



ESPORTS FOR CHANGE

RIO 2026

Expo

Technology

Innovation

Esports

Social Impact

Biblioteca Parque - Rio de Janeiro
11 - 12 December, 2026

Produced by FERJEE
in partnership with Games for Change Latin America



WHAT IS IT ESPORTS FOR CHANGE

Esports For Change Rio 2026 is an international conference and expo organized by the Rio de Janeiro Esports Federation (FERJEE) that brings together strategic content, technological experiences, and gamer culture to discuss the present and future of esports in Latin America from multiple perspectives:

 **EDUCATION AND YOUTH**

 **HEALTH AND WELL-BEING**

 **PUBLIC POLICY AND GOVERNANCE**

 **PRODUCTION, MEDIA, AND CONTENT CREATION**

 **INNOVATION, SOCIAL IMPACT AND SUSTAINABILITY**

Over two days, the event connects experts, institutions, industry leaders, public authorities, athletes, creators, and international organizations in an environment that combines learning, interaction, networking, and hands-on experiences.



esports are already:



A TOOL FOR EDUCATION AND PROFESSIONAL DEVELOPMENT



A PLATFORM FOR DIGITAL AND SOCIAL INCLUSION



A DRIVER OF ECONOMIC, CREATIVE AND TECHNOLOGICAL DEVELOPMENT



A SPACE FOR DEBATE ON HEALTH, ETHICS AND DIGITAL CITIZENSHIP

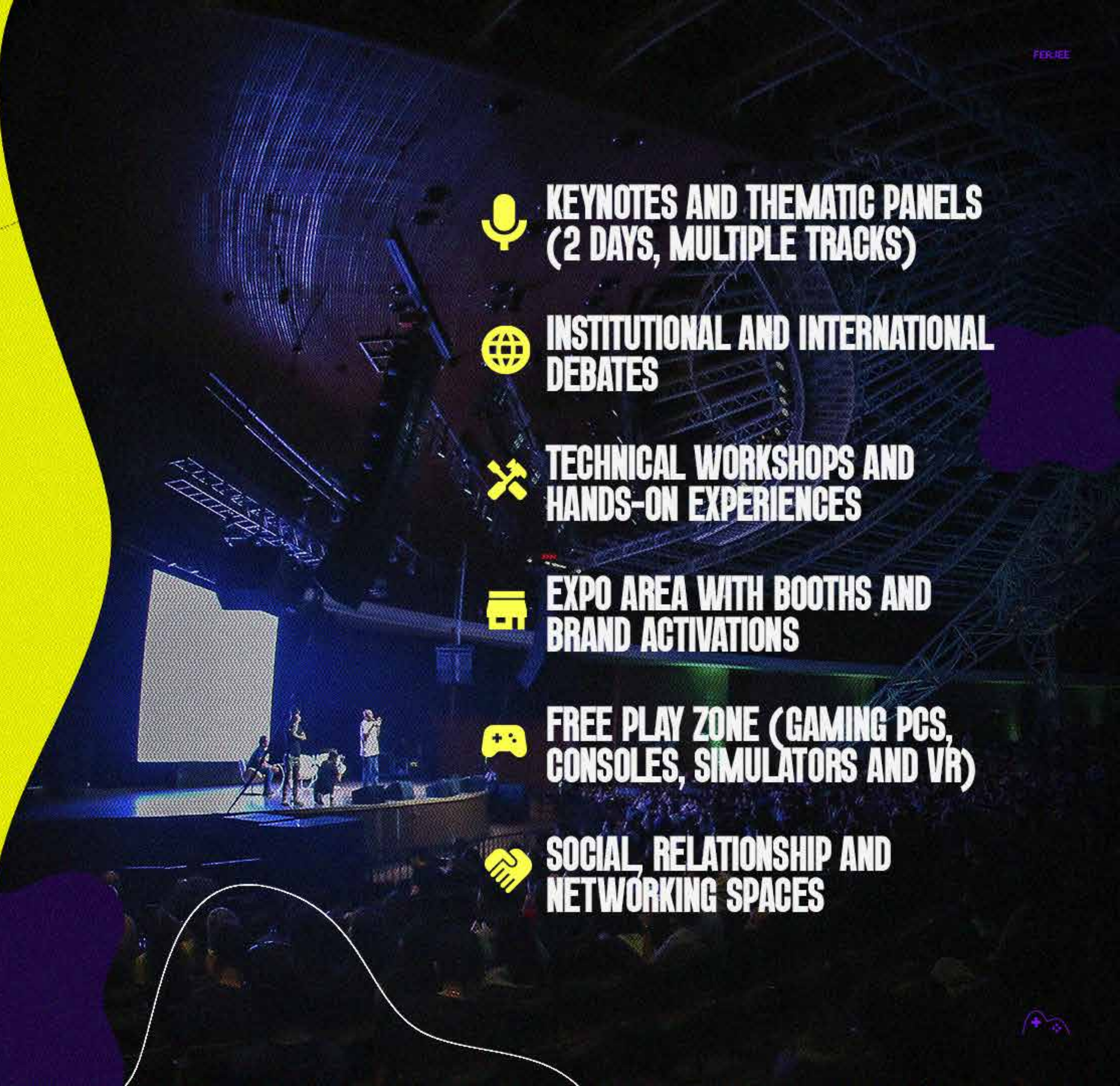
WHY ESPORTS FOR CHANGE?

The event **positions esports as a strategic ecosystem for social transformation**, going beyond competition and connecting purpose, public policy, industry, and youth.

EVENT FORMAT

Esports For Change Rio 2026 combines content, experiences, and networking in a hybrid conference and expo format:

An environment designed for **meaningful exchange, qualified visibility, and long-term legacy creation.**

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-  **KEYNOTES AND THEMATIC PANELS (2 DAYS, MULTIPLE TRACKS)**
 -  **INSTITUTIONAL AND INTERNATIONAL DEBATES**
 -  **TECHNICAL WORKSHOPS AND HANDS-ON EXPERIENCES**
 -  **EXPO AREA WITH BOOTHS AND BRAND ACTIVATIONS**
 -  **FREE PLAY ZONE (GAMING PCS, CONSOLES, SIMULATORS AND VR)**
 -  **SOCIAL, RELATIONSHIP AND NETWORKING SPACES**



GAMES AND ESPORTS

Games and esports are the largest entertainment industry in the world, with over 3 billion players and **USD 180 billion per year**, surpassing film and music.



GLOBAL MARKET

Brazil is among the **Top 5 global markets by number of players**, with approximately 100 million gamers and strong growth in events, leagues, and creators.



REGIONAL REFERENCE

Rio de Janeiro, through FERJEE, **has consolidated itself as a regional reference**, with more than 30 events held (2023–2025) and strategic activity connecting competitions, education, government, media, and the private sector.

MARKET OPPORTUNITY

Games and esports are now the primary connection between brands and the new generation, **reaching a global audience of over 3 billion people** and driving an industry that surpasses film and music combined.

ESPORTS FOR CHANGE RIO 2026 inaugurates an international ecosystem that connects sponsors with industry leaders, government agencies, startups, creators, and strategic research and development communities, offering not only visibility but long-term positioning in new markets in the economy of entertainment, technology, education, and social impact

FULL PROGRAM

ESPORTS FOR CHANGE

DAY 1 - FOUNDATIONS

The Latin American esports ecosystem: youth, health, economy and governance.

10:30

YOUTH, SOCIAL MOBILITY & TERRITORIES

How esports opens real career paths and lifts underserved youth toward income and dignity. Grassroots projects that transform territories, the metrics that prove social return, and a shared Latin American model built on curricula, mentorship and digital skills.



12:20

PLAYER HEALTH & DUTY OF CARE

Competitive anxiety, mental health and burnout prevention. Nutrition, sleep and cognitive conditioning for performance, ergonomics and injury prevention, and the duty of care that keeps competitive spaces safe, inclusive and free of harassment.



14:00

THE ESPORTS ECONOMY: PRODUCTION, MEDIA & CONTENT

The professions, arenas and operations behind live events and broadcast. How creators build audiences and careers on new platforms, and how media and responsible narratives move the scene forward without amplifying toxicity.



16:00

GOVERNANCE, INTEGRITY & PUBLIC POLICY

Competitive integrity and anti-match-fixing, responsible gaming, player protection and safeguarding minors. Contracts, player rights and legal frameworks, and how governments fund, regulate and partner to grow esports across Latin America.



ALIGNED WITH THE UN 2030 AGENDA



Every debate maps to the UN Sustainable Development Goals, 12 of the 17: quality education, health, decent work, reduced inequalities, innovation, peace and climate action.

DAY 2 - THE GLOBAL STAGE

Triadic convergence: humanitarian frontiers, global legacies and emerging agendas, leading to the Latin American Charter of Esports Integrity.

10:30

"ESPORTS SAVES LIVES": SOCIAL IMPACT & THE HUMANITARIAN FRONTIER

How the reach and culture of games and esports can be mobilized for humanitarian action and global solidarity, turning the community's voice into impact storytelling in support of the World Food Programme and the global fight against hunger.



12:20

GLOBAL EVENTS, LOCAL LEGACIES & DIGITAL OLYMPISM

How global mega-events can create a legacy of lasting social and economic impacts while revealing new talents, professional opportunities, simulators, digital Olympism and hybrid competition modalities as new frontiers of sport.



14:00

"GAMES FOR CHANGE'S GLOBAL VISION"

The global outlook on esports as a source of community-based empowerment, supporting youth and planet health, synching technology, education and social innovation to a shared vision of the future.



LEGACY

The signing by public authorities and experts of a Latin American Charter of Integrity in Esports, proposed by the **Latin American Institute of Esports (ILAE)** and Games for Change Latin America.

FERJEE + G4G LATIN AMERICA

The partnership between FERJEE and Games for Change Latin America connects territorial execution in Brazil with a regional and global agenda of education, innovation, and social impact through games and esports.

Together, the institutions position **Esports For Change Rio 2026** as a strategic Latin American forum for transformation, innovation, and legacy.

FERJEE

**STRUCTURING AND FOSTERING THE
ESPORTS ECOSYSTEM IN RIO DE JANEIRO**



**EDUCATIONAL, SOCIAL AND
DIGITAL INCLUSION PROJECTS**



**ORGANIZATION OF EVENTS AND
TOURNAMENTS AT MULTIPLE LEVELS**



GAMES FOR CHANGE LATIN AMERICA

**REGIONAL REPRESENTATION OF THE WORLD'S
LARGEST NETWORK OF GAMES FOR SOCIAL IMPACT**



**GAMES AS TOOLS FOR EDUCATION, INNOVATION
AND SOCIAL TRANSFORMATION**



**ACTIVE IN OVER 90 COUNTRIES
70,000+ STUDENTS IMPACTED**



IMPACT AND EXECUTION HIGHLIGHTS

FERJEE

GAMER ARENA ON THE LARGEST WARSHIP IN LATIN AMERICA

Large-scale technology event, recognized as one of the largest in the country, held in Rio de Janeiro, featuring the FERJEE Gamer Arena, integrating esports into the official program and enhancing the public experience.

ESPORTS EVENTS IN INSTITUTIONAL AND EDUCATIONAL SPACES

Public-facing experiences connecting games, education, access, and social engagement.

TERRITORIAL PROJECTS FOR DIGITAL INCLUSION AND GAMER CULTURE

Decentralized initiatives aimed at democratizing access to esports and digital culture.

GLOBAL REFERENCES

GAMES FOR CHANGE

GAMES FOR CHANGE (GLOBAL ORGANIZATION)

Leading international network dedicated to using games as tools for education, social impact, and innovation.

GAMES FOR CHANGE FESTIVAL — NEW YORK

Global festival connecting creators, educators, policymakers, and impact-driven organizations.

G4C LEARN — EDUCATION AND IMPACT

Global educational platform focused on youth development, educators, and social innovation through games.

OPPORTUNITIES FOR BRANDS AND PARTNERS

SUPPORTING ESPORTS FOR CHANGE RIO 2026,
YOUR BRAND CONNECTS WITH:

-  HIGH-VALUE INSTITUTIONAL, EDUCATIONAL
AND TECHNOLOGICAL CONTENT
-  A SAFE, INCLUSIVE ENVIRONMENT ALIGNED
WITH ESG PRINCIPLES AND SDGS
-  YOUTH, EDUCATORS, PROFESSIONALS
AND DECISION-MAKERS
-  AN EVENT WITH NATIONAL AND
LATIN AMERICAN VISIBILITY



GLOBAL AUTHORITY AND **TRUST**

Esports For Change Rio 2026, held in partnership with Games for Change (G4C), connects the event to a global reference organization in the use of games and technology for social impact, education, and innovation, operating in more than 60 countries.

Led in Latin America by Professor Gilson Schwartz (University of São Paulo, USP), the partnership ensures academic rigor, institutional legitimacy, and alignment with international standards, offering sponsors security, credibility, and strategic positioning within a global ecosystem of purpose-driven innovation.

LEGACY

On the final day of the event, the Latin American Charter of Integrity in Esports will be signed, with the presence of authorities and institutions.

The Charter represents an institutional milestone for Latin America, aligning public authorities, sports entities, and civil society around best practices, competitive integrity, and digital citizenship.

Its signing ensures that the event generates concrete legacy, with replicable guidelines for the responsible development of the esports ecosystem.

EVENT ALIGNED WITH THE 2030 AGENDA

Direct association with an event aligned with the 2030 Agenda and the United Nations Sustainable Development Goals (SDGs)

CONNECTION WITH YOUTH AND GAMER CULTURE

Connection with youth, gamer culture, education, and social innovation

STRATEGIC ESG PLATFORM

Strategic ESG platform with measurable impact and territorial legacy

HYBRID EVENT

Hybrid event, combining in-person experiences and digital reach

BRAND ACTIVATIONS

Brand activations integrated with content, education, and social impact

BRAND POSITIONING

Brand positioning in a future-oriented territory: esports, technology, and digital citizenship

WHY SPONSOR ESPORTS FOR CHANGE

AUDIENCE PROFILE

AUDIENCE AND EXPECTED REACH

MAIN AGE RANGE: 18 TO 35 YEARS OLD

PRIORITY AUDIENCE:

Technology, innovation, and creative economy professionals; Educators, public managers, and social leaders; Gamer and esports community; Students and young people in education and training.

**ESTIMATED IN-PERSON AUDIENCE:
+1.000 PEOPLE (OVER 2 DAYS)**

**ESTIMATED DIGITAL AUDIENCE:
20,000 TO 40,000 PEOPLE**

**PRESENCE IN RIO DE JANEIRO, ACROSS LATIN AMERICA,
AND WITH INTERNATIONAL PARTICIPANTS.**



DURATION: 2 DAYS

PLANNED ACTIVITIES:

5 panels, a pitching stage, workshops, brand activations, and interactive experiences.

DIRECT PARTICIPANTS IMPACTED: 2,000+

INSTITUTIONS INVOLVED:

Game publishers, Esports teams, Technology companies, Schools and universities, NGOs and social initiatives

CONTENT GENERATED:

Recording of panels and talks
Post-event social and ESG impact report

ESTIMATED MEDIA AND SOCIAL MEDIA REACH: 250,000+ IMPRESSIONS

SCALE AND EXPECTED IMPACT OF THE EVENT

BRAND ACTIVATIONS

ACTIVATION OPPORTUNITIES
FOR SPONSORS

NAMING RIGHTS FOR STAGES, BACKDROPS, ARENAS,
OR THEMATIC SPACES

GAME LOUNGES AND INTERACTIVE STATIONS
WITH BRAND IDENTITY

WORKSHOPS, PANELS, OR CONTENT
TRACKS "POWERED BY"

SPONSORED COMPETITIONS,
CHALLENGES, OR HACKATHONS

BRANDED CONTENT PRODUCTION
(VIDEOS, REPORTS, DIGITAL SERIES)

EDUCATIONAL AND SOCIAL INITIATIVES
ALIGNED WITH THE BRAND'S PURPOSE

INTEGRATED IN-PERSON AND
DIGITAL EXPERIENCES

MASTER SPONSOR

- Maximum brand exposure
- Exclusive activations
- Strategic presence in communication and content

GOLD SPONSOR

- High visibility
- Customizable activations
- Strong institutional presence

SILVER SPONSOR

- Institutional visibility
- Targeted activations

INSTITUTIONAL SUPPORTERS & PARTNERS

- Brand presence and institutional recognition

SPONSORSHIP TIERS

BRAND EXPOSURE IN:

- Official event communications
- Physical and digital materials
- Broadcasts and online content

IN-PERSON AND DIGITAL ACTIVATIONS

INSTITUTIONAL PLACEMENT IN SELECTED PANELS AND CONTENT

RELATIONSHIP-BUILDING WITH STAKEHOLDERS, LEADERS, AND INSTITUTIONS

SOCIAL IMPACT, ESG, AND SDGS ALIGNMENT REPORT

POST-EVENT CONTINUITY AND LEGACY

BENEFITS AND DELIVERABLES

THANK YOU!!!

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Inovation

Esports

Social Impact

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