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D6.1

Dissemination and Communication Plan



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PROJECT DETAILS

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 Title: Gaming Clusters Across Multiple European Regions Project

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7	OGR-CRT - SCPA	OGR-Torino	Italy
8	PLUG AND PLAY PLATFORM SPAIN SL	PNPTC	Spain
9	KLASTER HRVATSKIH PROIZVODACA VIDEOIGARA	CGDA	Croatia
10	GAME ONLY	GO	France
11	HERNÍ KLASTR Z.S.	HK	Czechia
12	MUNICIPIO DO FUNDÃO	CMF	Portugal
13	THE UNIVERSITY COURT OF ABERTAY UNIVERSITY	AU	United Kingdom

Disclaimer

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31/05/2024	2.0	Luís Leça, INOVA+	Final Revision and submission

GLOSSARY AND ABBREVIATIONS

Cultural Creative Industries	CCI
Dissemination and Communication	D&C
Dissemination and Communication Plan	DCP
Grant Agreement	GA
Key Performance Indicators	KPI
Kick-off Meeting	KoM
Work Package	WP

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EXECUTIVE SUMMARY

The deliverable D6.1 outlines the plan for the dissemination and communication activities (DCP) of the **GAME-ER** project. This document highlights the activities and channels that will ensure the exposure of the **GAME-ER** project.

The document consists of several sections, which describe the DCP objectives and strategy, the target groups, the visual identity development process, the social media strategy and website structure, the most important communication and dissemination channels, the assessment impact and the Gantt chart of activities for the next period.

1. INTRODUCTION

This deliverable will set out the strategy for increasing the visibility, to maximise the impact and to ensure that the project results will reach a wider audience. The Dissemination and Communication Plan will serve as a roadmap for achieving the **GAME-ER** objectives (mentioned and explained below) and it will present the methods and channels through which these objectives will be achieved.

The management and implementation of the dissemination activities will be led by **SPIN**, and all partners will contribute to them by providing content, participating in events, and promoting **GAME-ER** 's outputs.

Following the project's progress, the DCP will be updated during the life of the **GAME-ER** whilst, the final report will be provided by M36.

1.1 Project Overview

The main objective of the Gaming Clusters Across Multiple European Regions (**GAME-ER**) project is to research how video game clusters emerge, develop, and sustain themselves, with a particular focus on local and regional clusters. Based on this research, **GAME-ER** will formulate a series of policy and practical recommendations which will compose an Interactive Methodological Toolkit. These recommendations are aimed especially at local and national policy and decision-makers, with the intent to help them bootstrap Cultural and Creative Industries clusters or strengthen existing clusters in their regions or cities.

Much of the existing research on video game clusters concentrates on clusters outside Europe or on European clusters in capital or large metropolitan cities (such as Helsinki or Hamburg). However, local and regional clusters are also key drivers of innovation, growth, and cohesion, and **GAME-ER** will fill the gap around the limited knowledge we have about them. To achieve its ambitious objective, a core component of **GAME-ER** will be a comparative analysis of six local and regional clusters in five European countries, which include France, the Czech Republic, Italy, Scotland, and Portugal. These clusters have been selected because of their different levels of maturity and their specificities, such as the concentration of human creativity or companies. Moreover, **GAME-ER** will conduct a Europe-wide analysis of the spatial organization of the European video games industry/ecosystem, with a focus on local and regional clusters. Through this research, the project will formulate policy and practical recommendations using a participatory approach and working with policymakers and industry.

The project includes 16 partners from 9 countries, with expertise in social sciences and humanities, policy making, the third sector, business, and innovation.

1.2 The main objectives of the DCP

This deliverable aims to outline the main strategy for Dissemination and Communication (DC) activities within the **GAME-ER** project. The objectives of the DCP include:

- Crafting a tailored communication and dissemination strategy for **GAME-ER**.
- Providing D&C guidelines for the consortium.
- Conducting activities and dissemination efforts to enhance the visibility and awareness of **GAME-ER** outputs.
- Engage and communicate with the stakeholders, expanding networks and fostering synergies with sister projects and similar initiatives.

To accomplish these objectives, the project will organise targeted actions and collaborative activities, and promote synergies among partners and stakeholders. This will involve various dissemination and communication channels, aligning the project's activities with market and societal needs. **GAME-ER** aims to have a broad and lasting impact, contributing to the advancement of Gaming industry and clusters across Europe.

2. DISSEMINATION AND COMMUNICATION STRATEGY

The credible and sustained Dissemination and Communication approach was designed to maximize impact and ensure long-term sustainability. To understand this approach, it is important to distinguish the two concepts involved: communication and dissemination, as defined by the European Commission¹.

- **Dissemination** → refers to the public disclosure of the project's results through appropriate means, excluding those related to protecting or exploiting the results. This includes scientific publications in any medium, aiming to share the project's findings with the wider community.
- **Communication** → is a strategically planned process, starts at the beginning of the project and continues throughout its lifetime. Its purpose is to promote the project and its results, engaging in a two-way exchange with various audiences, including the media and the public.

In **GAME-ER** project Dissemination and Communication (WP6) is coordinated by **SPIN** and supported by all partners involved in the project. The main priority of the work package is to maximize the impact of the **GAME-ER** outputs and reach a wide range of audiences.

The Dissemination and Communication activities will be implemented from the outset of the project, with a strategy that distinguishes these concepts. The backbone of DCP for **GAME-ER** follows a four-phases framework to facilitate effective DCE actions.

1st Phase – Building (M1-M12)

This phase focuses on raising awareness and initiating engagement among relevant stakeholders. It aims to establish a robust network within the business community to facilitate the transition journey of the EU gaming industry.

To effectively raise awareness and secure initial engagement, the first step involves creating interactions with sister projects and establishing a strong social media presence. Another crucial step is attending relevant networking events and conferences. These activities are essential for raising awareness and securing initial engagement as they help create networks, enhance the project's visibility, and build an initial community of followers.

¹ European Commission, European Research Executive Agency, Communication, dissemination & exploitation what is the difference and why they all matter –, Publications Office of the European Union, 2023, <https://data.europa.eu/doi/10.2848/289075>

During this stage, preliminary steps will be pivotal. Ensuring a strong presence on social networks and implementing the project website are key actions. The website will serve as a holistic platform where stakeholders can access comprehensive information about the project, its objectives, clusters, and consortium. Additionally, it will provide access to all results produced under the project in the future.

2nd Phase – Piloting (M6-M18)

During this phase, early results are anticipated as cluster actors actively participate in the research process. Piloting activities will be carried out through the **GAME-ER** project's online platform and the dedicated efforts of **SPIN**.

Additionally, participation in conferences and dissemination efforts will intensify to share the initial results and conclusions from the primary data collection by **GAME-ER** partners. Publications will be released in an open-access mode and made available on the project website.

Social networks will continuously share and disseminate the findings through posts and creative content, reaching the general public and targeted stakeholders depending on the social network addressed. These efforts will help raise awareness and engage a broader audience with the project's progress and outcomes.

3rd Phase – Using (M12-M24)

This phase emphasizes the practical utilization of project results within and beyond the initially reached organizations. The main objectives include promoting the uptake of results, supporting evidence-based decision-making, and encouraging innovators and partners to incorporate the available tools into their transition journey.

To achieve these objectives, the phase will involve increased participation in conferences and targeted dissemination efforts to share findings and insights. Social networks will continue to play a vital role, with ongoing posts and creative content aimed at both the general public and specific stakeholders. Publications will be released in an open-access format and made available on the project website to ensure wide accessibility.

Additionally, targeted joint activities with policymakers will be organized to showcase key findings and facilitate the integration of these insights into policy frameworks. These activities will help bridge the gap between research and practice, ensuring that the project's results have a tangible impact on the gaming industry and beyond.

4th Phase – Stabilization (M24-M36)

Depending on the outcomes of the exploitation planning, key exploitable assets with sustainability potential, particularly the Interactive Methodological Toolkit, will be prepared for transfer to responsible parties for further exploitation and valorisation. Detailed exploitation plans and roadmaps will be developed to ensure the future dissemination and sustainability of these exploitable results.

These plans will outline specific strategies and actions to maintain and expand the impact of the project's outcomes, ensuring that they continue to benefit stakeholders and contribute to the industry's development long after the project's completion.

In a nutshell, the comprehensive dissemination and communication strategy is designed to establish a robust project identity that effectively communicates **GAME-ER's** outcomes and objectives, ensuring a lasting impact both during and after the project's execution. Leveraging the strategic geographical positions of our partners, **GAME-ER** will extend its reach to a wider audience, addressing the complexity of various actions, objectives, and target groups through targeted channels and tools across four distinct phases.

These activities will be supported by further actions, including the effective and efficient transfer of knowledge and results to a broad audience encompassing policymakers, SMEs, game developers, researchers, and the general public. Additionally, the strategy aims to elevate awareness of the project's methodology at the European level, boost the application of **GAME-ER** recommendations, build the capacity of stakeholders to apply the project's outputs, and ensure the post-project sustainability and exploitation of results. Through these concerted efforts, **GAME-ER** will not only achieve its dissemination goals but also ensure the enduring impact and relevance of its findings.

3.1 Target Groups

To refine the communication and dissemination strategy, it is essential to identify and understand the target groups that will benefit from the project's outcomes. The objective is to establish a direct connection with stakeholders and effectively distribute the project results to various audiences. The dissemination strategy will be meticulously crafted to ensure that each target group is reached through tailored channels and activities, addressing the complexity and diversity of the audiences involved. Prior to the start of the project, the following target groups from the sector were identified, and they will be engaged at European, national, and regional levels:

Table 1 – GAME-ER Target Groups

TARGET GROUP	How GAME-ER will arrive at the TG:	How will they benefit from GAME-ER?
TG1: Local, National, and European Policy Makers and decision-makers	Project website, social media, newsletter, and GAME-ER promotional events	They will benefit from GAME-ER by enhancing their ability to promote change in their local communities. This will be achieved by making informed decisions based on the research findings from the video games clusters, new knowledge, the practical recommendations and from the practical Toolkit.
TG2: Private and public business support organisations, Investors.	Social media, website, third party conferences, 2 promotional conferences, publications	GAME-ER will contribute to raising awareness about the regional innovations systems, altogether with their needs and opportunities.
TG3: Start-up incubators, CCI European industry players, clusters representatives:	Online webinars, social media, website, newsletters, publications, 2 promotional meetings	GAME-ER will contribute to raising awareness about the regional innovation systems, altogether with their needs and opportunities.
TG4: Video Game Companies, CCI incubators and ICT SMEs:	Online webinars, social media, website, newsletters, publications	Better business operations and decisions in regional innovation systems
TG5: Universities with strong focus on degrees and R&D in CCIs and video games	Online webinars, social media, website, newsletters, publications	GAME-ER will facilitate improved business operations and decision-making with regional innovation systems.
TG6: Education institutes (schools, other universities, other providers)	Website, social media accounts, YouTube	GAME-ER will help them to gain a deeper understanding of their role in promoting regional innovation.
TG7: Young people and youth in Europe	Social Media	GAME-ER aims to enhance the awareness of careers in CCI among young European citizens.
TG8: General public across Europe and beyond	Social Media, website, traditional media	GAME-ER seeks to increase awareness of the European innovation capacity and the role of video games.

3. GAME-ER VISUAL IDENTITY

The **GAME-ER** dissemination and communication materials will rigorously adhere to the graphic standards established in the Grant Agreement (GA). By consistently using these elements across all materials, the project ensures a cohesive and professional public image, enhancing its visibility and recognizability both online and offline.

These materials encompass a wide range of assets, including the project logo, website, and templates for presentations and deliverable reports. Social media accounts will be managed to reflect the project's identity, and visual elements such as posters, brochures, and roll-up banners will be used for external event participation. Additionally, a regular electronic newsletter will be distributed to keep stakeholders and the public informed about the project's progress and outcomes. This comprehensive approach not only reinforces the project's brand but also facilitates effective communication and engagement with diverse audiences.

3.2 GAME-ER Logotype

At the kick-off meeting in Matosinhos, Porto, Spin System presented five logo options for the **GAME-ER** project. After thorough discussions with partners, the decision was made to select a linear logo. This choice aligns with our goal of establishing a clear and cohesive visual identity for **GAME-ER**, reflecting the project's innovative and forward-thinking nature. The linear design not only enhances visual appeal but also ensures versatility across various media and communication materials, reinforcing the project's professional image and recognizability.



Figure 1 - First Logo proposal at the Kick-off Meeting

The feedback was integrated, and for the second round of voting, six variations were prepared.



Figure 2 - Second logo proposals.

For choosing the logo, the partners were given an online questionnaire where each organisation was allowed to vote once. The chosen font for the logo is a linear one, and the bold was used for the font. As a decorative element, the joystick-shaped button has been added. To ensure the versatility of the materials, several colour variations were created.

GAME-ER Official Logo:



Figure 3 - Official Logo of the project

The **GAME-ER** logo design encapsulates the core elements of the project: gaming, game creation, and the interconnected nature of a cluster. The logotype employs the SQUARE GAME font, reminiscent of classic video game fonts, to evoke the essence of the gaming industry. The pictogram features four interconnected circles, symbolizing the classic buttons of a console joypad and representing the connections between various entities within a cluster.

The chosen colours, green and blue, further reflect the world of computer programming and technology. This thoughtful design not only highlights the project's focus but also ensures a cohesive and visually appealing identity that resonates with stakeholders and the public alike.

In case there is a need to use a monochrome logo, the following four versions were chosen (Figure 4) according to the background:

- **Blue monochrome version:** to be used in situations where the background is light.
- **Green Monochromatic version:** to be used in the presence of dark background.
- **Black monochrome version:** to be used in the presence of a white background and with a need for a black and white logo.
- **White monochrome version:** for use in the presence of a black background.



Figure 4 - GAME-ER Logo Colour Variations

The logo may be used only in the official version or in one of the versions previously listed. Any other version is not advised, below are some incorrect examples:



Figure 5 - Example of an incorrect logo with another colour version



Figure 6 - Example of an incorrect logo with changed height and length proportions.



Figure 7 - Example of an incorrect logo with low-resolution format.

3.3 GAME-ER Font and Colour Pallet

3.3.1 *GAME-ER Font*

The official fonts selected for **GAME-ER** deliverables are **Calibri and Arial (both at size 12)**. The choice of these fonts is integral to maintaining consistency and professionalism across all project documents.

Calibri, the default font in Microsoft Word, Excel, and PowerPoint, is predominantly used for reports, technical documents, and other professional materials. Its clarity and legibility make it ideal for long documents, ensuring that the text is easy to read and visually appealing.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figure 8 - Standard Font Example 1

Example of font usage: “The deliverable D6.1 outlines the plan for the dissemination and communication activities (DCP) of the GAME-ER project.”

Arial, a widely used and versatile font, complements Calibri by offering a clean and modern look. It is compatible with various file formats and systems, making it a reliable choice for ensuring that documents display correctly on all devices and platforms.



Figure 9 - Standard Font Example 2

Example of font usage: “The deliverable D6.1 outlines the plan for the dissemination and communication activities (DCP) of the GAME-ER project.”

By adhering to these commonly used fonts, **GAME-ER** ensures that all materials are accessible, professional, and consistent, reinforcing the project's cohesive visual identity and facilitating clear communication with stakeholders.

3.3.2 GAME-ER Colour Pallet

For the logo, the partners selected the colour green based on the results of the questionnaire. Consequently, green and blue were chosen as the primary colours for the project's visual identity. These colours are frequently associated with the coding language and the tech industry, reinforcing the project's focus on gaming and technological innovation.

Green is often associated with innovation and technology, particularly in the gaming industry, which is characterized by continuous evolution and the introduction of new concepts and technologies. Green symbolizes growth, vitality, and creativity, reflecting the dynamic nature of game development and the constant push towards new frontiers.

Blue conveys a professional approach and inspires confidence. It is commonly linked to security, reliability, and trustworthiness, essential qualities in both the gaming industry and collaborative projects like GAME-ER. Blue's calming effect also suggests a stable and dependable foundation, which is critical for fostering robust connections within a cluster.

Together, these colours create a harmonious and balanced palette that represents the essence of **GAME-ER**. The combination of green and blue not only reflects the project's technological roots but also underscores its commitment to innovation, professionalism, and reliability. This thoughtful use of colour helps establish a strong and recognizable visual identity, making the project's materials more engaging and memorable for stakeholders and the public.



Figure 10 – Colours Hex Code

3.3.3 *GAME-ER Visual Guidelines Manual*

To ensure the consistent use of visual identity elements, Spin System has created a comprehensive visual guide for all project partners. This guide provides detailed instructions on the correct application of the **GAME-ER** visual elements, ensuring uniformity across all communications and materials. The visual guide includes:

- **Logo Usage:** Guidelines on how to properly use the various logo variants, including spacing, sizing, and placement to maintain brand integrity.
- **Icons and Imagery:** Directions on the appropriate use of icons and other visual elements to enhance documents and presentations while adhering to the brand's visual style.
- **Colour Palette:** Specifications on the use of the chosen colours, including green and blue, along with their colour codes (HEX, RGB, CMYK) to ensure accurate reproduction in both digital and print formats.
- **Fonts:** Instructions on the use of the official fonts, Calibri and Arial, including font sizes and styles for different types of documents to ensure readability and consistency.
- **Disclaimer:** Guidelines on the correct use of disclaimers and legal notices to ensure compliance with project and regulatory requirements.

This visual guide is an essential tool for the consortium, helping all partners to apply the **GAME-ER** visual identity effectively and consistently. By following the guidelines, partners can create cohesive and professional materials that strengthen the project's brand recognition and communicate its message clearly and effectively.

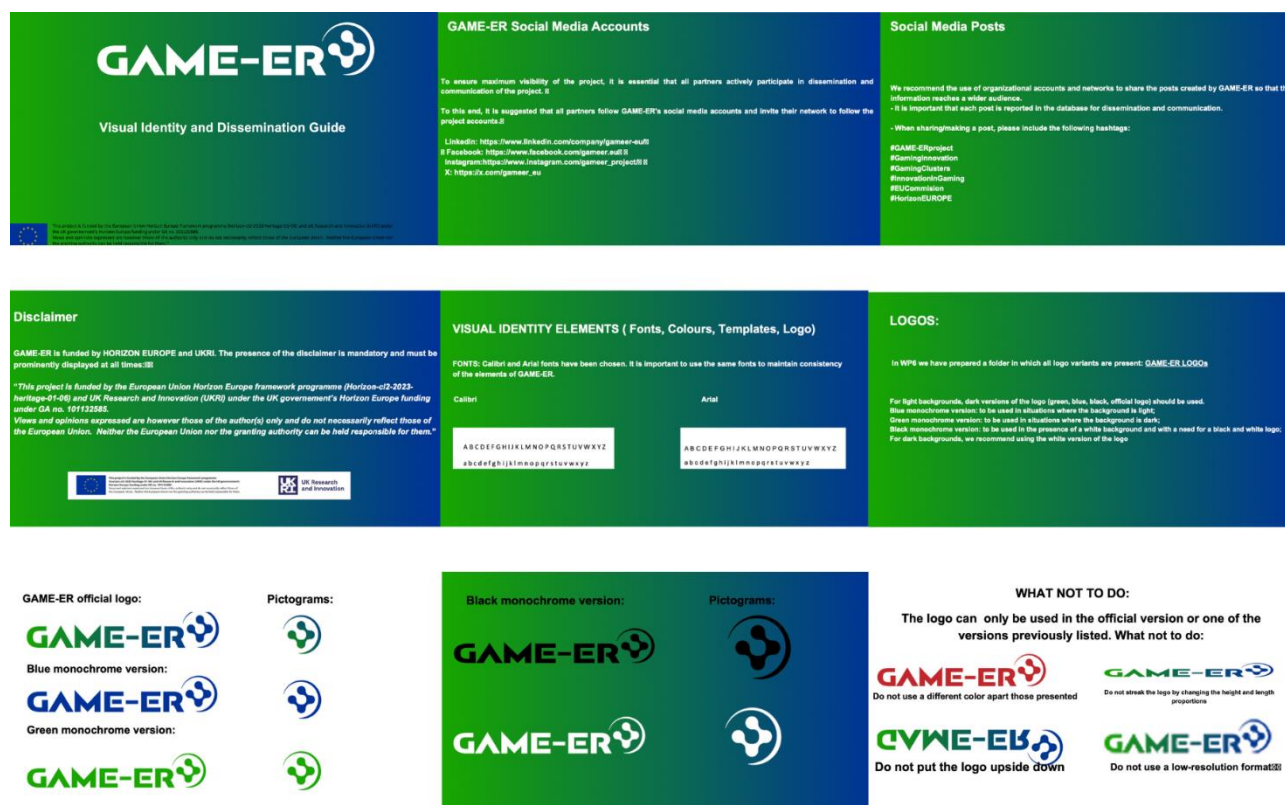


Figure 11 – GAME-ER Visual Guidelines Manual

3.3.4 GAME-ER Disclaimer

Horizon Europe and UKRI funding will be acknowledged on each material produced and the disclaimer will be used.

"This project is funded by the European Union Horizon Europe framework programme (horizon-cl2-2023-heritage-01-06) and UK Research and Innovation (UKRI) under the UK government's Horizon Europe funding under GA no. 101132585. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union. Neither the European Union nor the granting authority can be held responsible for them."



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Figure 12 – GAME-ER Horizon Europe and UKRI Disclaimer

3.3.5 GAME-ER Deliverables Template

Templates for deliverables have been meticulously prepared, incorporating feedback from the project coordinator to ensure they meet all requirements and standards. The Deliverables Template is designed to maintain a cohesive and professional appearance across all project documents, facilitating strong recognition and identification. The template features:

- **Cover Page:** Includes the project title, deliverable details, and a disclaimer introducing the Horizon Europe and UKRI funding.
- **Project Details and Consortium Presentation:** Provides an overview of the project, consortium members, disclaimer, and acknowledgements.
- **Deliverable Details:** Contains specific information about the deliverable, followed by essential tables such as a glossary of terms, abbreviations, and a table of contents.

The overall design employs the project's chosen colour palette of green and blue, reflecting the **GAME-ER** visual identity. These colours are used consistently to enhance the visual appeal and ensure uniformity. These materials adhere to the same graphical specifications, including the project logo, creating a strong recognition and identification factor. The deliverable templates ensure a consistent and professional image across all outputs, following a standardized format.

The **GAME-ER** templates feature a predefined structure that simplifies their use, making it easier for consortium members to produce deliverables efficiently. All partners are advised to use these templates for **GAME-ER** deliverables and outputs to maintain a consistent brand identity that meets the project's requirements. This approach not only streamlines the document preparation process but also reinforces the project's cohesive visual presence, enhancing its credibility and impact.



3.3.6 GAME-ER PowerPoint Template

SPIN will create a comprehensive PowerPoint presentation template to ensure consistency and professionalism across all project presentations. This template will integrate the project's visual identity, featuring the green and blue colour palette, the **GAME-ER** logo, and standard fonts (Calibri and Arial).

Key elements of the forthcoming PowerPoint template will include:

- **Title Slide:** Incorporating the project title, presentation title, presenter's name, and date, all styled in the official project fonts and colours.
- **Content Slides:** Structured layouts for various types of content, including text, images, charts, and tables, ensuring clarity and visual coherence. Each slide will include a header with the project logo and a footer with relevant information, such as slide number and project disclaimer.
- **Consistent Design Elements:** Standardized bullet points, color-coded headings, and uniform spacing to maintain a cohesive look throughout the presentation.
- **Closing Slide:** Space for summary points, acknowledgements, and contact information, reinforcing the project's branding and providing a professional conclusion.

By developing this PowerPoint template, **SPIN** aims to facilitate the creation of presentations that are not only visually appealing but also aligned with the project's branding guidelines.

This will ensure that all **GAME-ER** presentations are easily recognizable and maintain a high standard of quality, enhancing the project's visibility and impact during meetings, conferences, and other dissemination activities.

4. COMMUNICATION AND DISSEMINATION CHANNELS

4.1 GAME-ER Website

SPIN is currently developing a dedicated, dynamic website for **GAME-ER**, which will serve as a central hub for disseminating project outcomes and providing updates on news and events related to **GAME-ER**. This website will highlight the project's outputs and tools, with a particular emphasis on sustainability and the continued use of the **GAME-ER** Toolkit post-project closure. The website will be hosted at the domain: www.game-er.eu, and will be available in English, serving as the primary gateway for third parties seeking information about the project. The website structure will include the following sections:

- **HOME:** This section will serve as the main introduction to the website, offering an overview of the project and its key components.
- **PROJECT:** Detailed information about the **GAME-ER** project, including its objectives, methodology, and expected outcomes.
- **PARTNER:** Profiles of the consortium members, showcasing the diverse expertise and contributions of each partner.
- **CLUSTERS:** Information on each cluster involved in the project, highlighting their specific roles and contributions.
- **NEWS:** This section will be divided into two subpages:
- **Media:** Access to multimedia content related to the **GAME-ER** project, such as videos, photos, and infographics.
 - **PRESS REVIEW:** A collection of articles, press releases, and media coverage about the project.
 - **NEWSLETTER:** Visitors can subscribe to the **GAME-ER** newsletter to receive regular updates and insights.
- **RESOURCE PAGE:** A repository of visual content, including public deliverables developed by the **GAME-ER** consortium, as well as other relevant documents and materials.
- **CONTACT:** Information on how to get in touch with the project team for inquiries and further information.

The website will be designed with a user-friendly interface and intuitive navigation, ensuring that visitors can easily access and explore the information they need. By providing a comprehensive and accessible platform, the **GAME-ER** website will play a crucial role in enhancing the project's visibility, facilitating stakeholder engagement, and supporting the dissemination of its findings and tools.

4.2 GAME-ER Social Media Accounts

SPIN has also created the social media accounts and developed a strategy to achieve the Key Performance Indicators (KPIs) outlined in the GA. By utilizing a strategic approach and maintaining active social media accounts, **GAME-ER** aims to amplify its outreach and provide information to a wider audience. Platforms such as **Twitter, Instagram, Facebook, and LinkedIn** will be used to create an effective dissemination process for **GAME-ER**. These social media efforts will be managed by **SPIN** with support from all partners.

Content will be published on these social media accounts on a weekly basis, with posts scheduled in advance to ensure a steady stream of updates. Additionally, the **YouTube platform** will be utilized for visual content such as videos and interviews developed by the project.

These social media channels will serve as direct communication avenues with professionals from relevant fields, helping to build a community of stakeholders. Regular updates on events, news items, relevant publications, and the project's progress will be continuously shared, fostering ongoing engagement and interaction.

D6.2 - Project Website and Social Media Accounts Plan, details all the strategic planning required to populate the website and social networks with content about the project. It outlines strategies to maximize dissemination on social media, as well as the KPIs and impact assessments associated with these communication tools. This comprehensive plan ensures that **GAME-ER**'s online presence effectively reaches and engages its target audiences, promoting the project's objectives and achievements across multiple platforms.

4.2.1 LinkedIn Account

The **GAME-ER** LinkedIn profile serves as a professional platform to engage with industry experts, stakeholders, and the broader community involved in the gaming and creative industries. This profile is designed to disseminate project updates, insights, and relevant content to foster engagement and collaboration. Through the LinkedIn page, followers will remain informed about the latest developments in the **GAME-ER** project, access valuable resources, and become part of a network dedicated to advancing the gaming ecosystem across Europe.

The **GAME-ER** LinkedIn account is hosted at: <https://www.linkedin.com/company/gameer-eu/about/>

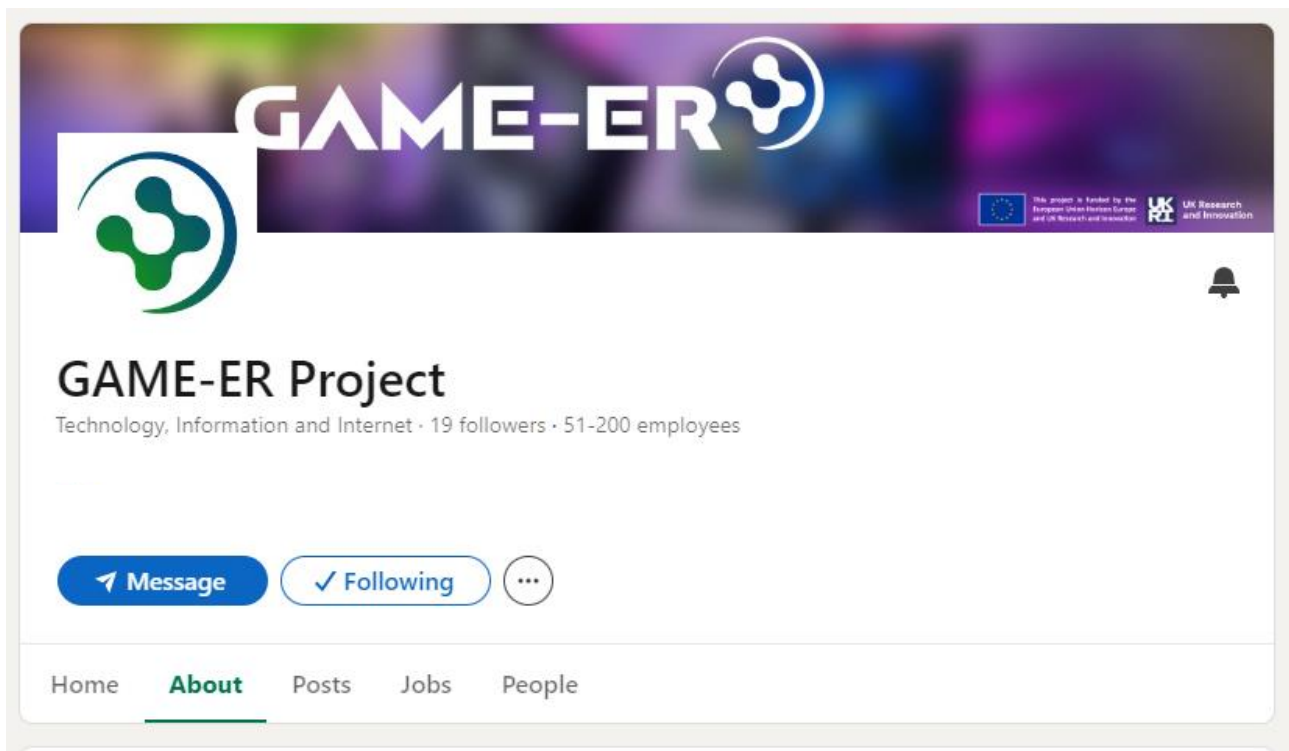


Figure 14 – GAME-ER LinkedIn Profile

4.2.2 X Account

The **GAME-ER** X account functions as a dynamic platform to connect with a wide array of stakeholders, including industry professionals, researchers, policymakers, and the public. This account is utilized to provide real-time updates, share project milestones, and disseminate relevant content related to the gaming and creative industries.

By following the **GAME-ER** X account, audiences can stay informed about the project's progress, participate in discussions, and access a stream of information aimed at fostering innovation and collaboration within the European gaming ecosystem.

The **GAME-ER** X account is hosted at: https://x.com/gameer_eu



Figure 15 – GAME-ER X Profile

4.2.3 Facebook Account

The **GAME-ER** Facebook page is established to engage a diverse audience, including industry professionals, stakeholders, and the general public, within the gaming and creative industries. This page is dedicated to sharing project updates, news, and relevant content in an accessible and interactive format. Through the Facebook page, followers can stay updated on the latest developments, participate in discussions, and access resources that support the project's objectives. The platform aims to foster a community of engaged individuals and organizations dedicated to the advancement of the gaming ecosystem across Europe.

The **GAME-ER** Facebook account is hosted at: <https://www.facebook.com/gameer.eu>

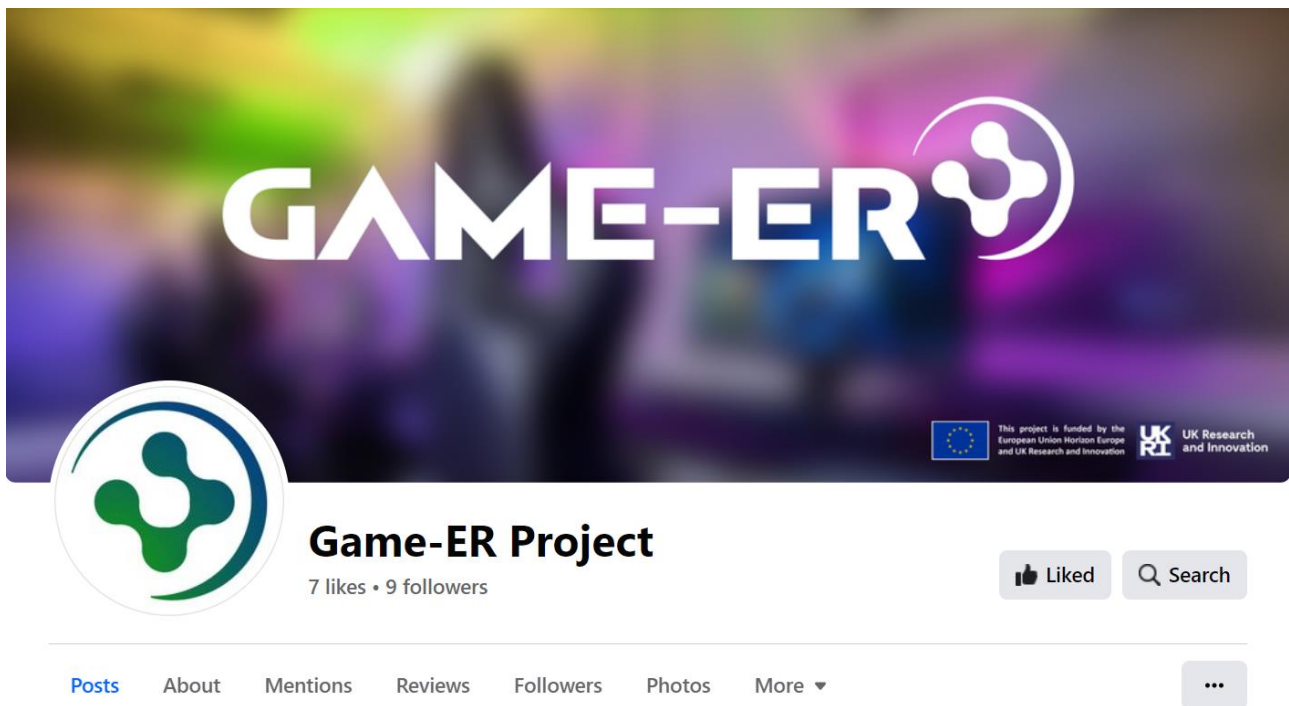


Figure 16 – GAME-ER Facebook Profile

4.2.4 Instagram Account

The **GAME-ER** Instagram account is designed to visually engage a broad audience, including industry professionals, stakeholders, and the general public, within the gaming and creative industries. This platform showcases project updates, milestones, and relevant content through visually appealing posts and stories. The Instagram account aims to highlight the project's progress, share behind-the-scenes insights, and foster a visually driven community interested in the advancements of the gaming ecosystem across Europe. By following the **GAME-ER** Instagram account, audiences can stay visually connected with the project's journey and developments.

The **GAME-ER** Instagram account is hosted at: https://www.instagram.com/gameer_project/

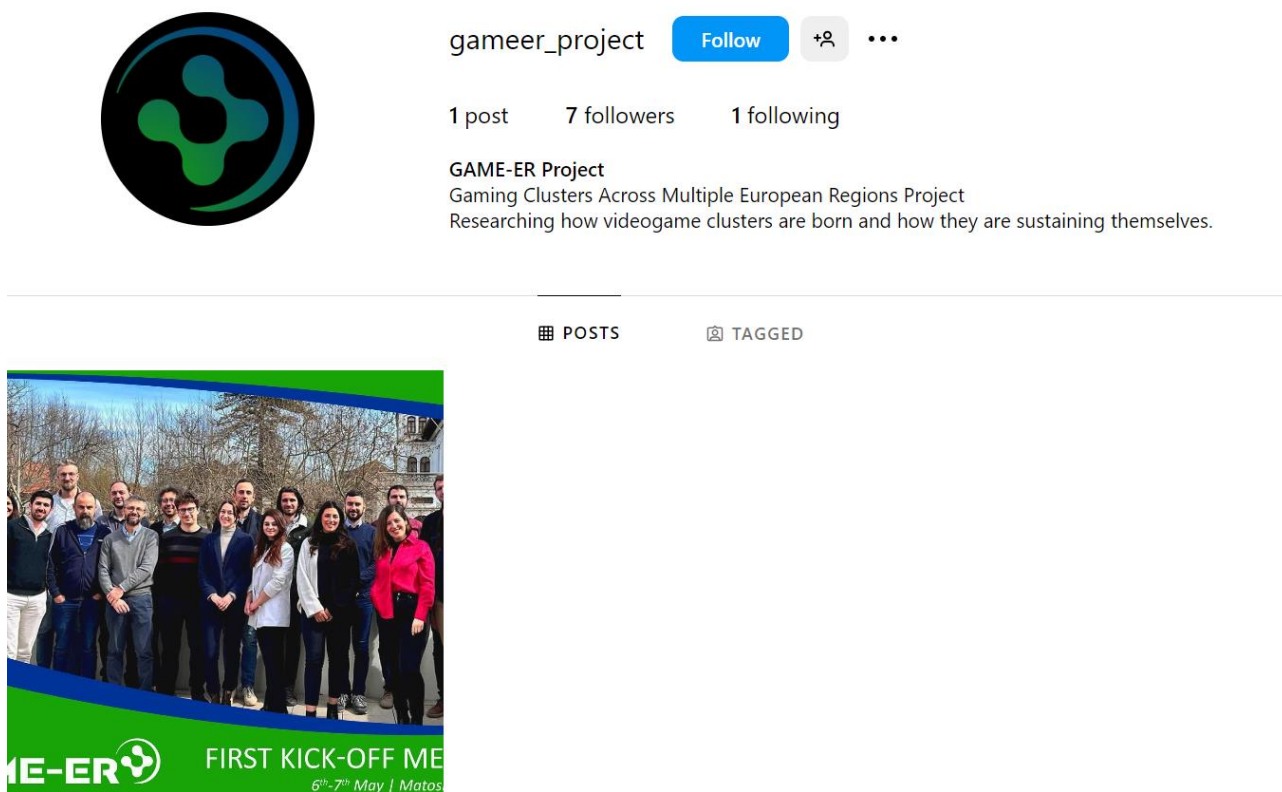


Figure 17 – GAME-ER Instagram Profile

Hashtags play a crucial role in organizing content and increasing the visibility of posts. The primary hashtag for the **GAME-ER** project is **#GAME-ER**. Additional hashtags used under each post include: **#GAME-ERproject**, **#GamingInnovation**, **#GamingClusters**, **#InnovationInGaming**, and **#HorizonEU**. These hashtags help categorize content, enhance discoverability, and connect with broader conversations within the gaming and innovation communities.

To mitigate the risk associated with WP6, specifically the *"Lack of engagement with the dissemination material and difficulties in communication and dissemination activities to reach the intended target audiences,"* all partners will be actively involved in the dissemination and communication activities. Together with Spin System, they will leverage their networks and opportunities to promote **GAME-ER** effectively.

Every post made to promote the project on social media will be systematically recorded in a dissemination table. This practice ensures a comprehensive overview of all dissemination efforts, facilitating monitoring and assessment of the outreach and engagement activities.

4.3 Newsletters

The project's four newsletters will be strategically distributed to the most relevant stakeholders, identified throughout the project's course. This targeted distribution aims to enhance the dissemination and utilization of **GAME-ER**'s results, engaging both local authorities and a broader, non-specialized audience.

Serving as a crucial supplement to other dissemination and communication methods, the newsletters provide a direct means of communication. Project partners will be encouraged to circulate the newsletters within their networks to maximize visibility and impact.

Each newsletter will feature a variety of content, incorporating visual elements like infographics and photographs to enhance engagement. All four newsletters produced by **GAME-ER** will be accessible on the project website. The distribution of newsletters will be managed using the [Mailerlite system](#), ensuring efficient and professional delivery. Additionally, social media platforms will play a significant role in further disseminating the newsletters to reach an even wider audience.

The newsletters will target the following groups:

- **TG1:** Local, National, and European Policy Makers and decision-makers
- **TG2:** Private & public business support organizations, investors
- **TG3:** Start-up incubators, CCI's European industry players, cluster representatives
- **TG4:** Video Game Companies, CCI's innovators, and ICT SMEs
- **TG5:** Universities with a strong focus on degrees and R&D in CCI's and video games

By addressing these diverse target groups, the newsletters aim to foster broad engagement and support for the **GAME-ER** project, ensuring its findings and innovations are widely recognized and utilized.

4.4 Academic Publications

To maintain a consistent flow of information within the scientific community, the consortium will collaborate closely with other projects funded under the same topic. Leveraging the expertise of its academic partners, the consortium will seize valuable opportunities to disseminate the findings of **GAME-ER** in renowned international journals.

In compliance with the open access policy, all academic publications will be made freely accessible through the **GAME-ER** Community on Zenodo (https://zenodo.org/communities/game-er_project/), with other similar open access repositories being considered as well. By ensuring open access to these publications, the project enables the public to engage with **GAME-ER** 's academic outputs, thereby reaching a wider audience and maximizing the impact and relevance of our research efforts.

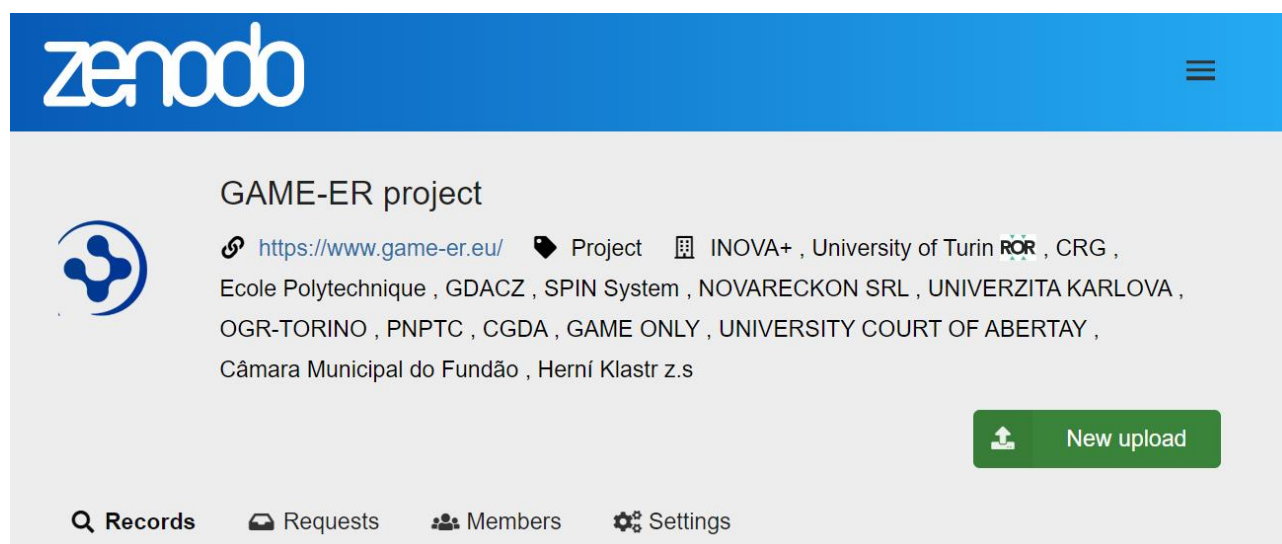


Figure 18 – GAME-ER Zenodo Community

Furthermore, all publications will be available on the project website under the resources page, providing an additional platform for dissemination. The consortium aims to submit and publish at least six peer-reviewed scientific papers through project partner channels, thereby enhancing the visibility and influence of **GAME-ER** 's research within the academic community.

4.5 Press Releases

Throughout the project duration, press releases will be disseminated to targeted media outlets at local, national, and sector-specific levels to ensure broad audience reach. This includes coverage in local newspapers, general-interest magazines, and sector-specific publications. Press releases are a crucial asset in the dissemination and communication process, serving to announce significant milestones and achievements of **GAME-ER**. To enhance the effectiveness of this strategy, the consortium will compile a national database of press contacts in each participating country. This database will include national newspapers, relevant sector magazines, online publications, and other EU publications, ensuring comprehensive media coverage.

GAME-ER will issue a total of eight press releases over the course of the project. These press releases will play a key role in keeping the public and stakeholders informed about the project's progress and significant developments, thereby boosting visibility and engagement.

4.6 Policy Briefs and Factsheets

During the second half of the project's duration and following its completion, the consortium will produce targeted informative materials, including factsheets, letters of interest, and policy briefs. These materials will be meticulously crafted to effectively communicate the updated results and insights from **GAME-ER**, ensuring that policymakers at various levels are well-informed about the project's findings and their potential implications.

The primary goal of these materials is to influence decision-making processes and facilitate the integration of **GAME-ER**'s outcomes into relevant policies and strategies. By providing clear, concise, and impactful information, the consortium aims to highlight the value of the project's findings and encourage their adoption in policy frameworks. Through this strategic dissemination effort, **GAME-ER** seeks to make a meaningful contribution to the development and enhancement of policies within the gaming and cultural creative industries.

4.7 Promotional Materials

GAME-ER will produce and distribute project flyers, rollups, and brochures. The promotional materials will be showcased at various public events and workshops related to gaming, innovation, and CCI. The goal is to inform attendees about the project's objectives, progress, and potential impact, encouraging engagement and collaboration.

4.8 Events and Conferences

GAME-ER will prioritize the dissemination of results through active involvement in events and conferences pertinent to the project area. The primary objective is to showcase the project and highlight the outcomes of our efforts. To this end, the consortium will diligently identify and participate in relevant events, fostering collaborations, sharing insights, and exploring potential partnerships that can benefit the project. Through dialogues and exchanges, the consortium will emphasize the project's findings and recommendations.

Spin System, in collaboration with project partners, will systematically identify and research relevant events where **GAME-ER** can be prominently featured. A comprehensive database will be created to keep track of these events, ensuring a strategic and organized approach to participation.

For instance, events hosted at the **OGR** will introduce the **GAME-ER** clusters to the local gamer community. During these events, dissemination materials such as videos, photos, and interviews will be produced to enhance visibility and engagement.

This strategic approach will expand the project's reach, establish its presence in relevant academic and industry circles, and contribute to the broader dissemination of its outcomes. By engaging with a wide range of stakeholders, **GAME-ER** aims to maximize the impact and relevance of its findings.

The targeted events will address the following groups:

- **TG1:** Local, National, and European Policy Makers and decision-makers
- **TG2:** Private and public business support organizations, investors
- **TG3:** Start-up incubators, CCIs European industry players, and cluster representatives
- **TG4:** Video game companies, CCIs innovators, and ICT SMEs
- **TG5:** Universities with a strong focus on degrees and R&D in CCIs and video games

A preliminary table listing key annual events and specific events relevant to the project is presented below. Additionally, an events database in Excel will be implemented within the consortium to keep track of potential events to attend, as well as those attended by consortium partners during the project's implementation. This database will facilitate organized and strategic participation in events, ensuring that **GAME-ER** maximizes its outreach and dissemination efforts.

Table 2 - Events and conferences table

PARTNER	EVENT NAME	EVENT PLACE	DATE
GAME ONLY	Game Camp	Lille (France)	End of June 2025
GAME ONLY	Horizon(s)	Bordeaux (France)	25-26 September 2024
UNITO	Digital Game Research Association Conference	Malta	Around July 2025
UNITO	Association Cultural Economics International Conference	Rotterdam (The Netherlands)	23-27 June)
UNITO	Geography of Innovation Conference	TBD	About January 2025
UNITO	DRUID 2025	TBD	About June 2025
AU	EASST/4S Joint Conference 2025	Seattle, Washington (USA)	September 3-7, 2025
AU	STS Italia	City to be announced, Italy	About June 2025
AU	Society for the History of Technology Annual Conference 2025	TBD	November 2025
AU	STS Conference Graz 2025	Graz, Austria	May 2025
AU	AsSIST-UK Biennial Conference	TBD, United Kingdom	About September 2025
AU	History of Games Conference, 2025	TBD, United Kingdom	About May 2025
CMF	Lisboa Games Week	Lisbon, Portugal	21-24 November 2024

4.9 Synergies with sibling and other related projects

Establishing synergy with sibling projects is a crucial step for **GAME-ER**. Collaboration with these projects can be achieved through participation in conferences and events, where the exchange of information and presentations can take place. Such collaborations enable the exchange of valuable insights and methodologies, as each project brings unique perspectives that can benefit **GAME-ER** and vice versa. Collaborative efforts enhance the overall impact by reaching larger audiences and having a broader influence on the industry.

Working with projects funded under the same topic ([HORIZON-CL2-2023-HERITAGE-01-06](#)) will foster strong networking, thereby increasing the impact of GAME-ER. Two projects identified on the Cordis Platform that align with this topic are:

GAMEHEARTS: Coordinated by the University of Vienna (AU), this project started on January 1, 2024, and will conclude on December 31, 2026. The primary objective is to maximize the value of the European videogame industry ecosystems within a broader social context of Cultural and Creative Industries. GAMEHEARTS will provide policy recommendations and roadmaps to guide the development and sustainability of the European Video Game Industry Ecosystem (EVGIE).

I-GAME: Coordinated by Ethniko Kentro Ervnas Kai Technologikis Anaptyxis (GR), this project commenced on February 1, 2024, and will end on January 31, 2027. Its main aim is to create an accessible game-development platform that facilitates the co-creation of games within various ecosystems of CCIs. This platform is intended to enhance innovation and positively impact social cohesion and sustainability.

By collaborating with these sister projects, **GAME-ER** can leverage shared knowledge and resources, ultimately strengthening the project's outcomes and extending its reach and influence.

Links to other projects within the consortium:

Table 3 - List of Similar projects within the consortium

Project Name	Start-End Date	Relation	Involved Partners
InGame: Arts and Humanities Research Council (AHRC)	2018- 2023	InGame aims to deliver innovative research and offer Research and Development support and services to games companies	AU
InGame International :Arts and Humanities Research Council (AHRC)	2020- 2023	The project aims to identify opportunities for collaboration, sharing of knowledge, co-production, market access and mutual sector growth.	AU
Theories and Methods for Game Industry Research	2021- 2023	The project aims to develop a theoretical and methodological framework to understand the complex dynamics of game production and game industry, and its embeddedness in the social, cultural, and economic contexts.	CUNI
EPOG+ - Economic Policies for the Global transition	2021- 2027	It offers a world-class integrated Master's programme on the (digital, socioeconomic, ecological) transition processes with a pluralist approach and interdisciplinary perspectives.	UNITO
The challenges of territorialization in the creative industries	2009- 2012	This research contract with the French government was intended to provide food for thought on the issues related to geographic clustering in the animation and video game industries.	CRG
Grassroots of Digital Europe(GRADE)	2022- 2026	Aims to bring together scholars of digital creativity, video game history, and creative computing from different cultural and geographic contexts.	UNITO
GameHighEd	2019- 2022	It has developed resources to implement new university programs and disciplines to teach game development.	GDAZ
OSIRIS	2014- 2020	The project aims to improve the design, rapid delivery, and implementation of OSI Policies and Action Plans across regional co-creative ecosystems for innovation, inspired by the "Innovation Loop" model.	CMF

Links to other projects outside of the consortium:

Table 4 - List of Similar projects outside the consortium

Project Name	Start-End Date	Relation	Coordinator
GEM	2014- 2017	Focuses on creating a platform to support the growth and innovation of the European games industry.	Educaweb
GameUp	2012- 2015	Focuses on the development of game-based learning tools for vocational education and training	Ibernex
GALA	2010 - 2014	Using the gamified learning experience in order to initiate discussions on different topics around EU belonging, active citizenship, decision-making and role of young people in addressing and changing the current challenges.	Università di Genova
CreaInnovation	2018 - 2020	This project aims to foster creativity, innovation and entrepreneurship in the gaming industry by creating a network of European game development companies and providing them with support and resources.	Chamber of Com.Viterbo
EGDF - The Community Network Game	2010- 2012	This project is a collaboration between game development associations and studios across Europe, for promoting the interests of the European gaming industry at a national and EU level.	Exent Technologies

5.IMPACT ASSESSMENT AND ACTION PLAN

5.1 Impact evaluation (Quantitative and Qualitative approach)

The impact of dissemination and communication will be monitored using a methodology that combines quantitative and qualitative methods. Depending on the platform used, a set of indicators will measure the impact achieved through our dissemination actions.

From a **quantitative perspective**, the results of our dissemination and communication efforts within the **GAME-ER** project will be numerically tracked. For social media and the website, the following indicators will be monitored:

- **Number of Followers:** Tracking the number of individuals following the social media pages associated with the **GAME-ER** project.
- **Engagement:** Measured by the number of likes, shares, comments, and clicks on social media posts.
- **Reach:** Reflecting the total number of visitors who have viewed the project's posts.
- **Website Analytics:** Monitoring metrics such as page views, unique visitors, and time spent on the site to gauge interest and engagement.

For the project's newsletter, the total number of subscribers will be tracked, indicating the reach and interest in the project's updates. Additionally, for each event in which the **GAME-ER** project participates or organizes, the total number of attendees will be recorded to measure direct engagement.

From a qualitative perspective, subjective and interpretative evaluations of the activities and outcomes of **GAME-ER** will be conducted. This will involve collecting feedback through surveys to gauge the impact of the project on participants and involved organizations. Sentiment analysis and online surveys will be employed to gather participants' opinions regarding the project's results, providing valuable insights into the perceived effectiveness and impact of our efforts.

This comprehensive approach, combining both quantitative metrics and qualitative feedback, ensures a robust evaluation of the dissemination and communication strategies. It allows for continuous improvement and adaptation, ensuring that the project's outreach efforts are as effective as possible in engaging and informing the target audiences. In the following table are represented the KPIs that will be monitored:

Table 5 - Communication and Dissemination KPIs

Dissemination Channel	KPI	Objective	How?
GAME-ER website	Yearly Visits	3000	The website is aimed to showcase GAME-ER results and tools. The website will be up from the third month of the project.
	Returning visitors and time spent	50% returning visitors; 40% visitors spending more than 1 minutes on the website	
X Account	X Followers	400	GAME-ER will use social media to spread awareness and to reach each more a larger audience. Through the already mentioned social media accounts is aimed the creation of an engaged community of followers.
	X Tweets	600	
	X profile visits	200 monthly	
LinkedIn Account	Linkedin Followers	200	
	Linkedin reactions and monthly shares	Reactions: 20 monthly Shares: 150	
Facebook Account	Facebook Followers	200	
Instagram Account	Instagram Followers	200	
Promotional Materials	Number of physical and online materials created for the enhancement of GAME-ER visibility	YouTube video: 5 minutes and 5000 viewers	By using promotional materials, the visibility of the project will be increased.
		20 Posters and 20 video flyers	
		Factsheets and policy briefs	
		4 Newsletters	
Mass-Media	Number of press releases	8 Press Releases	Through mass media, the intention to reach a larger audience is aimed. To gain visibility at regional and local level.
Participation at the relevant events and conferences	Number of the events attended	2 Engagement Events with 20/25 participants	By participating in the events, we want to physically present the project and create networking with relevant people in this field.
		1 Final Conference	
		2 Promotional conferences with business sector with 50/60 participants	
		2 Promotional Conferences with policy developers with 50/60 participants	

5.2 Action Plan for the next six months

Over the next six months, continuous efforts will be made to enhance the project's visibility across all platforms. This includes a strategic approach to social media, with regular posts aimed at engaging our audience and promoting project updates. The social media strategy will involve scheduled posts that highlight key milestones, share relevant content, and foster community interaction.

The completion and submission of D6.1 and D6.2 are critical milestones. These documents will outline the detailed strategies for dissemination and communication, as well as the specific plans for utilizing social media and the website to their fullest potential.

Another significant task is the preparation and distribution of the first newsletter. This will involve gathering and curating content that reflects the project's progress and achievements, and then disseminating it to our growing list of subscribers. The newsletter will serve as an important tool for keeping stakeholders informed and engaged.

The creation, development, and publication of the project website are also top priorities. The website will serve as the central hub for all project-related information, providing visitors with comprehensive insights into **GAME-ER**'s objectives, progress, and outcomes. It will include sections for news, updates, resources, and contact information, ensuring it meets the needs of various stakeholders.

Additionally, the development of templates for presentations, reports, and other communication materials will be finalized. These templates will ensure a consistent and professional image across all project documents and communications, reinforcing the **GAME-ER** brand.

Overall, the next six months will be a period of intensive activity aimed at establishing a strong online presence for GAME-ER, engaging stakeholders through strategic communication efforts, and laying the groundwork for sustained dissemination of project results.

Month	3	4	5	6	7	8
Awareness of the project						
D6.1: DCP						
D6.2: Social media and website Plan						
Newsletter						
Social Media Posts						
Website Creation, Development and publication						
Development of the templates						

Table 6- Gantt Chart with the actions for the following 6 months

5. CONCLUSION

In conclusion, this document will be continually updated throughout the project's lifespan to reflect our ongoing dissemination and communication activities. It outlines the dissemination channels to be utilized, the methods for their implementation, the project's visual identity elements, target groups, and impact measurement techniques.

By leveraging these channels, the project's visibility will be significantly increased, helping us to achieve the proposed Key Performance Indicators (KPIs). The dissemination and communication strategy detailed here is designed to maximize the impact of **GAME-ER** and ensure that its outcomes are widely recognized and adopted.

Furthermore, the strategy will support the long-term sustainability of the project by fostering ongoing engagement with stakeholders and the broader community. This continuous interaction will help to maintain interest in the project, encourage the uptake of its findings and tools, and ensure that the benefits of **GAME-ER** extend well beyond its formal conclusion. By systematically implementing and refining these efforts, we aim to create a lasting legacy for the project, contributing to the advancement of the gaming industry and related sectors.