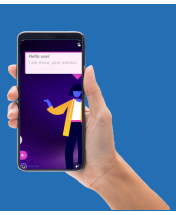
GAMEYES

PRESS RELEASE DECEMBER '24

“ DEAR GAMERS - WELCOME TO GAMEYES ”

GameYES: Transforming Entrepreneurship Education through Gamification



In today’s rapidly evolving job market, entrepreneurship is essential for young professionals, equipping them with the creativity and adaptability needed to thrive in their careers. These skills foster innovative thinking, problem-solving, and a willingness to take risks—qualities that are valuable across all industries. But how does one develop their sense of entrepreneurship?

In an effort to enhance entrepreneurial skills among youth, GameYES, a pan-European Erasmus+ project, was launched in November 2022. The project, led by five partners across Cyprus, Spain, Greece, Portugal and Italy, set out to promote transnational and cross-sectoral collaborations, helping young workers attain valuable insights and bolster their professional arsenal through an innovative and fun approach.

Gamified learning

What set this project apart was its unique methodology which used gaming as a tool for learning. This method was informed by modern pedagogical practices which utilise gaming for educational purposes. Indeed, as recent research findings suggest, when gaming is used within an educational context, it can increase motivation and engagement among young learners, hence providing a seamless development of skills (Finn & Zimmer 2012; Ham 2020).

Using this data as a guiding light, GameYes set out to create a digitally enhanced and gamified learning experience for young participants by developing a digital curriculum which merges the gamification element with entrepreneurship education. The result was a complete digital platform equipped with interactive activities, multimedia resources and online missions which the learner embarks on to learn about entrepreneurship.

To ensure that the curriculum would be as comprehensive as it would be engaging, GameYes followed participatory and co-creative processes; the curriculum was vetted by a user-scrutiny panel consisting of youth workers and professionals, experts in entrepreneurship and youth who were able to contribute their ideas and feedback during the development stage of all material.

Key activities and actions:

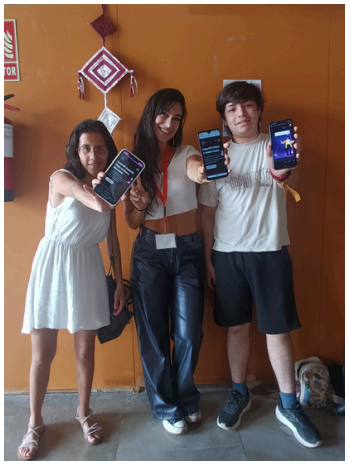
Beyond the creation of an immersive and gamified curriculum, GameYes achieved an impressive number of activities and actions across participating countries, including:

- the development of a game mobile application and guide to help educators utilise the GameYes curriculum
- a transnational training event where 25 youth workers and business practitioners were trained on the GameYes curriculum and the entrepreneurship missions
- curriculum implementation with youth across Europe to familiarise them with the platform and its resources
- local awareness events that introduced the GameYes curriculum to the wider public.

During the project more than 140 young people from Cyprus, Greece, Portugal, Spain, and Italy took part in specialized training sessions designed to strengthen their entrepreneurial skills. These sessions provided participants with valuable insights into business development, innovation, and problem-solving through a gamified learning approach.

Putting their newly acquired knowledge into practice, each country hosted a National Pitching Competition, where participants had the opportunity to present innovative business ideas. These competitions not only highlighted the creativity and ambition of the young entrepreneurs but also served as a platform for receiving feedback from industry professionals and mentors. What is more, the winners of each National Pitching Competition went on to represent their countries at the International Pitching Competition. Hosted by PWC in Cyprus, the event featured prominent Cypriot entrepreneurs who shared their success strategies with participants and business pitches from the young finalists.

The team from Cyprus claimed victory in the competition, winning over the judges with their innovative idea and compelling presentation. Their success comes with a remarkable prize—expert consulting services from PwC Cyprus, providing them with valuable guidance to refine and advance their business concept.



Final Thoughts

In an increasingly globalized and tech-driven world, entrepreneurial skills are key to empowering the next generation. By equipping youth with the ability to identify opportunities and transform ideas into reality, we not only foster their confidence and ambition but also contribute to economic growth and community development.

But the impact of entrepreneurship extends far beyond professional success—it nurtures financial literacy, leadership, and effective resource management, making it a crucial skill for lifelong development. Despite its importance, opportunities for young people to engage in entrepreneurship through digital means remain limited. This highlights the necessity of initiatives like GAMEYES, which provide an effective solution for enriching existing curricula while also serving as a standalone approach to fostering an entrepreneurial mindset.

By integrating gamified and digital learning experiences, such projects ensure that young Europeans are equipped with the skills, knowledge, and tools needed to develop their business ideas, drive innovation, and create meaningful change in society.

Ultimately, investing in youth entrepreneurship strengthens cross-sectoral collaboration, enhances engagement, and helps shape the future of European societies by cultivating a new generation of entrepreneurial-minded citizens. By transferring knowledge and best practices across borders, we pave the way for a more innovative, resilient, and digitally empowered Europe.

If you are curious find out more about this project, then make sure to visit: https://www.gameyes.eu

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