



**EPCOT:**  
**Your Visit Has an Impact.**  
A Guest-Powered Sustainability  
& Wellbeing Experience.

# From Passive Visits to Active Participation



Passive Spectators

## The Baseline

Our addressable market encompasses 700 million high-affinity fans, yet traditional theme park engagement remains predominantly passive observation.



Active Participants

## The Transformation

By shifting the guest posture from observation to active participation, we unlock a new tier of emotional loyalty and brand investment, directly supporting the strategy to turbocharge the Experiences segment.

# The Impact Ecosystem Gamifies Sustainability



**Core Insight:** Every step, choice, and interaction creates measurable value. We are transforming the act of visiting a theme park into a tangible contribution to the planet.

# Overlaying the Impact Layer Across a Full Guest Day



## Morning: Activation

Guests sync MagicBand+ at park entry, pledging their daily energy to a specific Impact Faction (Earth, Ocean, Air).

## Midday: Generation

Guests organically earn points through movement, pavilion exploration, and kinetic energy generation.

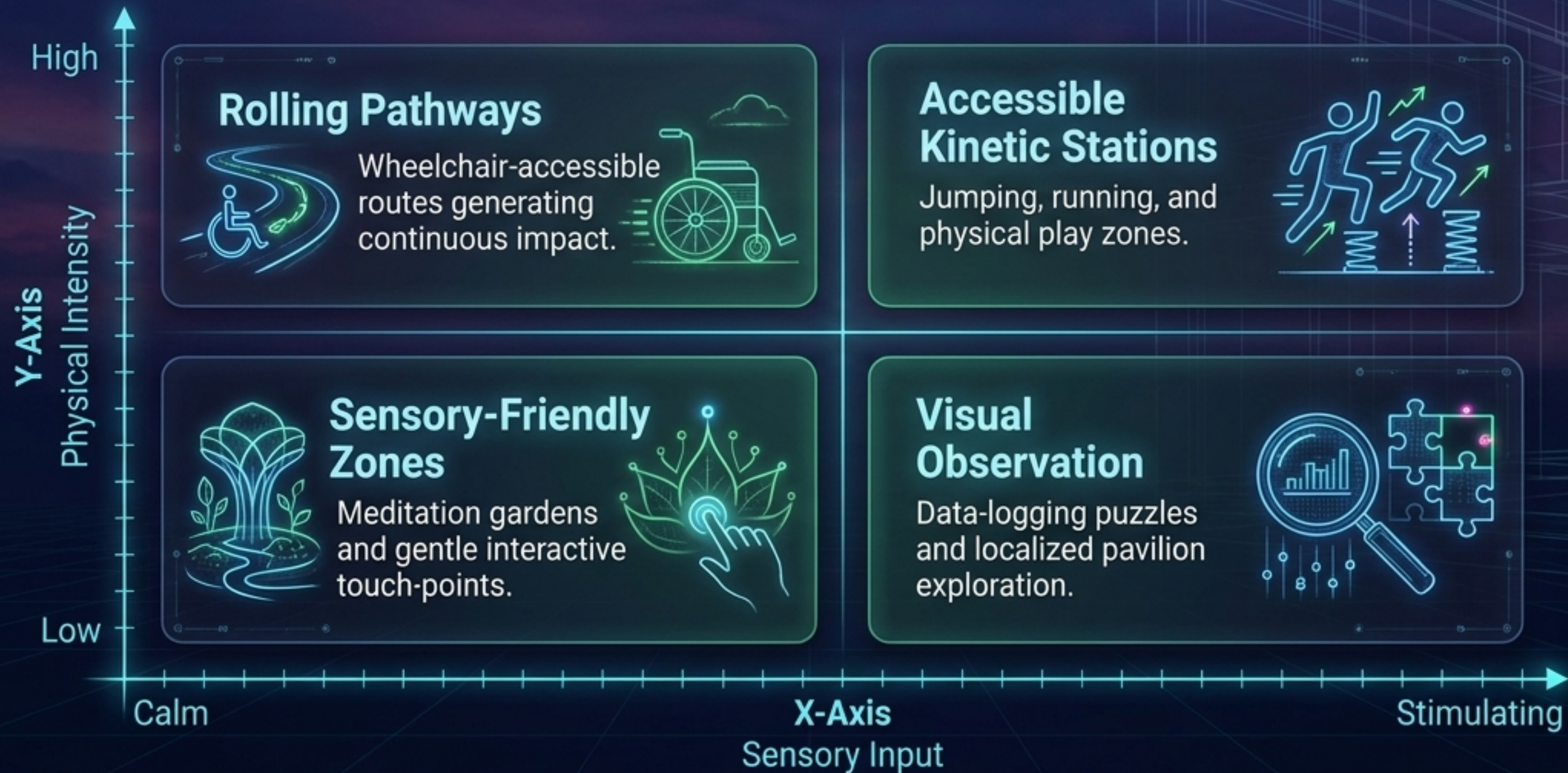
## Afternoon: Visualization

Real-time data synthesis and localized feedback displayed at CommuniCore Hall and Plaza.

## Evening: Reflection

Collective daily impact is revealed via mobile push notifications and a culminating, park-wide drone spectacle.

# Universal Design Ensures Universal Participation



**The Mandate:** Every guest, regardless of ability, generates impact points. Inclusivity acts as an engine for good.

# Frictionless Energy Generation Using Advanced Imagineering R&D

## Data Tracking

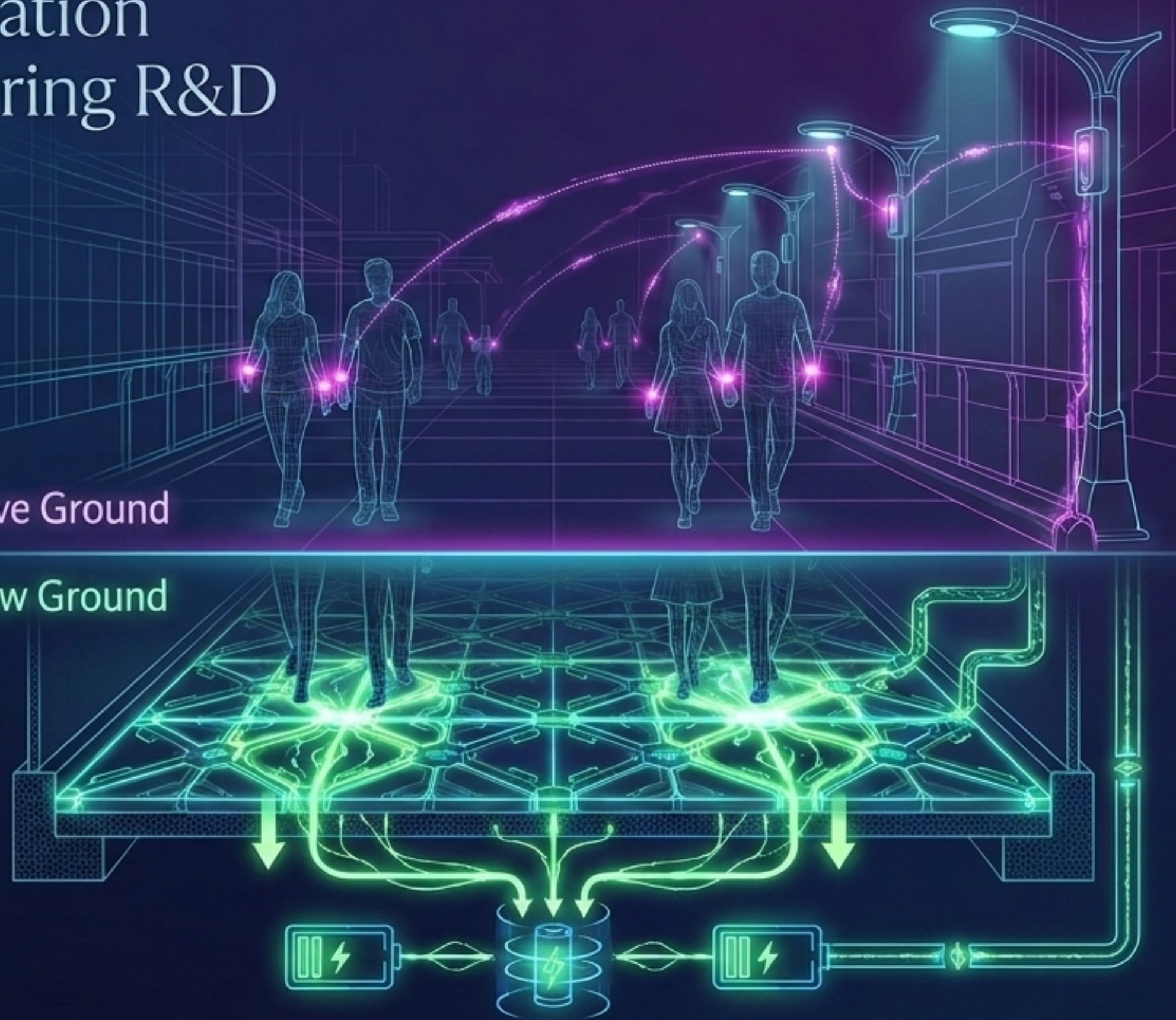
MagicBand+ seamlessly tracks individual and faction contributions in the background without interrupting the primary park experience.

## Kinetic Harvesting

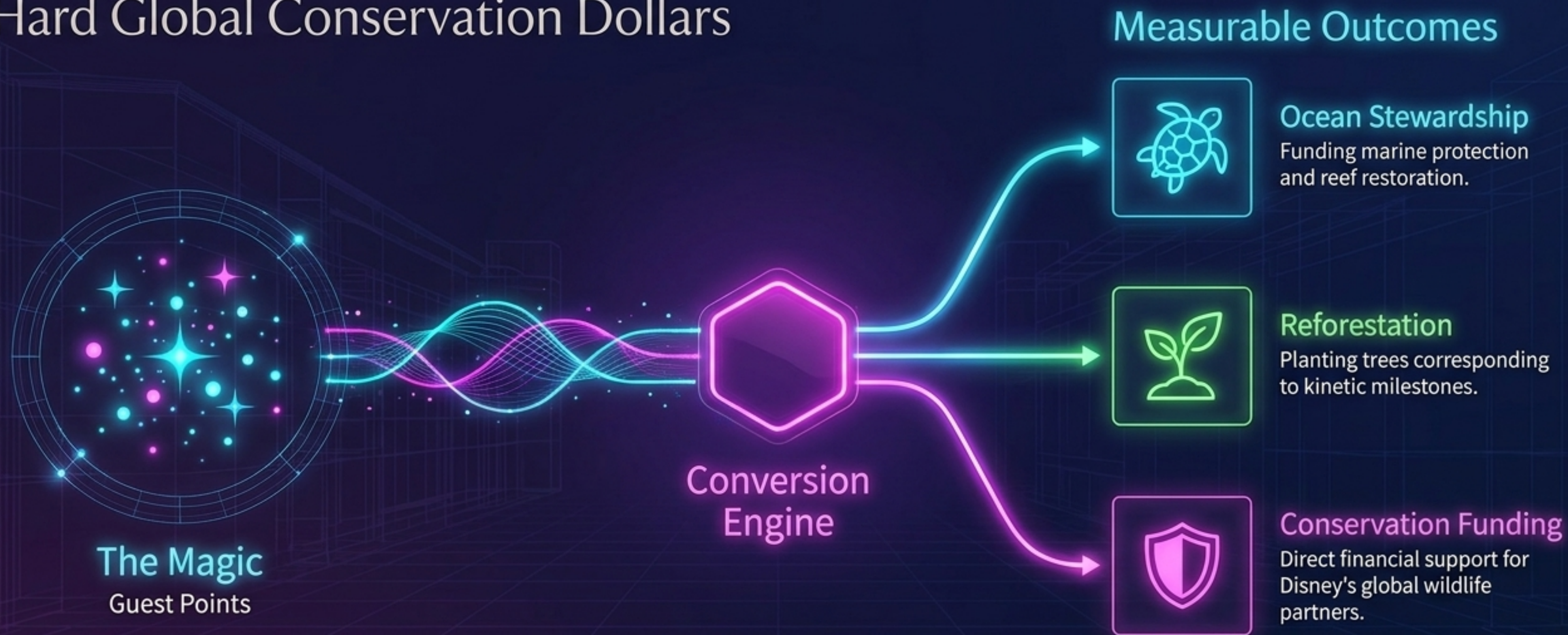
- Capturing guest-generated energy as a symbolic and educational contribution
- Designed to visualize energy impact —not replace park infrastructure

Above Ground

Below Ground



# Translating Digital Park Play into Hard Global Conservation Dollars



**The Promise:** Guest points are automatically converted into hard dollars and resources. The more they play, the more we protect.

# Activating the Existing EPCOT Asset Portfolio



## Spaceship Earth (GEO-82)

Serves as the central pledging center and historical context hub.



## Test Track 3.0

Guests design hyper-efficient, impact-positive vehicles to generate bonus multiplier points.



## Living with the Land

Agricultural harvesting and sustainable dining choices log direct Earth faction points.



## Journey of Water

Interactive water conservation pledges feed directly into the Ocean Stewardship fund.



# The Impact Hub:

## Experience the Ripple Effect of Your Actions

### Dynamic Storytelling Experience

Reimagining the 'Awesome Planet' theater as a immersive narrative journey.

### Real-Time Guest Impact Visualization

Immersive storytelling connecting individual MagicBand+ data points to global outcomes instantly.

### Personalized Summaries of Contribution

Guests step inside the emotional resonance of their collective impact, receiving awe-inspiring feedback.



# Making Invisible Contributions Visible Through Park-Wide Awe

## Daytime Micro-Reactions

Real-time environmental feedback. Flora and pathway lighting react and bloom as individual and faction energy goals are met.

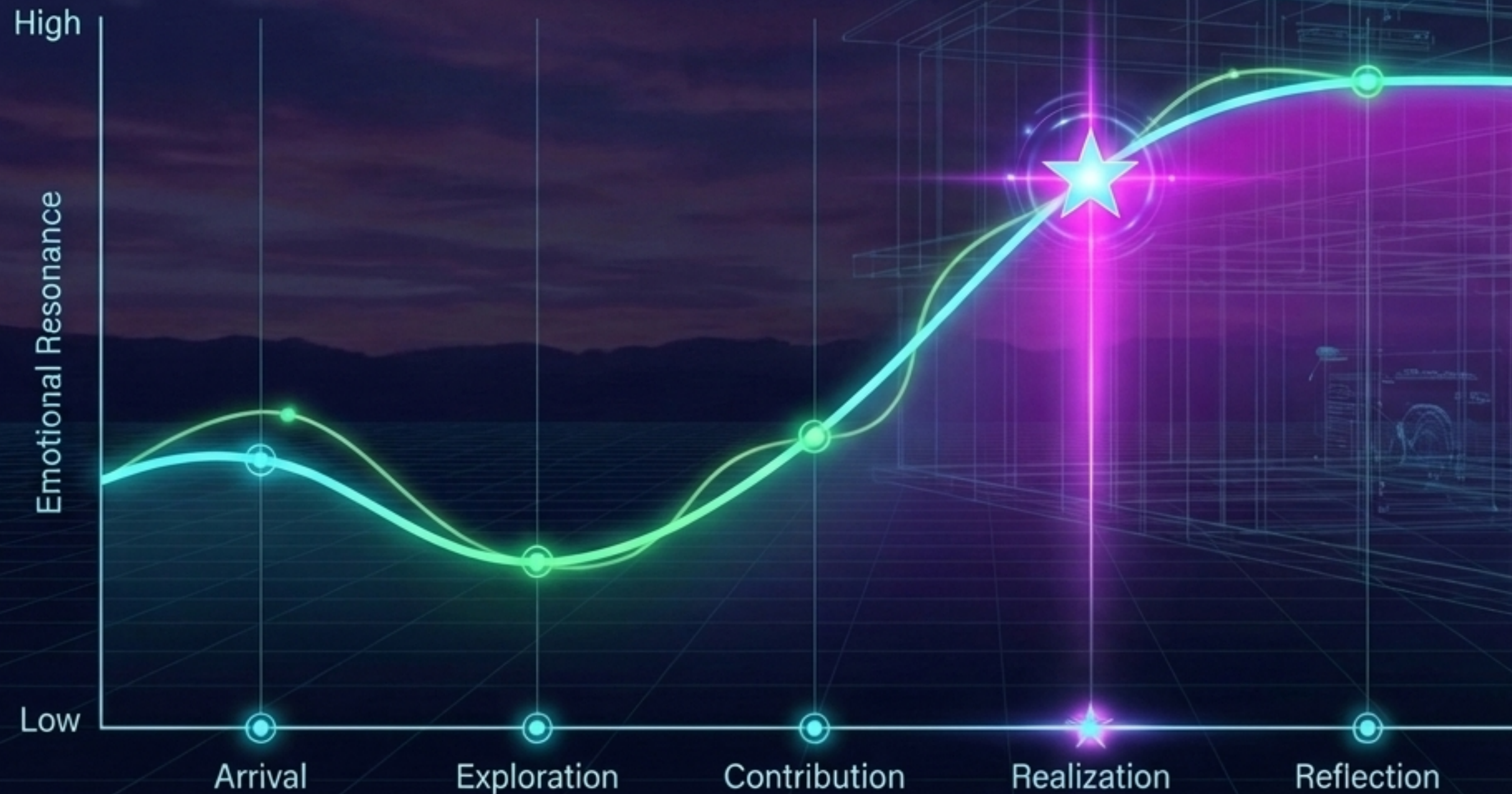


## Nighttime Macro-Spectacle

A collective drone performance representing the total, aggregated impact generated by all park guests that day, turning individual effort into a shared nighttime climax.

# Mapping the Shift: From Individual Achievement to Collective Triumph

## The Emotional Resonance Curve



- The guest journey mirrors a classic three-act structure, beginning with individual exploration.
- The experience peaks with a profound realization of collective **collective triumph and shared responsibility.**

# Purpose-Driven Engagement Directly Fuels Business Impact

## Encourages Longer Dwell Time



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Gamified engagement keeps guests in the park longer, increasing dining and beverage capture.

## Increased Per-Capita Spending



### Creates New Premium Engagement Opportunities

Introduces new revenue streams via specialized devices, merchandise, and exclusive access.

# Fulfilling the \$60B Mandate Through Stories, Scale, and Fans

## Stories

Grounding sustainability in the optimistic, forward-looking narrative of EPCOT.

## Scale

Utilizing our unparalleled 1,000-acre footprint to build a park-wide, multi-hour anchor experience.

## The \$60B Mandate

Aligning with Disney's long-term growth and investment strategy

## Fans

Giving our 700M highly-engaged brand loyalists a reason to transition from Disney+ viewers to active, repeat park visitors.

**The Catalyst:** EPCOT is the perfect high-capacity testing ground to scale participatory technology before a global resort rollout.

# The Future of Theme Parks Isn't Just Entertainment. It's Participation.

*Concept by Liz Linares*

