



LAENOG

Latin American European Network
in social support for Online Gaming



Co-funded by the
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NEWSLETTER

October 2025

Vol.2

Awareness Campaign Portugal



The Awareness Campaign in Portugal was one of the project's key highlights, with content shared across multiple social media platforms. The campaign included the creation of various short videos and the collaboration of community Ambassadors such as JVaz8_ and Pipocajunior, helping the message reach young gamers where they are most active. Through these posts, we encouraged conversations about toxic behaviors in online gaming and motivated players to reflect on how their communication affects others. Meanwhile, we continue to collect responses from young players to better understand their experiences and support our ongoing research.

Campaign Reach in Portugal: ~400 survey responses

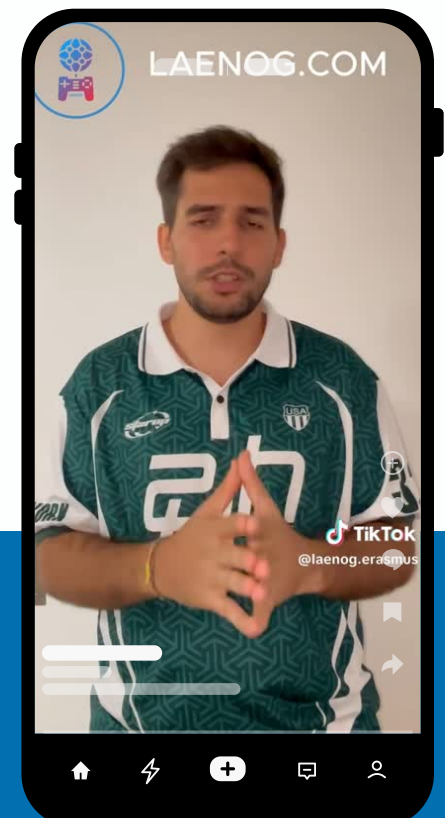
Gostas de jogos virtuais? Esta mensagem é para ti

No teu dia a dia no jogo, alguma vez te sentiste mal com comentários tóxicos, atitudes agressivas ou desrespeitosas, só por estares a divertir-te?

O Projeto LAENOG quer compreender melhor o que acontece dentro dos jogos online, especialmente entre os jovens.

Por isso, estamos a aplicar um questionário rápido e anónimo para ouvir a tua experiência enquanto jogador de videojogos.

Queremos saber: quais os teus comportamentos no jogo online. Com a tua resposta, vamos criar ferramentas para tornar os jogos mais seguros, inclusivos e respeitadores para todos!



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Awareness Campaign Panamá



The Awareness Campaign in Panamá successfully spread the project's message to young gamers and educational communities across different platforms. The initiative contributed to raising awareness about toxic behaviors in online games and the importance of building safer and more inclusive play spaces. Data collection efforts are ongoing, helping us learn from players' real experiences and supporting the development of future educational resources.

Campaign Reach in Panamá: ~300 survey responses

¿Juegas en línea? ¡Este mensaje es para ti!

¿Te ha pasado que mientras juegas alguien te tira comentarios tóxicos, actitudes agresivas o falta de respeto, solo por divertirse? Queremos escuchar tu experiencia.

El Proyecto LAENOG busca entender mejor lo que pasa dentro de los juegos online, sobre todo entre jóvenes y sus familias.

Cuéntanos: ¿cómo te sientes al jugar? ¿Qué te molesta? ¿Qué te gustaría que mejorara? Con tu voz, vamos a crear herramientas para que los juegos sean más seguros, inclusivos y respetuosos para todos.



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Awareness Campaign Brazil



In Brazil, the Awareness Campaign focused on engaging closely with gaming communities and working alongside well-known Ambassadors such as pikachudamaromba and lucamkss. Their collaboration played a key role in amplifying campaign messages and mobilizing conversations about empathy, respect, and well-being in online gaming environments. As part of the campaign, young players are contributing their insights through surveys, helping us better understand local gaming culture and behaviors.

Campaign Reach in Brazil: ~120 survey responses

Você joga jogos online? Então essa mensagem é pra você!

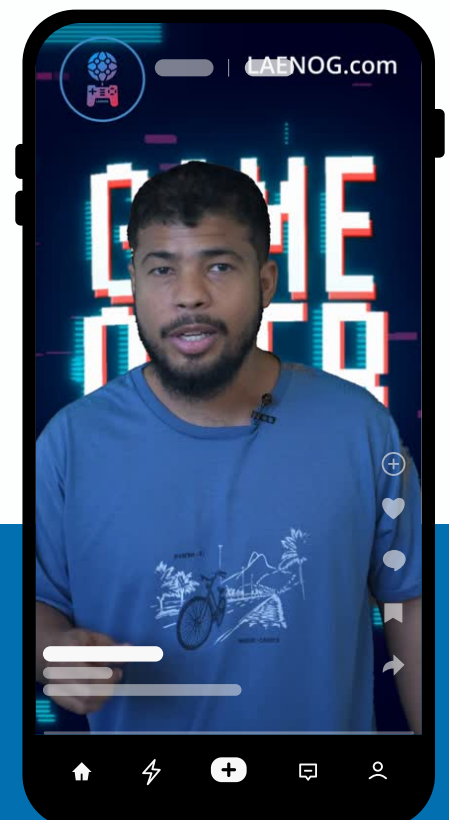
No seu dia a dia no jogo, você já se sentiu mal com comentários tóxicos, atitudes agressivas ou desrespeitosas, só por estar se divertindo?

O Projeto LAENOG quer entender melhor o que rola dentro dos jogos online, principalmente entre jovens.

Por isso, estamos aplicando um questionário rápido e anônimo para ouvir a sua experiência como jogador de videojogos.

Queremos saber: quais os teus comportamentos no jogo online!

Com a sua resposta, vamos construir ferramentas para tornar os jogos mais seguros, inclusivos e respeitosos para todos!



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Awareness Campaign Spain



In Spain, the Awareness Campaign achieved strong engagement across social platforms, thanks in part to the participation and visibility of Ambassador javimglz29, who helped bring visibility to the project among young players. The campaign encouraged open discussions about toxic behavior and respectful online communication. Alongside this effort, Spanish partners continue gathering insights through surveys, which will help us deepen our understanding of how toxic interactions emerge and how they affect young gamers.

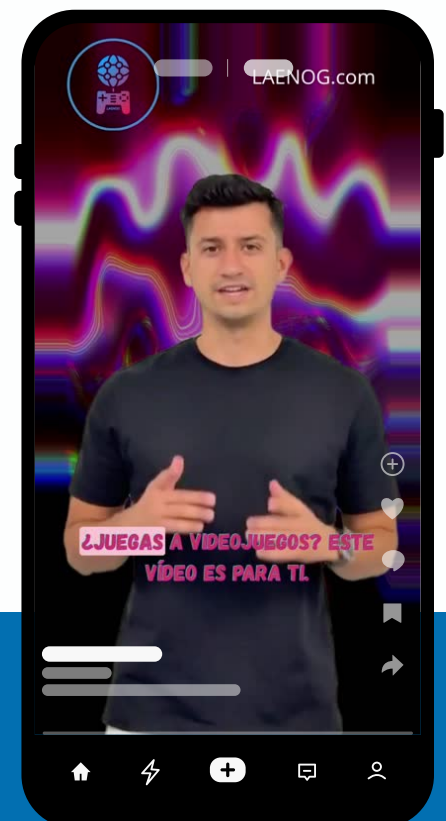
Campaign Reach in Spain: ~80 survey responses

¿Juegas online? ¡Esto es para ti!

¿Cansado de los comentarios tóxicos, la agresión y la falta de respeto en los juegos? ¡Queremos escuchar tu experiencia!

El Proyecto LAENOG investiga cómo es la vida de los jugadores online y qué se puede mejorar para que jugar sea más seguro y divertido.

Cuéntanos: ¿cómo te sientes?, ¿qué te molesta?, ¿qué se puede cambiar? Con tu voz, haremos los juegos más justos y amigables para todos.



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Awareness Campaign Poland



The Polish Awareness Campaign successfully reached young players and generated meaningful engagement around the importance of promoting positive digital environments. Through social media dissemination and active involvement from local communities, discussions were opened regarding the most common toxic behaviors encountered in online games and how to address them. The ongoing data collection continues to provide valuable perspectives that will inform the next stages of the LAENOG project.

Campaign Reach in Poland: ~60 survey responses

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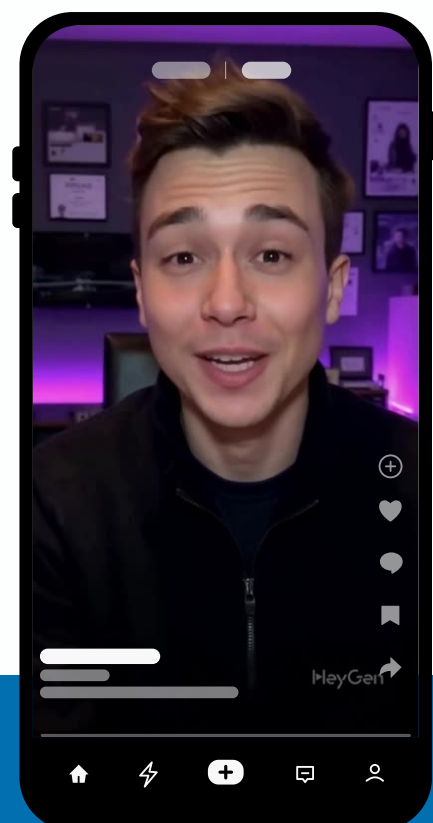
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Grasz online? To dla Ciebie!

Masz dość toksycznych komentarzy, agresji i braku szacunku w grach? Chcemy usłyszeć Twoją historię! Projekt LAENOG bada, jak wygląda życie graczy online i co można poprawić, żeby granie było bezpieczniejsze i przyjemniejsze.

Powiedz nam: jak się czujesz, co Cię wkurza i co da się zmienić. Dzięki Twojemu głosowi zrobimy gry bardziej fair i przyjazne dla wszystkich.





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LAENOG in Brazil

Building a Safer and More Inclusive Digital Future



The LAENOG Project recently marked an important milestone in Brazil. The project was represented by the University of Lisbon during a series of academic and outreach activities hosted by the State University of Rio de Janeiro.

The LAENOG team reviewed the progress of the new MOOC Room, an innovative learning space currently being equipped and installed. This facility will serve as a hub for digital learning, collaboration, and knowledge exchange, reflecting LAENOG's mission to promote inclusive, accessible, and safe digital education environments.



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2nd International Congress on Mental Health and Human Development

The project also participated in the 2nd International Congress on Mental Health and Human Development (CISMDH), organized by Programa Empoderadas, where two scientific posters were presented:

- Behavioral Analysis of Online Video Game Users in Competitive Environments – A Pilot Study, which explored toxic behaviors such as trolling and flaming among young players, highlighting the need for collaboration between schools and families to encourage healthier digital habits.
- Physical Activity and Screen Time in Children and Adolescents: A Systematic Review, which confirmed that regular physical activity can help reduce excessive screen time and mitigate health risks linked to sedentary lifestyles.

These initiatives reinforce LAENOG's commitment to understanding the social and psychological dimensions of gaming, fostering digital citizenship, and promoting the well-being of young players across Latin America and Europe.





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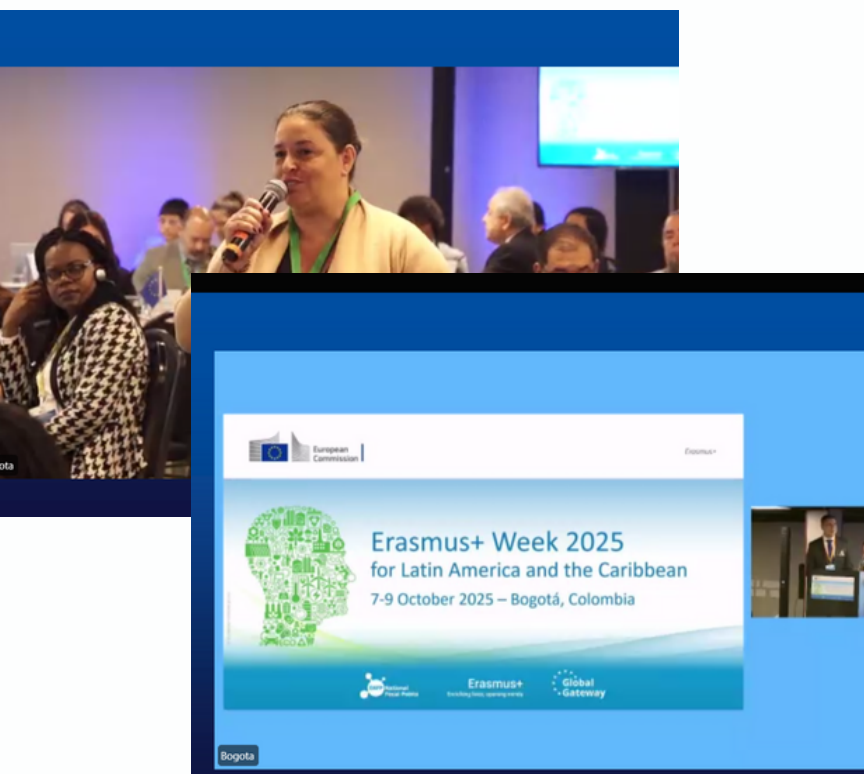
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LAENOG in Bogotá

Regional Erasmus+ Cluster Meeting and Contact-Making Seminar 2025 for Latin America and the Caribbean



From 7 to 8 October 2025 in Bogotá - Colombia, the **Regional Erasmus+ Cluster Meeting & Contact-Making Seminar for Latin America and the Caribbean** was held, bringing together higher-education and vocational-training institutions from Europe, Latin America and the Caribbean under the umbrella of the Erasmus+ programme.

LAENOG at the Regional Erasmus+ Cluster Meeting & Contact-Making Seminar 2025

Representatives of the LAENOG Project participated in the event, using the opportunity to share notes, exchange ideas and present the project's objectives of promoting inclusive, safe and research-informed gaming communities across Europe and Latin America. During the cluster meeting the focus was on how education and cooperation programmes can support the green transition, digitalisation and strong international partnerships.

The contact-making seminar offered a dynamic setting for consortium members to engage in speed-networking and workshop sessions, meet potential partners and explore new avenues for cooperation and joint project development. For LAENOG, this translates into strengthened ties with institutions in the region, potential collaboration on further mobility, research and dissemination activities, and deeper alignment with the Erasmus+ goals of cross-regional cooperation and innovation.

We look forward to building on the momentum generated in Bogotá and leveraging these connections to enhance our upcoming research modules, tools and outreach activities.



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About Our Partners: EU

University of Lisbon



University of Lisbon once again stands out among the best universities in the world in the Shanghai Ranking.

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Técnico welcomes around 800 international students on the last day of welcome week



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University of Lisbon participates in the XII Unite! Dialogue

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University Castilla-la-Mancha



In 2025, the UCLM reached its highest ever level of Erasmus+ funding allocated to international mobility.

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European university project: UCLM receives €1.6 million

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The IGOID Group at the UCLM, recognized as a FIFA Research Institute

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Nicolaus Copernicus University



Registration for the 9th season of EDU ESPORTS Universities and the 4th edition of EDU ESPORTS Schools.

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Kraków Gaming Festival 3.0
September 27-28, Poland

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POZNAN GAME ARENA 2025
October 24-26, Poznań

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