports teams, tournament organisers and licensed gambling operators, a Standard which will be used as the benchmark to become a 'Recognised Organisation'. The Standard (with guidance) will include such items as:

Standard	Main Criteria	Evidence Provided
Good Governance	In operation for a minimum of two years, with a good Governance record held on the Public Record (i.e. Companies House). This to include full company name, business number, registered address, date of incorporation, company type.	This to include full company name, business number, registered address, date of incorporation, company type, - evidence to include Company Certificate or Equivalent, Details of Director(s).
Filed Accounts	Evidenced two years of filed accounts and Directors' Report held on the Public Record (i.e. Companies House) – This to include unaudited accounts for two full years, confirmation statement for two full years.	This to include unaudited accounts for two full years, confirmation statement for two full years, evidence of positive financial figures.
Staffing Levels	A minimum of three full-time staff members with evidenced HR processes.	Contractual evidence, Details/CVs for members of staff, and full HR policy and other procedures e.g. Health & Safety, IT.
Player & Team Welfare, Safeguarding Processes, Fair Contracts, Support Systems	Evidence of Positive Organisational Culture - D & I policies, safeguarding information, meeting or exceeding minimum player wages, fair terms and conditions, flexible working, statutory leave.	Safeguarding Handbook, Designated Safeguarding Lead, Listener, Emergency Protocols, Contracts, Other Supplementary Documentation.
Social Impact	Evidence of or commitment to Social Impact Initiatives for the local community/esports ecosystem. E.g. volunteering, pro bono support.	Case Studies, Examples, Testimony, Impact, Evidence of CSR or ESG, Data & Statistical Evidence.
Risk Assessment	Evidenced team or tournament strategic risk assessment and register of conflicts including proactive and reactive approaches to each.	Evidence of identifying and analysing the risks or hazards, likelihood of occurring, and impact on the business and how a risk can be minimised. Recording the information in an accessible and updatable format.
Sponsorship Management	Evidenced Governance processes for team or tournament leadership and for managing sponsorships over a two-year period. Governance should include legal protocols as well as ethical considerations.	Financial documentation, contractual information, governance policies on sponsorship, evidence of delivery, measures of success.

Criteria to be a recognised Betting Operator (draft)

Enhanced Due Diligence: We will co-develop with esports teams, tournament organisers and licensed gambling operators, a Standard which will be used as the benchmark to become a 'Recognised Organisation'. The Standard will include such items as:

Standard	Main Criteria	Evidence Provided
A UK or EU licensed operator.	Evidence of licence with UK Gambling Commission or similar EU regulator; this should be issued before 2020 as the named operator and not as a smaller entity of a bigger company.	This to include full company name, business number, registered address, date of incorporation, company type, - evidence to include Company Certificate or Equivalent, Details of Director(s).
Evidence of Corporate Governance and Safer Gambling processes (including KYC, AML, etc).	Evidenced two years of filed accounts and Directors' Report held on the Public Record (i.e. Companies House) – This to include unaudited accounts for two full years, confirmation statement for two full years.	This to include all policies in line with current guidance such as safer gambling policies, duty of care, KYC, AML, Affordability.
Evidence of strategic risk assessment and register of conflicts.	The conflict of interest register should identify material risk of damage to the interests of one or more clients, conflicts that have arisen or could arise in connection with regulated services or activities. Strategic risk management should highlight the process of identifying, analysing, and mitigating or capitalizing on risks that could impact the organization's ability to achieve its long-term objectives or mission.	Documentation includes a risk register identifying possible conflicts of interest, strategic risk as well as solutions and mitigation. This to have been completed in the preceding 12 months.
Evidenced Governance processes for managing sponsorships.	This to include evidence of previous excellence in the sponsorship environment, including sports sponsorship but also in other markets as well. Governance should include legal protocols as well as ethical considerations.	Financial documentation, contractual information, evidence of delivery, measures of success.
Player & Team Welfare	Evidence of Positive Organisational Culture, D & I policies, All social aspects of ESG, Adherence to legal and ethical practices in this space, Observance of Protected Characteristics.	HR documentation to include all aspects of player welfare and to include any evidence of staff grievances, legal disputes and resolution.
Evidence of or commitment to Social Impact Initiatives for the local community/esports ecosystem.	Examples include equipment donations to esports teams, Company employee fundraising, Company pro-bono volunteering, Proactive media and Parliamentary engagement, Community initiatives, Environmental Programmes.	Media Coverage, Information on Donations, Events, Financial documentation, Success Criteria.



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