



D5.1 FAIR GAME COMMUNICATION AND DISSEMINATION STRATEGY

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All Digital





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LIST OF ABBREVIATION:

Abbreviation	Description
CDS	Communication and Dissemination Strategy
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
WP	Work Package



TABLE OF CONTENTS

EXECUTIVE SUMMARY.....	7
1. INTRODUCTION	8
1.1 Project summary	8
2. COMMUNICATION AND DISSEMINATION STRATEGIES	12
2.1 Communication vs. dissemination strategy: What is the difference?.....	12
2.2 FAIR GAME Communication and dissemination strategy	17
2.3 Dissemination and communication methodology	18
2.4 Target audience.....	19
2.5 Key messages	21
2.6 Communications and Dissemination Channels.....	22
2.7 Communication Activities.....	26
Task 5.1 Developing the FAIR GAME Communication and Dissemination Strategy.....	26
Task 5.2 Designing the Visual Identity and Communication Materials	27
Task 5.3 Coordinating Public Awareness Campaigns and Supporting Engagement in Public and Policy Dialogues	28
Task 5.4 Ensuring Integration and Sustainability of Project Outcomes	28
Task 5.5 Organising the FAIR GAME Final Conference in Brussels	29
2.8 Communication and Dissemination Involving Minors	30
Use of images, videos, and quotations	30
Consent requirements for dissemination.....	31
Safe and respectful representation of children.....	32
3. FAIR GAME VISUAL IDENTITY	34



3.1 Logo	34
3.2 Templates	35
3.3 Project leaflets	36
3.4 Project website	36
3.5 Newsletter	37
3.6 Social media.....	37
3.7 Videos	40
3.8 Articles/Press releases.....	40
4. GUIDELINES ON INCLUSIVE COMMUNICATION AND CONTENT CREATION	41
5. MONITORING AND REPORTING	44
6. EXPLOITATION STRATEGY AND ACTIVITIES	47
6.1 Aims and objectives	47
6.2 Actions.....	47
7. OBLIGATIONS AND RIGHTS	49
7.1 Use of common graphic identity.....	51
7.2 Data protection compliance	52
7.3 Open access	52



TABLE OF FIGURES

Figure 1- FAIR GAME Logo	34
Figure 2 - FAIR GAME Visual Identity	35
Figure 3 – Reporting table: social media	44
Figure 4 – Reporting table: online publications	45
Figure 5 – Reporting table: events	45
Figure 6 – Reporting table: media and print publications.....	46
Figure 7 – EU emblem.....	50



EXECUTIVE SUMMARY

This document is the official deliverable **D5.1 Communication and dissemination Strategy** of the **FAIR GAME** project funded by the European Union under the Citizens, Equality, Rights and Values Programme (grant agreement Project: 101252741 — FAIR GAME — CERV-2025-CHILD).

It provides a structured framework to guide communication and dissemination activities across the consortium, defining key messages, target audiences, communication tools and channels, as well as the overall approach to maximise the project's visibility and impact. The document serves as a reference for all project partners, outlining roles and responsibilities and supporting a coordinated implementation of activities. It is designed as a living document, to be updated throughout the project duration in line with reporting periods and project developments.

1. INTRODUCTION

FAIR GAME (full name: Fostering Awareness, Inclusion, and Resilience in Gaming Environments) is a project which seeks to address the intersection of children's rights and mental well-being in digital gaming spaces. As online gaming communities expand, they present both opportunities for social interaction and serious risks, including cyberbullying, exploitative monetization tactics, exposure to harmful content, and mental health impacts such as anxiety, addiction, and social isolation.

FAIR GAME responds to these concerns by equipping children, parents, educators, and gaming industry stakeholders with the knowledge, tools, and strategies to foster safer, more inclusive, and mentally supportive gaming environments. The online gaming ecosystem is a significant part of children's digital lives. Studies highlight that young gamers frequently encounter discriminatory behaviour, aggression, and manipulative design practices designed to maximize engagement at the cost of mental well-being. Gaming platforms also struggle to uphold child safeguarding obligations effectively, often failing to implement transparent reporting mechanisms and user-centered moderation. The project aims to empower children as active participants in shaping positive digital environments. By developing co-created interventions and building industry accountability, the project aligns with the EU's Better Internet for Kids (BIK+) strategy and the Digital Services Act (DSA) requirements for child protection in digital spaces.

1.1 PROJECT SUMMARY

Background information

Online gaming has become one of the most significant digital environments in children's daily lives, offering opportunities for entertainment, creativity, and social interaction. However, these spaces also expose young users to a range of risks, including cyberbullying, toxic behaviour, exploitative monetisation mechanisms, exposure to harmful content, and excessive engagement patterns that may negatively affect mental well-being.

Despite the growing relevance of gaming environments for children and young people, existing digital literacy and online safety initiatives often overlook the specific dynamics of gaming platforms and communities. At the same time, children’s voices are rarely included in the design of policies, tools, or interventions aimed at protecting them in digital spaces. While European frameworks such as the EU Strategy on the Rights of the Child, the Better Internet for Kids (BIK+) strategy, and the Digital Services Act (DSA) emphasise the importance of protecting children online and ensuring their participation, practical implementation in the gaming ecosystem remains limited.

Objectives

The general objective of FAIR GAME is to advance the protection and realisation of children’s rights in online gaming environments by creating participatory, scalable mechanisms that promote digital literacy, strengthen mental well-being, and embed rights-based practices across the gaming ecosystem. The project aims to operationalise EU policy commitments—such as those articulated in the Digital Services Act, the BIK+ Strategy, and the EU Strategy on the Rights of the Child—by developing tools and interventions that are co-designed with children, responsive to their lived realities, and applicable across diverse gaming contexts. Central to this objective is the meaningful inclusion of children as rights-holders and decision-makers.

The project is guided by the following specific objectives:

- To co-design and deliver participatory digital literacy modules that equip children with the skills to navigate online gaming environments safely and critically (WP2).
- To develop embedded awareness tools and voluntary rights-based standards for gaming platforms to ensure inclusive, age-appropriate environments for children (WP3).
- To promote mental well-being in online gaming through peer-led support mechanisms and reflective digital campaigns targeting (WP4).

- To ensure equitable access to all project outputs for vulnerable children, including girls, children with disabilities, and those from disadvantaged backgrounds (WP1, WP2, WP4).
- To support the long-term uptake of FAIR GAME's tools, educational resources, and co-designed standards by institutions and industry actors across Europe (WP5).

Activities planned and KPIs

To achieve its objectives, FAIR GAME will implement a set of complementary activities combining education, participation, industry engagement, and awareness raising. The project will develop educational materials and participatory tools aimed at promoting digital literacy in gaming environments. Through co-design sessions involving children, parents and educators and youth workers, the project will produce an interactive and age-differentiated toolkit addressing online safety, critical thinking, responsible gaming habits, and awareness of children's rights in digital spaces.

As part of this process, within **WP2** (KPIs):

- An **Ethics Committee** will be established to oversee all participatory actions involving children.
- (3) **digital literacy modules** will be co-created with children and tested through:
- (8) pilot **workshops involving children**.
- (5) **educational material packages** will be developed (2 for teachers and 3 for parents) and uploaded to the FAIR GAME e-platform, with 200+ people reached (download data, dissemination statistics).
- (4) online **parents' evening sessions** will be organised.
- (4) **roundtable discussions** with children, stakeholders from the gaming industry, and other key actors will be organised.
- (60+) teachers will be reached (through participant forms and feedback surveys).

FAIR GAME will actively engage key actors in the gaming ecosystem, including game developers, enterprises, influencers, and online gaming communities, in order to integrate children's rights into the design, moderation, and monetisation practices of video games.

This will be carried out within **WP3** and will include (KPIs):

- **Stakeholder mapping activities** (25+ industry stakeholders engaged).
- (5) **co-creation labs** bringing together children and industry representatives. (10) industry **roundtables** and webinars.
- Development of a "**Child Rights in Gaming Pledge**", with (5+) industry actors signing the pledge.
- Production of **policy recommendations** to support the alignment of gaming industry practices with EU strategies and child rights frameworks.

The project places children at the centre as active rights-holders and change-makers within **WP4**, by (KPIs):

- Establishing and training a diverse group of **(30) Young Ambassadors**, who will act as peer advocates for safer and more inclusive gaming environments.
- (3) **ambassador-led campaigns** will be launched.
- Establishing a **Child Ambassador Advisory Board (CAB)**.
- Organising (5) **stakeholder meetings with child ambassadors**.
- (10+) **advocacy outputs** created by ambassadors (media artefacts, blogs, posters).

Finally, WP5 activities will ensure that project results are accessible and influential at local, national, and EU levels, by (KPIs):

- Creating a **dissemination and communication strategy**.
- (10+) **visual identity and promotional assets** created.
- (4) national/EU **awareness campaigns** launched.
- (10,000) social media reach of awareness campaigns (analytics report from social platforms).

- A **Sustainability and Uptake Strategy** co-developed by all partners.
- Organising the **FAIR GAME final conference**.
- (300) stakeholders reached through dissemination events (events attendance records, dissemination reports).

2. COMMUNICATION AND DISSEMINATION STRATEGIES

2.1 COMMUNICATION VS. DISSEMINATION STRATEGY: WHAT IS THE DIFFERENCE?

Dissemination activities, outputs are making sure that the project results are available to scientific community, academia, policy makers and other relevant stakeholders that are working, “making” business in the project areas of interest. Dissemination predominantly used scientific language.

On the other hand, **communication** is using non-scientific language, it is focusing on increasing the public visibility of the project and its results (this could include coverage in TV, print, radio, and online media, see closer Table 2 for comparison).

Communication and dissemination are **essential** for ensuring the project receives appropriate attention and achieves meaningful impact.

Communication focuses on raising awareness and engaging a broad audience, including participants, educators, institutions and the wider public. It represents the project’s public profile and uses channels such as websites, social media, newsletters, press releases and videos to highlight activities, experiences and societal relevance.

Dissemination targets specific stakeholders such as schools, universities, training centres, scientists, industry professionals, policymakers or community organisations by sharing concrete deliverables, tools, educational materials or

results that can be applied or adopted in other contexts. Activities may include workshops, conferences, scientific journals, publications, toolkits or presentations.

When combined, dissemination delivers concrete results and communication amplifies their reach, ensuring both stakeholder uptake and broader public recognition.

Table 1 - Definitions

COMMUNICATION	DISSEMINATION	EXPLOITATION	
<p>“Communication on projects is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.”</p>	<p>“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.”</p> <p><i>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</i></p>	<p>“The utilisation of results in further research activities other than those covered by the action concerned, or in developing, creating and marketing a product or process, or in creating and providing a service, or in standardisation activities.”</p> <p><i>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</i></p>	<p>D E F I N I T I O N</p>



<p><i>(Source: EC Research & Innovation Participant Portal Glossary/Reference Terms)</i></p>			
<p>Reach out to society and show the impact and benefits of EU-funded R&I activities, e.g. by addressing and providing possible solutions to fundamental societal challenges.</p>	<p>Transfer knowledge & results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research.</p>	<p>Effectively use project results through scientific, economic, political or societal exploitation routes aiming to turn R&I actions into concrete value and impact for society</p>	<p>O B J E C T I V E</p>
<p>Inform about and promote the project AND its results/success.</p>	<p>Describe and ensure results available for others to USE - focus on results only.</p>	<p>Make concrete use of research results (not restricted to commercial use.)</p>	<p>F O C U S</p>
<p>Multiple audiences beyond the project's own community incl. media and the broad public.</p>	<p>Audiences that may take an interest in the potential USE of the results (e.g. scientific community, industrial partner, policymakers).</p>	<p>People/organisations, including project partners, use project results, as well as user groups outside the project.</p>	<p>T A R G E T A U D I E</p>

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Table 2 – List of various types of communication and dissemination activities

	ACTIVITIES		CHANNELS	
	COMM.	DISSEM.	COMM.	DISSEM.
PUBLICATION	Non-scientific publications	Scientific publications	Press release e-Newsletter News sites articles Blogs	Articles in scientific magazines and blogs
EVENTS	Events for the general public	Stakeholders' events	Open Door Webinars Public talks	Market showcase B2B networking
ONLINE	Online promotion	Online disclosure of results	Generalist website Social media	Online repository of results Social media

MEETINGS	Two-way exchanges with citizens	Stakeholders' engagement	Citizens Blog and prices Photo contest Surveys Interviews	Feedback sessions Industrial events Training sessions
MEDIA	Mass media campaign	Presentations in scientific conferences	Newspapers Local TVs Radios	Scientific conferences, workshops, and seminars
MATERIALS	Promotional material	Conferences proceeding	Leaflet Brochure Poster	Publication of proceedings

For more information, here are some useful resources:

- [Communicating about your EU-funded project](#)
- [Building impact for EU-Funded initiatives with Communication and Dissemination activities](#)
- [Communication vs. Dissemination in EU-Funded Projects: What's the Difference?](#)

This document should be seen as a living document that will react to main requests from the project partners and project phases. Moreover, the document will be regularly reviewed and updated to ensure it remains effective and inclusive.

2.2 FAIR GAME COMMUNICATION AND DISSEMINATION STRATEGY

All Digital (AD), as WP5 leader, has developed a Communication and Dissemination Strategy containing a detailed activity plan with the main messages, audiences, tools, and channels to be used, the communication milestones, and timing and main KPIs defined. As part of the strategy, an attractive and recognisable project visual identity has been designed.

Outputs will include multilingual factsheets (relevant partners' languages), in-game messages, co-created youth videos, stakeholder briefs, and a final conference. Activities will be tracked with performance indicators including reach, engagement, downloads, and user feedback. Materials will meet accessibility standards (e.g. subtitled videos, alt-text images) and promote gender equality and inclusion. All communications will use inclusive language and feature non-stereotypical representations of children in active, empowered roles.

Objectives

WP5 – Voicing Rights, Spreading Change: Communication, Dissemination and Sustainable Impact is dedicated to strategic communication, stakeholder engagement, and the long-term sustainability of FAIR GAME's outcomes. It ensures that project results are accessible and influential at local, national, and EU levels. WP5 includes the design of visual identity, creation of dissemination materials, implementation of awareness campaigns, and integration of outputs into educational and policy ecosystems to ensure lasting impact beyond the project's duration.

Specific objectives of WP5:

- Ensure broad visibility and understanding of FAIR GAME's goals, activities, and results.

- Amplify children's voices and perspectives in public discourse around digital rights and gaming.
- Promote the uptake and use of project outputs.
- Secure long-term impact and sustainability by embedding FAIR GAME results into partner networks, institutional practices, and policy recommendations.

Activities of WP5:

- Developing the FAIR GAME Communication and Dissemination Strategy
- Designing the Visual Identity and Communication Materials
- Coordinating Public Awareness Campaigns and Supporting Engagement in Public and Policy Dialogues
- Ensuring Integration and Sustainability of Project Outcomes
- Organising the FAIR GAME Final Conference in Brussels

2.3 DISSEMINATION AND COMMUNICATION METHODOLOGY

FAIR GAME's dissemination and communication strategy is structured around the RACE model (Reach, Act, Convert, Engage) ensuring that project outputs are shared widely, participation is stimulated, and engagement is sustained over time. This framework is operationalised through tailored activities aligned with the project's objectives and each target group's communication habits, preferences, and needs.

Each step has specific communication objectives to fulfil, as follows:

REACH: Raise awareness of FAIR GAME among children, gaming communities, and rest of stakeholders.

ACT: Motivate interest and interaction with FAIR GAME content.

CONVERT: Drive engagement with FAIR GAME activities and outputs.

ENGAGE: Sustain meaningful participation and build a lasting FAIR GAME community.

For each step the communication strategy of the project will recommend specialized approaches and activities, for instance:

Table 3 – R.A.C.E Model

REACH	ACT
Targeted social media campaigns on platforms popular with youth (e.g., TikTok, Instagram, YouTube Shorts) Collaboration with youth gaming influencers and streamers for campaign amplification Search Engine Optimization (SEO) for child-friendly and parent-focused keywords Promotion via online gaming platforms and community forums (e.g., Discord servers, Reddit threads, in-game community boards)	Interactive web-based features such as gamified quizzes on digital rights Regular blog-style updates with co-created content from child participants Downloadable e-guides on navigating gaming platforms safely, developed with children Use of short-animated explainers embedded in the FAIR GAME website and social channels
CONVERT	ENGAGE
Email sign-up campaigns for newsletters targeted at educators, caregivers, and youth organisations Registration for online and in-person workshops and digital rights literacy sessions Incentivised downloads (e.g., in-game assets, digital badges, or wallpapers) tied to project milestones "Join the Movement" calls to action encouraging participation in child-led ambassador programmes or campaign challenges	Safe, moderated youth forums and Discord channels for ongoing dialogue Monthly email updates with spotlight stories, youth-led blogs, and co-created campaign recaps Interactive polls and Q&As hosted by child ambassadors or content creators Anonymous feedback tools integrated on the platform to allow continuous improvement of content and strategy

2.4 TARGET AUDIENCE

The successful achievement of FAIR GAME project objectives, deliverables and goals requires a close and open interaction and engagement within the consortium and with stakeholders beyond it. All project’s partners will contribute to leverage their local, national, regional, and international networks and communication channels to raise the awareness and visibility of FAIR GAME project.

The **direct target groups** of the project are:

- Children Aged 10–18: children actively engaged in online gaming, particularly those from vulnerable groups (e.g. low-income, migrant, or disabled backgrounds).

- Educators and School Staff: teachers and educational professionals involved in delivering digital literacy and well-being content.
- Parents and Caregivers: adults supporting children's digital and emotional development at home.
- Gaming Community Moderators: Individuals managing online communities within games, forums, or platforms.

The **indirect target groups** (broader stakeholders) of the project are:

- Influencers and Content Creators: youth-facing figures in the gaming world involved in awareness dissemination and cultural change.
- Civil Society Organisations (Child Rights / Digital Rights): NGOs and community actors engaged in advocacy, outreach, and safeguarding in the digital space.
- Game Developers and Platform Providers: industry actors responsible for game design, content moderation, and digital safety policies.
- National and Local Education Authorities: public bodies responsible for school curricula and youth protection policies.
- Policy Makers and EU Institutions: stakeholders engaged in child rights, digital regulation, and policy alignment (e.g. DSA, BIK+).
- Equality and Inclusion Bodies: agencies addressing discrimination, online harm, and equity in access to digital participation.
- Researchers and Academics: experts in child psychology, digital well-being, online safety, and children's rights governance.

2.5 KEY MESSAGES

Children (10–18 years old):

- Online games should be fun, safe, and respectful spaces where everyone feels included.
- You have the right to play, learn, and express yourself safely in digital environments.
- Your voice matters. Through FAIR GAME, young people can share their experiences and help shape safer gaming communities (8 workshops for children, 4 roundtables discussions with children, training of 30 young ambassadors, establishing the Child Ambassadors Advisory Board).

Parents and Caregivers:

- Online gaming is an important part of children’s digital lives and can support creativity, social interaction, and learning when used responsibly.
- FAIR GAME provides tools and resources to help families support children’s digital well-being and safe online experiences (3 media-educational lessons for parents and caregivers of children aged 10-18 available on the FAIR GAME e-platform).
- Open dialogue between parents and children is essential to promote healthy gaming habits and resilience online (4 online parents’ evenings).

Educators and School Staff:

- Digital literacy and well-being are essential skills for children growing up in digital environments such as online games.
- FAIR GAME offers practical educational resources to help educators address online safety, digital rights, and critical thinking in gaming contexts (2 comprehensive lessons for teachers of grades 4-6, interactive classroom activities and background information on gaming culture and risks).

- Schools play a key role in empowering children to become responsible and resilient digital citizens.

Gaming Communities and Moderators:

- Online gaming communities play a crucial role in shaping respectful, inclusive, and safe environments for young players.
- FAIR GAME promotes voluntary standards and tools to support responsible moderation and child friendly gaming spaces (Child Rights in Gaming Pledge).
- By working together, community actors can help create healthier digital ecosystems (5 co-creation labs).

Policymakers and Public Authorities:

- Children's rights must be protected in digital environments, including online gaming platforms.
- FAIR GAME contributes evidence, tools, and recommendations to support policies promoting safer and more inclusive gaming ecosystems (Policy recommendations, Child Rights in Gaming Pledge).
- Collaboration between public institutions, civil society, and industry is essential to strengthen children's digital rights and well-being (Industry Roundtables and Webinars, co-creation labs).

2.6 COMMUNICATIONS AND DISSEMINATION CHANNELS

The FAIR GAME project will be communicated and disseminated through various online and offline communication and dissemination channels through:

[1] dedicated visual identity, [2] website and e-platform, [3] educational material, capacity building activities and events, [4] supporting materials in any media format, [5] contact lists and direct mailing, [6] publications and media outputs (social media, blog articles and newsletters), and [7] other communication events

(face-to-face meetings with policymakers and other events' participation and promotion).

All Digital will set up the most appropriate mechanisms and tools for maximum visibility and impact ensuring that all partners contribute to communication and dissemination activities and assess the communication and dissemination results.

Outreach channels identification

The consortium uses a variety of channels (a short description is provided below) and formats tailored to the different stakeholders to deliver our main messages, keeping them aware of the project, and alerted about the upcoming events or outputs to be published, as well as magnifying their interest and motivation to get involved. Additional channels may be used, and communication will be adapted to the needs of the identified stakeholders.

1. Website

A dynamic and content rich FAIR GAME website will be created as part of the project's online environment. It will be designed to be accessible to people with diverse disabilities and will feature news, events, project updates, and key results, as well as additional communication and dissemination materials such as videos, flyers, and other project outputs.

The website will also include a link to the project resources repository developed by P1 (UJI). In addition, project partners will promote FAIR GAME activities and results through their own institutional websites by publishing relevant news and updates.

2. Social media

Project partners will use social media channels such as Instagram (for stories, reels and polls led by Ambassadors), YouTube (for video contents and short ambassador-led series like "Rights in Gaming Explained") and LinkedIn (for insightful contributions at professional level). However, the selection of communication channels will remain flexible. Additional platforms will be continuously assessed

throughout the project to ensure that all channels are appropriate for the target groups, particularly with regard to age suitability and safeguarding considerations.

3. Online blog portals and platforms

Various national and international online blog and news portals and other communities will be used to disseminate key news and results. The selection of platforms will remain flexible and will be continuously assessed throughout the project to ensure their relevance and appropriateness for the target audiences.

4. Synergies with existing initiatives and networks

FAIR GAME will explore and exploit synergies with other relevant initiatives and projects addressing similar issues.

Similar projects under the same CERV-2025-CHILD call:

CtrlSAFE aims to foster intergenerational dialogue to help children and the adults who care for or work with them navigate digital technology safely and effectively.

PowerUP promotes digital literacy and online safety among children aged 8 to 13 through the innovative use of child-led video game creation.

iMatterOnline aims to create a safer digital environment for children by enhancing their digital and emotional skills, and to empower children to shape online policies that contribute to their safety. This will be achieved through a child rights-based and intergenerational approach, where children are always at the forefront of the project.

Other relevant projects:

[MegaSkills](#): is a Horizon Europe project that aims to bridge the gap between education and the labour market through the research and design of an innovative and affordable game-based methodology for training and evaluating soft skills.

[InnerWorlds](#): is an Erasmus+ project that promotes mental health through engaging mobile game experiences.

NuGamers: is an Erasmus+ that aims to innovate the way VET providers in the gaming sector organise and implement their orientation activities and curricula, making them more gender-inclusive and effective in engaging women.

RAYUELA: is a Horizon 2020 project that empowers and educates young people, primarily children and teenagers, in the benefits, risks and threats linked to the use of the Internet through play, thus preventing and mitigating cybercriminal behaviour.

5. Events

Numerous events will be organised throughout the project, alongside participation in well established events regularly organised by other stakeholders, particularly those addressing children's rights and well being in online environments. The main events organised by FAIR GAME will include workshops with children (WP2), roundtable discussions with children and gaming industry stakeholders (WP2), online parents' evening sessions (WP2), and the project's final event (WP5) to promote the project's main achievements.

Each event will be organised following three steps:

- Preparation of promotional and communication materials.
- Organisation and implementation of the event.
- Preparation of an Event Report summarising the main conclusions and inputs.

6. Direct electronic mailing and newsletters

Email communication is one of the most effective tools for raising awareness, engaging stakeholders, and maintaining their interest over time. It will be used to share key information about FAIR GAME activities and outputs. The newsletters will include project updates, promotion of project activities, and relevant news related to the project themes.

2.7 COMMUNICATION ACTIVITIES

The following section describes the WP5 tasks and outlines the involvement of the relevant project partners.

All Digital will develop an Excel-based calendar covering the key dissemination activities to which all partners will contribute, including social media posts, website articles, newsletters, and other relevant outputs. The calendar will specify the scheduled dates and the partners responsible for each activity. A dedicated sheet will also be included to highlight relevant dates related to the project's topics, ensuring that all partners are aware of key occasions and can coordinate their communication efforts accordingly.

Task 5.1 Developing the FAIR GAME Communication and Dissemination Strategy

Roles: All Digital leads this task. All other project partners will review and contribute to the development of the communication and dissemination strategy.

Task Description:

This task involves creating a detailed communication and dissemination plan, setting the project's strategic messaging, audiences, tools, and timelines. Messages and formats will be tailored to key groups: children, educators, families, policymakers, and gaming industry professionals.

For children, communication will leverage:

- **Social Media/Gaming Communities:** Project partners foresee the use of social media channels such as Instagram (for stories, reels and polls led by Ambassadors), YouTube (for video contents and short ambassador-led series like "Rights in Gaming Explained") and LinkedIn (for insightful contributions at professional level). However, the selection of communication channels will remain flexible.

- Interactive Platforms: Gamified resources embedded in the FAIR GAME site and a “Youth Zone” with rights-based tools and challenges.
- School Campaigns: Digital posters, quizzes, and challenges in school events and gamified learning environments.

The strategy will combine digital and traditional methods, updated regularly to match project developments. All partners will adapt activities nationally, ensuring cultural relevance and ethical standards.

Task 5.2 Designing the Visual Identity and Communication Materials

Roles: All Digital leads this task. All project partners will review and contribute to the development of the project's visual identity and communication materials. More specifically, partners will contribute by drafting content for social media and articles for the project website, following the article and social media posting plan developed by All Digital, supporting the preparation of newsletter content, as well as providing translations of key content into their national languages (Spanish, French, Dutch, Finnish and Greek). Where relevant, partners may also translate results into additional regional languages.

All Digital is responsible for the creation and maintenance of the project website, while UJI is responsible for the creation and maintenance of the FAIR GAME e-platform. At a later stage of the project, the Child Ambassadors Advisory Board (CAB) will also review selected communication materials and provide feedback to ensure that they are accessible and relevant for young audiences.

Task Description:

This task involves the creation of the project's visual identity and core promotional materials, including the logo, templates, leaflets, explainer videos, and social media assets. The design will ensure recognisability and coherence across all outputs and channels. Communication materials will be adapted to suit different stakeholder groups—using child-friendly visuals and language for children, clear infographics

for educators and families, and policy-aligned messaging for decision-makers and industry actors.

Task 5.3 Coordinating Public Awareness Campaigns and Supporting Engagement in Public and Policy Dialogues

Roles: All Digital leads this task and all other partners will contribute by supporting the promotion of the campaign materials and by identifying relevant events and opportunities where FAIR GAME can be presented and promoted.

Task Description:

FAIR GAME will support children, particularly the Ambassadors (WP4), in designing and delivering national and European-level awareness campaigns. These campaigns will raise awareness of children’s digital rights in gaming and highlight project messages and tools. Campaigns will use formats and channels relevant to the target audiences, such as social media and online platforms for peers, toolkits and events for schools and educators, and public campaigns for wider civic audiences. Partners will provide guidance and technical support to children and ensure campaign materials are promoted through national and EU networks.

Also, this task aims to ensure that FAIR GAME results contribute to relevant public debates and policymaking processes. Project partners will identify high-impact events, institutional dialogues, and policy fora where children, researchers, and consortium members can present FAIR GAME’s findings. Communication efforts will be tailored to resonate with institutional audiences, aligning messages with the EU Strategy on the Rights of the Child, the Digital Services Act, and the BIK+ strategy. Advocacy will also promote the uptake of the “Child Rights in Gaming” pledge (WP3) and the FAIR GAME policy recommendations.

Task 5.4 Ensuring Integration and Sustainability of Project Outcomes

Roles: All Digital leads this task and all other partners will contribute by co-developing the Sustainability and Uptake Strategy.

Task Description:

This task focuses on developing mechanisms to embed FAIR GAME outputs into institutional practices, educational systems, and policy frameworks beyond the project's lifetime. A Sustainability and Uptake Strategy will be co-developed by all partners, identifying key stakeholders, pathways for mainstreaming tools and resources, and potential follow-up initiatives. The strategy will highlight different adoption pathways for target groups, such as school integration for educators, local campaigns for civic actors, and guideline implementation for game developers and platforms.

Task 5.5 Organising the FAIR GAME Final Conference in Brussels

Roles: All Digital leads this task and all other partners will contribute.

Task Description:

This task will coordinate the organisation of a high-level Final Conference in Brussels during the final phase of the project. The event will bring together children, families, educators, industry representatives, NGOs, and EU policymakers to present and reflect on the outcomes of FAIR GAME. Session formats and communication tools will be adapted to suit the diversity of attendees, ensuring children can participate actively and meaningfully. The conference will provide a platform to promote the pledge, share best practices, disseminate key deliverables, and reinforce FAIR GAME's visibility and sustainability at European level. This final conference will coincide with the final project meeting.

2.8 COMMUNICATION AND DISSEMINATION INVOLVING MINORS

Use of images, videos, and quotations

FAIR GAME ensures that all communication and dissemination activities involving children are carried out in a careful, respectful, and rights-based manner. As the project gives visibility to children's perspectives and participation, special attention is paid to protecting their dignity, privacy, safety, and best interests in any public or internal communication material.

Images, videos, audio recordings, quotations, and testimonials involving children are only collected and used when they are clearly relevant to the objectives of the project and when their use is ethically justified. Partners assess in each case whether the inclusion of identifiable material is necessary or whether the same communication objective can be achieved with less exposure of the child.

When using such materials, partners apply the following precautions:

- **Only relevant and appropriate material is collected**, avoiding unnecessary recording or documentation of children.
- **The level of identifiability is minimised whenever possible**, especially in public dissemination materials.
- **Sensitive contextual information is avoided**, particularly if it may reveal personal circumstances, vulnerabilities, or experiences that could place the child at risk.
- **Quotations and testimonials are used faithfully and responsibly**, without altering the meaning of children's words or taking them out of context.
- **Images and recordings are selected carefully**, ensuring that they do not expose children to embarrassment, negative judgement, or unwanted visibility.

- **The use of audiovisual material is limited to the purposes clearly communicated in advance**, and it is not extended to other channels or uses without proper authorisation.

Whenever possible, project communication gives preference to safer forms of representation, such as:

- group images rather than individual close-ups,
- non-identifiable visual materials,
- anonymous or pseudonymised quotations,
- illustrations or visual alternatives that reduce direct exposure.

Consent requirements for dissemination

Any use of images, videos, quotations, recordings, or other identifiable material involving minors for communication or dissemination purposes requires prior informed consent from parents or legal guardians and, where appropriate, the assent of the child. This requirement applies to all dissemination channels, including printed materials, reports, project websites, social media, newsletters, presentations, conferences, and promotional videos.

Consent procedures for dissemination ensure that participants and their families understand:

- what type of material is being collected,
- for what purpose it will be used,
- where it may be published or displayed,
- who may have access to it,
- for how long it may remain available, and
- what rights they have regarding withdrawal, modification, or deletion, where applicable.

No partner publishes or circulates material involving minors unless the corresponding consent requirements have been fully met and properly

documented. In addition, if the context of use changes substantially, partners assess whether renewed consent is needed.

Safe and respectful representation of children

All partners ensure that children are represented in a safe, respectful, accurate, and empowering manner in all project communication and dissemination activities. The project avoids representations that reduce children to passive subjects, exaggerate vulnerability, or use their participation in a symbolic or tokenistic way. Instead, communication materials present children as individuals with rights, perspectives, and agency, while always respecting their age, evolving capacities, and need for protection.

In practice, this means that communication involving minors avoids:

- stigmatising or stereotypical portrayals,
- sensationalist narratives,
- infantilising or patronising language,
- representation that could expose children to criticism, ridicule, or online harm,
- unnecessary references to personal difficulties, emotional vulnerabilities, or harmful experiences,
- content that may compromise the dignity or future privacy of the child.

Particular care is taken when communication refers to children's experiences related to:

- online harms,
- digital exclusion,
- problematic gaming experiences,
- discrimination,
- emotional well-being,
- rights violations in digital environments.

In these cases, the project ensures that communication remains informative and respectful without exposing any child to embarrassment, judgement, or further harm.

To promote safe and respectful representation, partners apply the following actions:

- **review dissemination materials before publication**, especially when minors are involved;
- **check that the selected content matches the scope of the consent obtained**;
- **avoid including unnecessary identifying details**, such as full names, locations, schools, or personal histories, unless specifically justified and authorised;
- **use balanced and empowering language** that reflects children's participation without overexposing them;
- **prioritise the best interests of the child** over communication or visibility objectives;
- **consult the Ethics Committee when doubts arise** regarding the appropriateness of specific dissemination content.

Through these measures, FAIR GAME promotes communication that gives visibility to children's voices and contributions while fully respecting their rights, dignity, privacy, and protection. In this way, dissemination becomes not only a project requirement, but also an ethical responsibility aligned with the overall child-rights approach of the project.

3. FAIR GAME VISUAL IDENTITY

3.1 LOGO

The project logo defines the visual identity of FAIR GAME, and the whole consortium was actively involved in the selection of the most valuable and best tellable logo design. The whole visual identity with the storytelling, selected fonts, and color palettes will be available for the project partners via internal communication platform (SharePoint). The project logo, fonts, outline, and color palette will be followed by project partners/consortium when they will develop project templates, leaflets, website, newsletters and other communication/dissemination materials, tools, and products.

Figure 1- FAIR GAME Logo

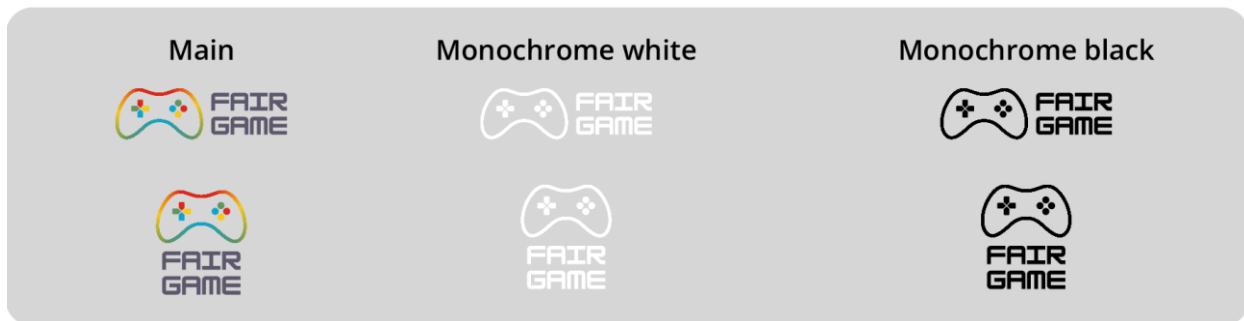


Figure 1: The FAIR GAME logo is available in four versions: Main (colour), Monochrome white, Monochrome black, and a standalone full-colour version featuring the game controller icon above the project name, to ensure consistent and flexible use across different backgrounds and communication materials.

The project logo should always appear fully intact, the text or colors should never be amended, changed or removed. Each element of the logo and its position in relation to each other have been carefully designed and must never be altered or distorted. Logos for all applications will be available for all partners via internal



communication platform. All partners are committed to follow these guidelines to ensure consistent use.

Figure 2 - FAIR GAME Visual Identity

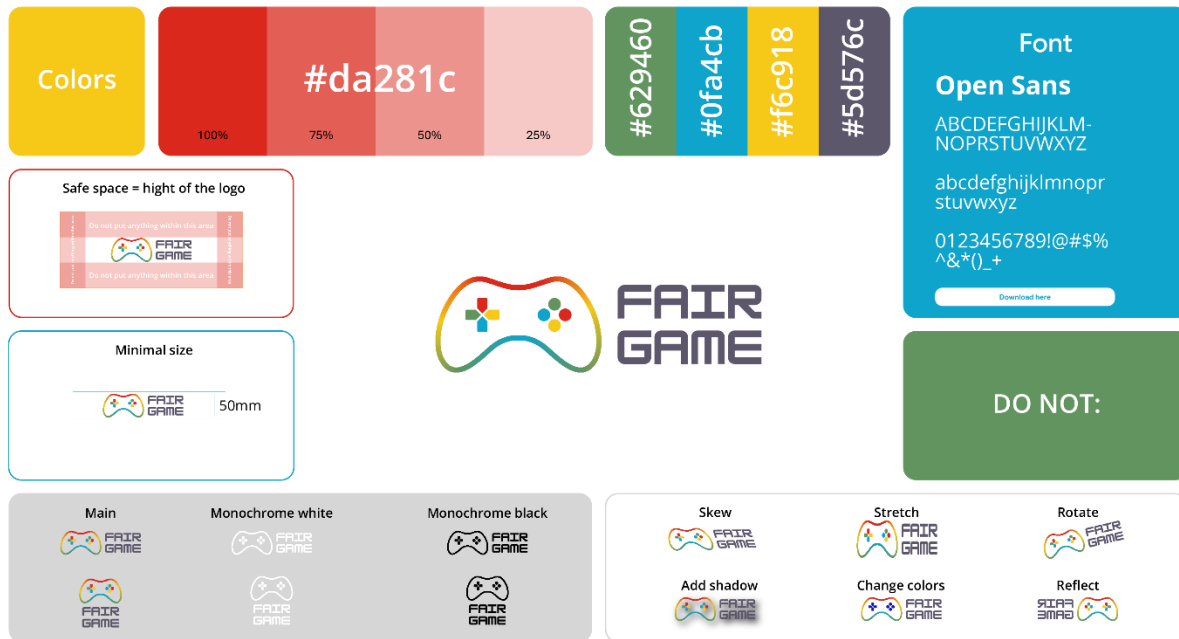


Figure 2: FAIR GAME Visual Identity illustrates the project's visual identity guidelines, specifying the colour palette, logo versions, logo positioning and safe space rules, official font, and instructions on incorrect uses of the logo to be avoided.

3.2 TEMPLATES

For the FAIR GAME deliverables, reporting and other results, products and **a set of templates** will be deliverable. More specifically All Digital is responsible for designing a PPT and word template documents which will be used for the presentation of overall results, as a communication and dissemination channel for the project. All these documents will be available through the internal online communication channel (SharePoint).

3.3 PROJECT LEAFLETS

Two separate electronic leaflets are foreseen as tools to raise awareness on the project. They will provide necessary information regarding the activities, objectives, and targets.

The first leaflet will be designed specifically to promote the project among **children aged 10–18**. It will use child friendly visuals and accessible language to ensure that the content is engaging and understandable for young audiences. This leaflet will be disseminated mainly through project activities involving children, such as workshops, participatory sessions, and ambassador activities.

The second leaflet will be designed for **parents, educators, and other stakeholders**. It will present the project in a clear and informative way, highlighting its objectives, activities, and expected impact. This leaflet will be widely disseminated by project partners to relevant stakeholders and will be distributed during conferences, events, and other dissemination activities.

Basic information should be seen on every leaflet that will be produced by All Digital, as project logo, logos of project partners, project scope, specific objectives, results and impact. It will also include the project website and the project social media accounts.

3.4 PROJECT WEBSITE

The official launch of the project website is planned for June 2026. All Digital is responsible for the creation and regular updating of the website, while all partners will contribute by drafting content.

The project website will serve as the main communication and dissemination hub of FAIR GAME. It will act as a central gateway for sharing project information and results with a wide audience. The website will feature an attractive and user-friendly design, ensuring easy navigation and accessibility for different target groups. The website will address a range of stakeholders, including the project's primary audiences: children, educators and school staff, parents and caregivers,

and gaming community moderators. The FAIR GAME website will include multimedia content, a link to the project e-platform, and informative pages presenting the project concept, vision, objectives, and consortium partners. Public project deliverables will also be published on the website, together with dissemination materials such as newsletters and leaflets. In addition, a blog section will provide regular updates on project news, events, and ongoing activities.

All partners will also share information about FAIR GAME on their organisation websites including the hyperlinks, which will navigate viewers to official FAIR GAME website and FAIR GAME social media pages.

3.5 NEWSLETTER

Newsletters will be produced and published during the FAIR GAME project. They will summarise and disseminate the project's results to target groups. All Digital will create the **newsletter every 6 months (4 newsletter in total)**. All other partners will be responsible to deliver on the 15th day of the publishing month all the information for the newsletter content. Each newsletter will be uploaded on the project website and relevant links will be provided through the project's social media.

3.6 SOCIAL MEDIA

The use of social media aims to raise awareness of the FAIR GAME project, its ideas, deliverables, and results, while also informing the public and relevant stakeholders about the project's objectives, vision, and thematic focus.

All Digital will create and manage the FAIR GAME social media channels (YouTube, Instagram, and LinkedIn) to reach the project's target audiences. Project partners will also use their own social media channels to disseminate project results, updates, and key milestones. Table 5 provides an overview of the project's social media channels.

The project social media channels will be maintained by All Digital. The FAIR GAME website will also promote these social media accounts on its main page.

A social media post will be published once a week on Instagram and LinkedIn, while the publication frequency on YouTube will depend on the project timeline and the planning of multimedia production.

All Digital will be responsible for publishing social media posts, while all project partners will contribute to the creation of content following the project's social media calendar.

All social media posts should contain the following criteria:

- A link to the content they are promoting from the project website or other source related to the FAIR GAME project.
- Appropriate hashtags to target easier the audience to find our content, as #FAIRGAME #FAIRGAMEproject, or if relevant, @EU_Commission, @EUCERV.
- Photos, picture attachments when possible or needed.
- Tagging of relevant project partners' accounts.

Partner agreed on the following subjects:

- Information and news directly generated by the project.
- Information and news mentioning the project (from third parties or project partners).
- Information and news that are in the areas of interest of the project.
- Events organized by the project/ and project partners related to the project/ or area of interest.

Table 5 - Project social media

Social media platform	Relevant hashtag	Link
YouTube	#FAIRGAME	https://www.youtube.com/@FAIRGAME-project
Instagram	#FAIRGAME	https://www.instagram.com/fairgame.project/
LinkedIn	#FAIRGAME	https://www.linkedin.com/company/fair-game-project/about/?viewAsMember=true

YouTube

This channel will be used to upload and share the introductory short video and the video testimonies. Main target audience: gaming community and moderators, educators and staff, parents and caregivers, children (aged 10-18).

Instagram

Instagram will be used to share stories, reels and polls led by Child Ambassadors.

Main target audience: children (aged 10-18), educators and staff, parents and caregivers, gaming community and moderators, Influencers and Content Creators.

LinkedIn

LinkedIn will be used mainly as a platform to engage expert discussions and promote project-related articles/updates.

Main target audience: Civil Society Organisations, National and Local Education Authorities, Policy Makers and EU Institutions, Equality and Inclusion Bodies, Researchers and Academics.

At least 100 social media posts/reposts will be published over the course of the project across LinkedIn and Instagram.

3.7 VIDEOS

A short **promotional video** will be produced to introduce the FAIR GAME project and will be published on the project's YouTube channel. In addition, **video testimonies featuring Child Ambassadors** will be recorded and used to promote future project events and awareness activities.

The content of the videos will be developed collaboratively by all project partners. The overall video production will be led by All Digital, with the exception of the Child Ambassador video testimonies, which will be produced by UoL with technical support provided by All Digital if and as needed. These videos will be shared through the FAIR GAME website and social media channels, as well as through the partners' communication platforms.

3.8 ARTICLES/PRESS RELEASES

Articles will be disseminated at local, national, and international level throughout the duration of the project, in line with the planned communication and dissemination activities. The articles will be published on the project website to inform stakeholders and the wider public about project outcomes and findings, upcoming events, and the overall objectives and scope of FAIR GAME.

All Digital will be responsible for publishing the articles on the project website, while all project partners will contribute to the creation of content following the **project's article calendar**.

At least **24 articles** (website posts) will be published over the course of the project.

4. GUIDELINES ON INCLUSIVE COMMUNICATION AND CONTENT CREATION

The following paragraphs offer practical advice on adaptation of the written content and activities, to make them more inclusive and accessible in line with well-established guidelines and standards.

Regarding the elements on the websites (also applicable to other digital environments), several considerations are important:

- **Logical content structure:** Use headings, lists, and other structural elements to organise content, aiding screen readers in providing an overview of the page.
- **Forms:** Ensure online forms are logically organised, easy to complete, and clearly labelled. Provide intuitive instructions and navigation order.
- **Simple language:** Use clear, everyday language with active verb forms, avoiding jargon and slang, and focusing on a single main idea per paragraph.
- **Readability:** Choose clear, easy-to-read fonts with adequate size, typically at least 11pt, to enhance readability. Avoid fonts smaller than 9pt (12px), with 11pt (15px) being a recommended standard according to WCAG.
- **Provide alternative text (Alt Text)** for the images and other visual objects such as infographics or maps used in the development of project results, dissemination of results and overall communication activities. Alternative text is a textual substitute for non-text content in web pages and using it is a principle of web accessibility. Web Accessibility Initiative provides Tips and Tricks for Alt Text here: <https://www.w3.org/WAI/tutorials/images/tips/>

Visual communication

- Visuals should reflect the diversity of population: choose images of

individuals that are diverse in terms of gender, disability, age and ethnicity and represented in various roles and functions

- Challenge stereotypes in visuals (such as stereotypes about people with learning disabilities or gender stereotypes)

Inclusive language

Inclusive visuals need to be accompanied with the use of inclusive language to achieve their full impact. Language reflects and influences attitudes, behaviour and perceptions, making it a crucial tool in challenging stereotypes, and fostering inclusive societies and environments. In addition, as language changes over time, it is crucial to stay open and ready to update language use as appropriate.

- **Use gender-sensitive language:** using inclusive language which promotes gender equality and fair visibility of all genders
 - Avoid nouns that appear to assume gender roles
 - Avoid gender-specific pronouns
 - Useful resource: [Beyond pronouns: How languages are reshaping to include nonbinary and gender-nonconforming people](#) (Reuters, 2022)
- **Communicating about disabilities:** European Commission's Style Guide recommends using person-first language, emphasising the person rather than the disability (e.g. a person with a disability).
 - Emphasise individuality and capabilities rather than defining people by the condition
 - Avoid passive 'victim' words
 - Remember that a large majority of disabilities are invisible
- **Easy-to-read format:** Easy-to-read refers to the presentation of written information in an accessible, easy to understand format. It is often useful for people with learning disabilities, and it may also be beneficial for individuals with other conditions affecting their way of processing information.

- Inclusion Europe provides guidelines for creating Easy-to-read (ETR) versions: <https://www.inclusion-europe.eu/easy-to-read>

Quick guidelines for the adaptation of the written content

- When creating written content, use Sans Serif fonts (like Arial, Century Gothic, OpenDys, Open Sans)
- Use left alignment (left-aligned text facilitates easier text scanning)
- Avoid italics, and underlining, bold what is important
- Use paragraphs, subtitles, and clear, short sentences
- Use visual elements to illustrate the content but make sure that they match the text and are not used simply for decoration
- Adapt the text into small, easily readable pieces of information
- Clear structure with titles, subtitles, etc
- Use short sentences and avoid words with double meaning, jargon and abbreviations
- Present the important items in bullet points
- The use of colour codes is recommended, but be consistent with their usage and presentation
- Make sure the colours used are accessible and that graphics/text colours and backgrounds have sufficient contrast. This can be done by using colour contrast checker such as [WebAIM: Contrast Checker](#) or [Coolers Color Contrast Checked](#)
- Avoid columns (like in the newspapers)
- Add page numbers
- If material is printed, print only on one side to avoid having to turn the pages
- Be consistent with the language, presentation style, and format

6. EXPLOITATION STRATEGY AND ACTIVITIES

6.1 AIMS AND OBJECTIVES

Exploitation refers to the utilisation of project results in activities beyond the project itself, including further research, educational use, service development, policy actions, and other initiatives that create societal value and long-term impact. In the context of FAIR GAME, exploitation focuses on ensuring that the tools, educational resources, participatory methods, and policy outputs developed during the project are actively used by project partners, stakeholders, and external organisations.

The exploitation activities will focus on enabling project partners and external stakeholders to adopt, adapt, and further develop the resources produced within FAIR GAME. By ensuring open access to educational materials, fostering collaboration with actors in the gaming ecosystem, and promoting the uptake of policy recommendations, the project seeks to transform its research and innovation outputs into concrete societal value.

6.2 ACTIONS

The exploitation of FAIR GAME results will focus on promoting the practical use and adoption of the project outputs by project partners, educational actors, civil society organisations, and stakeholders in the gaming ecosystem.

Key exploitation activities will include:

- **Use of educational resources**

The educational resources developed within WP2 (led by SCF), including learning materials for teachers and resources designed for parents and caregivers, will be made freely available through the FAIR GAME e- platform. Project partners will integrate these materials into their own educational activities, training programmes, and awareness initiatives addressing digital literacy, online safety, and children's well-being in gaming environments.

- **Adoption of co-created awareness tools**

The co-created tools developed through participatory processes with children will be used by partners and external organisations to support discussions and learning activities related to digital rights, gaming environments, and responsible online participation.

- **Promotion and uptake of the Child Rights in Gaming Pledge**

The Child Rights in Gaming Pledge developed in WP3 (led by 8d-Games), will be promoted among gaming platforms, developers, and industry actors as a voluntary commitment to safer and more inclusive gaming environments. Project partners will engage with industry stakeholders and gaming communities to encourage the adoption of this pledge and the integration of child-rights principles into gaming practices.

- **Use of policy recommendations and advocacy outputs**

Policy recommendations produced within WP3 (activity led by AD) will support dialogue with policymakers, regulatory bodies, and digital rights organisations. These outputs will contribute to policy discussions related to children's rights in digital environments.

- **Engagement of the Child Ambassadors Advisory Board**

The Child Ambassadors Advisory Board established in WP4 (led by UoL) will play an important role in sustaining the visibility and relevance of FAIR GAME results. Child Ambassadors will contribute to awareness activities, public discussions, and advocacy initiatives addressing children's experiences in online gaming environments.

- **Integration of project results into partners' activities and networks**

Consortium members will incorporate FAIR GAME results into their existing programmes, training activities, research initiatives, and advocacy work. Through their institutional networks and collaborations with stakeholders, partners will

promote the continued use and adaptation of FAIR GAME resources beyond the project duration.

7. OBLIGATIONS AND RIGHTS

Obligation to disseminate the results

Each partner of the project consortium is responsible for the dissemination of project results and deliverables. Partners are committed to disseminate the results as soon as possible in an appropriate form carrying the visual identity of the FAIR GAME project.

Information on EU funding (European flag and funding statement)

One of the fundamental principles in the dissemination and communication of activities is the obligation on EU funding. Of course, there are also basic principles and rules that need to be fulfilled when this obligation is realised. Depending on the kind of activity (see the GA) this shall be done in various ways.

Here below more information on communication and dissemination extracted from the GA n. 101252741.

Art. 17.1 Communication — Dissemination — Promoting the action

Unless otherwise agreed with the granting authority, the beneficiaries must promote the action and its results by providing targeted information to multiple audiences (including the media and the public), in accordance with Annex 1 and in a strategic, coherent, and effective manner.

Before engaging in a communication or dissemination activity expected to have a major media impact, the beneficiaries must inform the granting authority.

Art. 17.2 Visibility — European flag and funding statement

Unless otherwise agreed with the granting authority, communication activities of

the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge the EU support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate)



**Co-funded by
the European Union**



**Co-funded by
the European Union**

Figure 7 - EU emblem

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands, or text.

Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

For the purposes of their obligations under this Article, the beneficiaries may use the emblem without first obtaining approval from the granting authority. This does not, however, give them the right to exclusive use. Moreover, they may not appropriate the emblem or any similar trademark or logo, either by registration or by any other means.

Art. 17.3 Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information. Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them. Proposal number: 101252741.

The European flag and guidelines can be downloaded [here](#).

7.1 Use of common graphic identity

A common graphic identity in all dissemination tasks allows for better visibility and recognition of the project. The project partners will refer to the following information in all their dissemination tools, materials, and activities must refer to the following:

- Name and acronym of the project: Fostering Awareness, Inclusion, and Resilience in Gaming Environments – FAIR GAME
- Project's website URL: [TBD]
- Project number: 101252741
- Project graphic elements, i.e. project logo, layouts, font, etc.



- EU emblem and disclaimer

7.2 Data protection compliance

The Consortium commits to comply with the General Data Protection Regulation (GDPR), which came into effect on 25 April 2018. All contacts will be handled solely by those project partners that are leading the communication and dissemination activities of the whole consortium.

7.3 Open access

The Consortium will offer all project products in an open and free way for all potential users and beneficiaries. The Consortium will provide open access to all the resources created within the project. All project content will be shared under the Creative Commons Attribution-NonCommercial-ShareAlike 4.0 international licence and will be available on the project website and on Zenodo, the open repository that will be used to archive and disseminate project outputs.

This licence allows others to remix, modify, and develop the work non-commercially, provided they cite the author and licence their derivative creations under the exact same conditions. This licence allows third parties to freely download, reuse and modify licensed articles, citing the original source.