



E-Playing in Social Entrepreneurship



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1. Introduction

The E-SOCIAL project

The Erasmus+ E-SOCIAL Project "E-Playing in Social Entrepreneurship" is aimed at addressing young people in the world of **social entrepreneurship**. The project will give youth the opportunity to acquire key competences in Social Entrepreneurship and give them the first knowledge needed to understand the subject. The E-SOCIAL project aims to develop pedagogical techniques in social entrepreneurship through **gamification**, oriented to youth. The project creates **innovative training materials** in game-based social entrepreneurship education and will deliver serious video games which will help youngsters engage in learning the essentials of social entrepreneurship, by playing and interacting digitally with their peers. The games will be of scalable difficulty and will be free of charge, as part of a digital platform that will be created during the project.

The expected results of the project are the development of the **entrepreneurial skills** of youngsters, the creation of innovative **digital tools** for education in social entrepreneurs, and the **empowerment** of youngsters to start their own business.

Definition of Social Entrepreneurship

According to the definition of the European Commission (2014), the main objective of a social enterprise is not to generate profits for its owners or shareholders, but to have a **social impact**¹, its profits are primarily intended for the realisation of social objectives, it is managed by social entrepreneurs in an **accountable, transparent** and **innovative** way, involving in particular employees, customers and stakeholders in its economic activities. The main objective of social enterprises is to generate a **significant impact** on society, the environment and local communities. Social enterprises contribute to a form of smart growth by responding to unmet needs through social innovation. For example, for many social enterprises it is a matter of course to encourage their employees to **continuously learn** and improve their skills. They also contribute to sustainable growth by taking into account their environmental impact and having a **long-term vision**. For example, social enterprises often develop efficient practices to reduce emissions and waste, or the use of natural resources. In addition, by emphasising the human aspect and social cohesion, social enterprises are at the heart of **inclusive growth**: they create sustainable employment for women, youth and the elderly. In other words, their raison d'être is to bring about social and economic transformations that serve the objectives of the Europe 2020 strategy. (European Commission, 2014)

¹ L'iniziativa per l'imprenditoria sociale dell'Unione Europea, European Commission, 2014
http://ec.europa.eu/internal_market/publications/docs/sbi-brochure/sbi-brochure-web_it.pdf



Social entrepreneurship provides young people with an **alternative** to develop leadership skills and invest their own resources. The E-SOCIAL Project's main objective is to educate young people about social entrepreneurship, training them in the skills needed to use it for both positive social impact and financial gain. This will be achieved through a series of training sessions embedded with **gamification techniques**.

Gamification has been proven effective in **enhancing the learning experience**, releasing pleasure-inducing chemicals in the brain, resulting in a more enjoyable and engaging educational experience. Recently, studies on the application of gamification in e-learning have highlighted its effectiveness as a **powerful tool** for creating engaging educational experiences.

Scope and purpose of the Serious Game

The Serious Game represents the key outcome of the E-SOCIAL project, as it is a key tool for achieving the intended results. This interactive tool was designed with a number of objectives in mind:

The Serious Game aims **to equip educators and learners** with the skills needed for the challenges of the contemporary world by providing them with innovative and stimulating learning tools.

Through meaningful access to technological resources for teaching and learning, the Serious Game aims to ensure that all educators have **equal opportunities to use technology** as an effective pedagogical tool.

The Serious Game is designed to develop the skills needed for an **ever-evolving working future**, thereby contributing to local economic development through the formation of a technologically competent workforce and leaders.

Through the use of the Serious Game, we aim to generate enthusiasm and create a more positive learning environment for learners, **encouraging active participation** and promoting more effective learning.

Key features of the Serious Game include:

High engagement and immersion, **players are constantly motivated** to keep playing through reward systems, plot progression and positive feedback. The game's immersive setting contributes to a complete and **immersive learning experience**.

A safe space to experiment: In the real world, actions can have negative consequences, but games create a **safe virtual environment** where players can experiment freely without worrying about harm.



Positive emotions enhance learning: Studies have shown that using games for learning leads to a more **positive learning experience** than traditional methods, thanks to the positive emotions generated during play.

In the next chapters of this guide, you will find **instructions** for both trainers and learners on how to use the platform and serious games effectively. In the guide we will explore the expected outcomes of the project, the profile and role of the facilitator and player, technical requirements, product specifications and instructions for use, together with frequently asked questions and policies and terms of use.

Read on to find out how you can exploit the full potential of the Serious Game within the E-SOCIAL project and in your future investments.

Enjoy reading!

2. Expected Results

In the next chapters of this guide, you will find **instructions** for both trainers and learners on how to use the platform and serious games effectively. In the guide we will explore the expected outcomes of the project, the profile and role of the facilitator and player, technical requirements, product specifications and instructions for use, together with frequently asked questions and policies and terms of use.

The project's innovative approach integrates the development and use of serious games as a key tool for education in social entrepreneurship, thereby addressing societal challenges while also encouraging young people to develop leadership skills and utilize their resources for positive social impact.

The E-SOCIAL project aims to make a significant impact at local, national, and European levels by utilizing serious games to teach social entrepreneurship. The project is expected to engage youth actively, develop essential skills, foster community projects, influence policies, and encourage cross-border collaboration. Through this gamified learning approach, the project contributes to the broader goal of empowering young individuals to act as change agents for social good, aligned with the objectives of the Europe 2020 strategy.

The expected results spread on all levels can be seen below:

Local Level

Increased Engagement: Youth in local communities become actively engaged in social entrepreneurship, showing a heightened interest in addressing local social issues through innovative solutions.

Skill Development: Local young individuals acquire practical skills in problem-solving, creative thinking, and effective communication, as applied to social entrepreneurship.

Community Impact Projects: Inspired to launch of small-scale social entrepreneurship projects addressing specific local challenges, showcasing the direct impact of gamified learning.

National Level

Widespread Adoption of Gamified Learning: Adoption of the E-SOCIAL project's serious games as a recognized tool for teaching social entrepreneurship in educational institutions across the nation.

Network and Collaboration: Formation of a national network of educators, learners, and social entrepreneurs focused on gamified learning and social entrepreneurship.



European Level

Cross-Border Collaboration: Enhanced collaboration between European countries on sharing best practices and resources for teaching social entrepreneurship through serious games.

European-wide Impact Projects: Launch of cross-border social entrepreneurship projects by youth, facilitated by the networks and knowledge gained through the E-SOCIAL project.

Contribution to EU Goals: Contribution to the Europe 2020 strategy's objectives of smart, sustainable, and inclusive growth through promoting social entrepreneurship among youth.

E-SOCIAL project's serious games at various levels, the initiative is designed to not only introduce participants to the concept of social entrepreneurship but to also deeply immerse them in the practical and theoretical aspects of creating and managing ventures that seek to address societal challenges.

Knowledge to be acquired can be outlined as follows:

Fundamental Understanding of Social Entrepreneurship:

Participants will gain a comprehensive understanding of what social entrepreneurship entails, including its significance in addressing societal problems. They will learn about the ethos of social enterprises, which prioritize social impact over profit, and how these ventures balance financial sustainability with their mission to create positive change.

Identification and Analysis of Social Problems:

Learners will be equipped with the skills to identify, analyse, and understand the root causes of social issues within their communities, countries, and globally. This includes gaining insights into how social, economic, and environmental factors interplay to create challenges that can be addressed through innovative entrepreneurial solutions.

Development of Social Business Models:

A key aspect of the acquired knowledge will be the ability to conceptualize and develop viable business models that are socially oriented. This includes understanding different revenue models, funding mechanisms, and how to sustain a social enterprise without compromising its social mission.

Innovation and Creative Problem-Solving:

The serious games will stimulate creativity and innovation, encouraging learners to think outside the box in developing solutions to social problems. They will explore how technology, digital platforms, and unconventional approaches can be leveraged for social good.

Ethical Leadership and Social Responsibility:

Participants will learn about ethical leadership in the context of running a social enterprise. This includes making decisions that reflect a commitment to social responsibility, ethical business practices, transparency, and accountability.



Project Management and Execution

The practical application of project management skills will be a crucial area of acquired knowledge. Learners will understand how to plan, execute, and manage social projects, including setting objectives, budgeting, managing teams, and evaluating impact.

Networking and Collaborative Work:

An understanding of the importance of networking and collaboration in the social entrepreneurship ecosystem will be developed. Learners will gain skills in building partnerships, engaging with stakeholders, and working collaboratively across sectors to amplify the impact of their ventures.

Digital Literacy and Technological Utilization:

Given the digital nature of the serious games, participants will enhance their digital literacy, learning how to effectively use online tools, platforms, and technologies to research, plan, and execute social entrepreneurship projects.

Self-efficacy and Empowerment:

The gamified learning experience aims to boost learners' confidence in their ability to make a difference. This involves fostering a sense of self-efficacy and empowering them to take initiative, lead projects, and become active agents of change in their communities.

Adaptability and Resilience:

Through engaging with the serious games, learners will experience the dynamics of starting and running a social enterprise, including facing failures and setbacks. This will teach them resilience and adaptability, critical qualities for entrepreneurs navigating the complex landscape of social entrepreneurship.

Participants and learners of the E-SOCIAL project will be well-equipped to initiate, lead, and contribute to social enterprises and projects that seek to make a significant positive impact on society. This comprehensive understanding of social entrepreneurship, coupled with practical skills and a mindset geared towards innovation and ethical leadership, will enable them to become effective change-makers in their local communities and beyond.

3. Profile and Role of the Facilitator

"E-Social - Collaboration Document Scenario Writing" is a serious video game focused on social entrepreneurship, the game encompasses various modules, each designed to teach specific aspects of social entrepreneurship. These modules are structured around engaging stories and characters, such as Athena, Myrsini, Martina and Alex who embark on journeys to explore and develop their social enterprises, providing a narrative-driven learning experience.

Given this context, the facilitator's profile for this project should be further specified as follows:

Hard Skills:

Storytelling and Narrative Design: Ability to leverage storytelling to teach complex concepts in social entrepreneurship, making the learning process engaging and memorable.

Game-Based Learning Expertise: Understanding of how to use video games and gamification as educational tools, including scenario writing and the development of interactive learning experiences.

Entrepreneurial Strategy Development: Skills in guiding learners through the process of developing and refining business strategies using critical thinking.

Technical Proficiency in Digital Learning Platforms: Competency in managing and navigating digital learning platforms that host serious video games and other interactive educational tools.

Analytical Skills: Ability to analyze and apply the concepts of SWOT analysis and other strategic planning tools within the context of social entrepreneurship education.

Critical Thinking and Problem-Solving: Ability to teach and apply critical thinking methodologies to analyze problems, evaluate different solutions, and make informed decisions, particularly in entrepreneurial contexts.

Feedback and Reflection Mechanisms: Competency in designing mechanisms within the game that allow learners to receive feedback on their decisions and reflect on their problem-solving process.

Soft Skills:

Empathy and Cultural Sensitivity: Skills in creating content that is inclusive, diverse, and sensitive to various backgrounds, mirroring the game's emphasis on diversity acceptance.

Creative Problem-Solving: Ability to think creatively in applying gamification strategies to solve educational challenges and enhance learning engagement.

Encouraging Curiosity and Inquiry: Fostering an environment where learners are encouraged to ask questions, explore different perspectives, and delve deeper into problems.



Facilitating Reflective Learning: Ability to guide learners in reflecting on their experiences, understanding the impact of their decisions, and learning from mistakes.

Adaptive Communication: Skilled in communicating complex concepts in an accessible manner and adjusting explanations based on learner's understanding.

Empowering Learners: Inspiring confidence in learners to trust their judgment, take calculated risks, and embrace the learning process inherent in tackling challenges. Inspiring young learners to explore and pursue social entrepreneurship through compelling game narratives and real-world applications.

Collaborative Learning Facilitation: Promoting a collaborative learning environment where learners can share insights, strategies, and solutions with their peers, mirroring the cooperative nature of the game's narrative.

4. Profile and Role of the Player

The characteristics of the player

Players of serious games focused on social entrepreneurship can include a diverse range of individuals, spanning different ages, backgrounds, and professions. Specifically, the serious games possess a strong sense of empathy and social responsibility, recognizing the importance of young people addressing societal challenges and making a positive impact in their communities.

Moreover, youngsters who demonstrate creativity, and entrepreneurial spirit, can actively seek out from the opportunities provided by the serious games to develop and implement innovative solutions to address social problems. Additionally, young learners interested in social entrepreneurship can be effective communicators, capable of expressing their ideas persuasively and building around shared goals and values.

Furthermore, serious games in social entrepreneurship can serve as valuable tools for interdisciplinary collaboration and cross-sectoral engagement. By fostering collaboration and knowledge exchange among players from different backgrounds, these games create opportunities for interdisciplinary learning and collective problem-solving, reflecting the collaborative nature of social entrepreneurship in the real world.

Is there any age limit?

The primary age group for the target audience of serious games focused on social entrepreneurship is younger individuals in their late teens to early adulthood.

Although the target audience can include a diverse range of individuals, including professionals and individuals from various backgrounds. This age range typically encompasses individuals who are actively seeking opportunities to make a positive impact in their communities, are open to interdisciplinary collaboration, and are capable of expressing their ideas persuasively.

Why should youth start playing the games?

The intersection of gaming and social impact presents an exciting opportunity. With a focus on innovation, sustainability, community engagement, and ethical leadership, using the power of synchronous practices through gamification can show the way for transformative solutions to pressing societal challenges.

The “E-Social” serious games assist learners in the following categories:

Social impact: Support learners in creating tangible and sustainable solutions to pressing social issues, viewing entrepreneurship as a positive change.



Innovation in social solutions: By exploring innovative approaches and technologies that address social challenges, seeking to apply entrepreneurial thinking to create scalable and impactful solutions.

Sustainable business models: Developing and implementing business models that prioritize social and environmental sustainability, recognizing the potential to drive meaningful and lasting change in entrepreneurship.

Community engagement and empowerment: Engaging with communities affected by social issues, empowering youngsters to be active participants in the design and implementation of solutions, and leveraging entrepreneurship as a tool for community development.

How will learners benefit from the serious games?

Learners stand to benefit from serious games focused on social entrepreneurship in several ways. Firstly, these games provide a dynamic and interactive learning environment that engages learners in hands-on experiences, enabling them to apply theoretical knowledge to real-world scenarios. Through gameplay, learners can experiment with different strategies, test their ideas, and learn from successes and failures in a safe and supportive setting. This experiential learning approach fosters deeper understanding and retention of concepts, equipping learners with practical skills and insights directly applicable to their future endeavors in social entrepreneurship.

Secondly, serious games in this sector offer opportunities for personalized learning and skill development. Learners can progress at their own pace, receive immediate feedback on their performance, and access resources and support tailored to their individual needs and learning styles. Whether they are exploring the fundamentals of social entrepreneurship, improving specific skills such as problem-solving or communication, or ethical leadership, learners can customize their learning journey to suit their interests and aspirations. This flexibility and autonomy empower learners to take ownership of their learning and pursue areas of interest that align with their personal and professional goals.

Moreover, the serious games facilitate networking and community-building among learners, fostering collaboration, mentorship, and peer support. By participating in multiplayer gameplay, team-based challenges, or online communities, learners can connect with like-minded individuals, share experiences and insights, and build valuable relationships with peers, mentors, and industry professionals. These networks provide a supportive ecosystem for learners to exchange ideas, and collaborate on projects, enhancing their learning experience and expanding their professional networks.

Why serious games are the most suitable learning environment for youngsters?

Serious games offer an engaging learning environment ideally suited for youngsters exploring social entrepreneurship. With their capacity to blend entertainment with education, these games attract young learners' attention, making learning enjoyable and meaningful. By simulating real-world scenarios and challenges, serious games enable learners to apply theoretical concepts in practical contexts, fostering hands-on experiential learning. This interactive approach provides



learners with essential skills such as critical thinking, problem-solving, and collaboration in a safe and supportive setting.

Also, serious games provide personalized learning experiences, allowing learners to progress at their own pace and tailor their educational journey to their interests and aspirations. Through multiplayer features and online communities, these games enhance networking and peer collaboration, creating an ecosystem where youngsters can connect with other individuals, share insights, and build valuable relationships.

5. Installing the Game

The game is available for download on Android and iOS smartphones. The game is free to use, and does not include any in-app purchases.

You can find the game at: (<https://play.google.com/store/apps/details?id=com.Games8D.esocial>,
<https://apps.apple.com/nl/app/e-social/id6578450183>)

You can also scan these QR codes to download the game:

E-Social Apple App Store



E-Social Google Play Store



The game is designed to be playable on most mobile devices. Any data saved in the game is used for in-game purposes, primarily to keep track of the player's progress. **No player data is shared with the developer, or any other third party.**

If you plan to use the game in a school setting, we suggest you ask your students to download the application before your lesson starts. They will need to make space on their phone and have access to the internet in order to download the game.

The game has been optimized to reduce the amount of storage and data that is required to download the game. If one of your students is unable to install the game due to storage or compatibility issues, we recommend to pair them up with another student.

Students and teachers will **not** have to make an account, or do any kind of sign-up to start playing.

6. Using the Game

Goal of the game

In the game, players will play through various fictional scenarios related to social entrepreneurship. They play through these scenarios by answering questions, collecting 'Blockies' along the way. The player has completed the game when they have collected all of the blockies.

Main menu

After starting the application, the user enters the *main menu*

There are three options in the main menu:

Play / Continue: Clicking on this button leads the player to the *scenario selection menu*

Language: Clicking on this buttons leads the player to the *language selection menu*

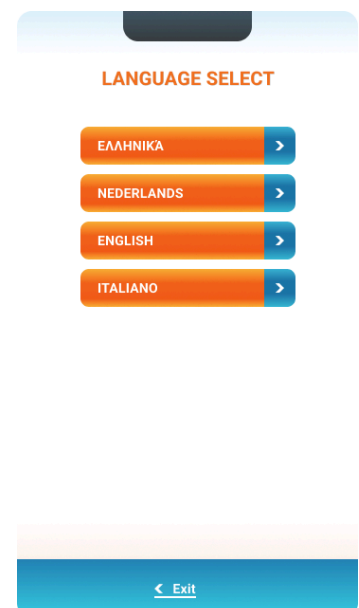
Information: Clicking on this button provides the player with more information about the E-Social project and serious game.

The user also sees a grid of squares, which are all empty when first starting the game. These squares represent the building blocks of social entrepreneurship. By playing through the game and proving their knowledge, the players play towards completing their grid of building blocks.

Language selection menu

The *language selection menu* allows the players to change the language of the game. At launch the game will support the following languages:

- English
- Dutch
- Greek
- Italian

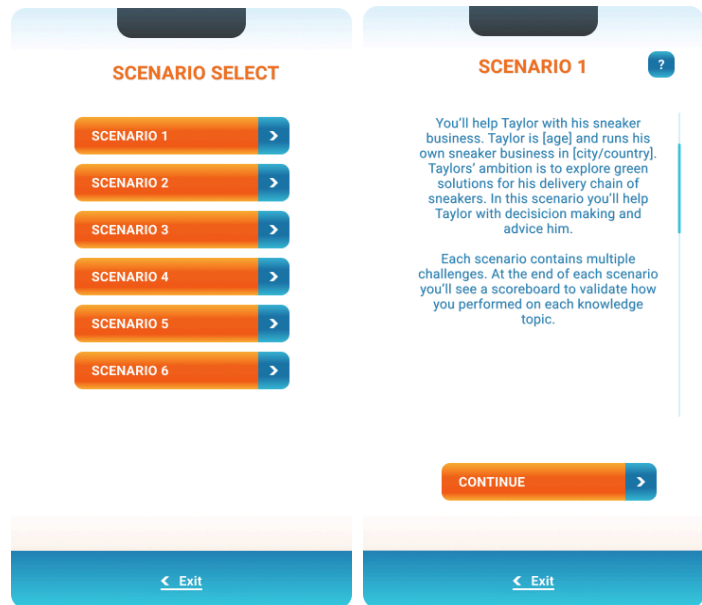


Scenario selection menu

The *scenario selection menu* allows players to choose which scenario they are going to play.

After clicking on one of the scenarios, they will get a short introduction about the story they will be playing through. Afterwards, they can go back by clicking *exit*, or starting the scenario by clicking *continue*.

First time players will encounter a short tutorial when they start a scenario for the first time. The tutorial explains the following *challenge screens*.



Challenge screen

The *challenge screen* allows players to play through the scenarios.

At the top of the screen a short text explains a dilemma or question. In the middle of the screen the player sees a card, which they can swipe to multiple directions.

By swiping the card left, right, up and down, the player can see different options to answer the question or dilemma. The player chooses an option by swiping the card to that direction, and then clicking *confirm* at the bottom of the screen.

The player immediately receives feedback on their answer, providing insight into the pro's and con's of the various options. Afterwards the player continues the scenario by clicking *continue*. If the story has concluded, this leads to an evaluation screen, where the player sees how many answers they got correct.



Tips for teachers and coaches

1. Emphasize to your students that it is not expected of them to get a perfect score on their first playthrough. Rather ask them where they had difficulties, and stimulate them to



explore this topic in the developed course, or through other materials. Afterwards, they can come back and see if they are able to achieve a new high score!

2. Each scenario has a specific topic, related to the topics found in the developed training material. Play through each scenario yourself to understand which scenario fits with the topic you will be discussing during your class or session. Then play through that scenario with your students as a fun and interactive way to start the lesson!
3. Although the game assigns a score to each answer, you might disagree with what is assigned as 'correct'. Remember that the game is a starting point for learning, not a definitive textbook. Encourage your students to be critical of the game, and challenge them to debate on the correct choices.

7. Frequently Asked Questions

1. What is the purpose of the game?

The game was developed as part of the "E-Playing in Social Entrepreneurship" project to promote learning and awareness about social entrepreneurship. Players engage in various scenarios and activities to enhance their understanding of social entrepreneurship, the related debate and develop problem-solving skills.

2. How do I access the game?

To access the game, simply visit <https://play.google.com/store/apps/details?id=com.Games8D.esocial>, <https://apps.apple.com/nl/app/e-social/id6578450183> and follow the instructions to create an account or log in if you already have one. Once logged in, you can start playing the game immediately.

3. What kind of scenarios are included in the game?

The game features a variety of scenarios related to social entrepreneurship, including challenges faced by social enterprises, ethical dilemmas, community engagement, and sustainable business practices.

4. Are there different levels or stages in the game?

No, the game does not use traditional levels. Instead, it is structured around scenarios with different learning materials that follow a development of content, always building on previous information. Each scenario presents new challenges and opportunities for learning, allowing players to progress through the game while deepening their understanding of social entrepreneurship concepts.

5. How are scores calculated in the game?

Scores are based on various factors, including the accuracy of your responses to multiple-choice questions, the effectiveness of your problem-solving strategies, and your overall performance in each scenario. You can review your scores on the scoreboard to track your progress and identify areas for improvement.



6. Can I play the game on mobile devices?

Yes, the game is designed to be mobile-friendly, allowing you to play on smartphones and tablets as well as desktop computers.

7. Is there a multiplayer mode available?

No, currently the game does not have a multiplayer mode. However, we encourage educators to utilize the game as a class activity where students can engage in discussions, collaborate on solutions, and share their experiences with each other. This collaborative approach can enhance learning and foster a deeper understanding of the concepts presented in the game.

8. How often is the game updated?

The game is developed within a funded program, and updates on new scenarios, features, and improvements based on user feedback will be carried out during the project implementation phase. These updates will remain available for free for the next 5 years. If future funds are allocated to the development of the platform, further activities can be added to enhance the gaming experience. We aim to provide ongoing support and improvements to ensure that players continue to enjoy and benefit from the game.

9. Is there a community or forum for players to discuss the game?

Yes, we encourage players to join our online community or forum to share tips, strategies, and feedback with fellow players and the development team.

10. How can I report bugs or provide feedback about the game?

If you encounter any bugs or issues while playing the game, or if you have any suggestions for improvement, please contact our support team. We appreciate your feedback and strive to make the game as enjoyable and engaging as possible for all players.

11. What are those highlighted words?

The highlighted words in the game are key terms or concepts relevant to social entrepreneurship. Clicking on these words provides additional information or definitions to help players better understand the context and significance of these terms within the scenarios.



12. How can I test myself without help from the summary?

To test yourself without relying on the summary, try to actively engage with the scenarios and questions presented in the game. Challenge yourself to apply the knowledge and skills you've acquired to make informed decisions and solve problems within each scenario. By practicing critical thinking and problem-solving independently, you can strengthen your understanding and confidence in addressing real-world challenges.

8. Policies and Terms of Use

WP3: Development of GDPR Consent for the Serious Game

Consent Form for Accessing the “E-Playing in Social Entrepreneurship serious game”

Please read the following terms and conditions carefully before accessing the internet-based game developed within the “E-Playing in Social Entrepreneurship” project, which was co-founded by the Programme Erasmus+ programme through implementing partners including:

- Koinoniki Synetairistiki Epicheirisi Syllogikis kai Koinonikis Ofeleias "FOR ME"
- Magnetar Ltd
- Ce.F.A.S. – Centro di Formazione ed Alta Specializzazione
- Institute for learning and career development
- 8d games BV
- Meridaunia

1. Acceptance of Terms

By accessing the game, you agree to adhere to and be bound by the terms and conditions outlined in the app.

2. Age Requirement

You must be at least 18 years old to access this game. By accessing the game, you represent that you are at least 18 years old.

3. Description of Game

The game you are accessing was produced within the “E-Playing in Social Entrepreneurship” project and includes the following features:

- Play through different scenarios
- Answer multiple-choice questions
- Utilize drag-and-drop functionality
- View pictures of real-life situations for emphasis and recognition
- Assess coping strategies by answering "how would you cope with this situation?" questions
- Review your performance on a scoreboard to track progress and increase knowledge levels



4. Privacy

Your privacy is important to us. Our Privacy Policy explains how we collect, use, and protect your personal information. By accessing the game, you consent to the collection, use, and disclosure of your information as described in our Privacy Policy.

6. Intellectual Property

All content included in the game, such as text, graphics, logos, images, audio clips, video clips, digital downloads, data compilations, and software, is the property of the “E-Playing in Social Entrepreneurship Consortium” or its licensors and is protected by copyright laws.

7. Code of Conduct

You agree to use the game only for lawful purposes and in accordance with these terms and conditions. You agree not to:

- Use the game in any way that violates any applicable law or regulation.
- Use the game to harm, threaten, or harass others.
- Interfere with or disrupt the operation of the game.
- Attempt to gain unauthorized access to any portion of the game or any other systems or networks connected to the game.

8. Limitation of Liability

To the fullest extent permitted by law, none of the “E-Playing in Social Entrepreneurship Consortium” members shall not be liable for any indirect, incidental, special, consequential, or punitive damages, or any loss of profits or revenues, whether incurred directly or indirectly, or any loss of data, use, goodwill, or other intangible losses, resulting from your access to or use of the game.