



GESE Games Executive
Summer Europe

Blind Notes from the **GESE 2025**
Gathering in Asturias

Beyond the Noise

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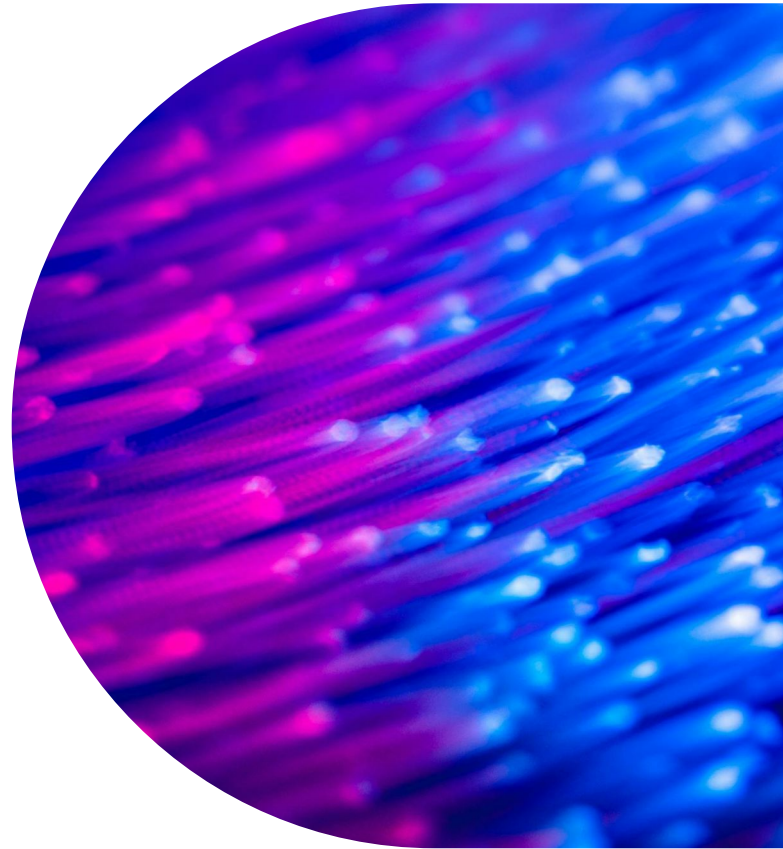
from the GESE 2025

Gathering in Asturias

The Games Executive Summit Europe was created as a private, trusted forum where a curated group of European leaders in games, technology, creativity and investment can step away from public pressure and think together. Unlike traditional industry events, GESE is built around facilitated conversations rather than presentations, and around long-term reflection rather than short-term reaction. Its intimate, off-record format enables honest dialogue, shared perspectives, and the emergence of a collective European voice grounded in culture, ethics and collaboration.

The 2025 edition of the Games Executive Summit Europe marked a turning point in the evolution of the forum. Moving beyond reflection on the present, participants engaged in a collective foresight exercise framed as “looking back from 2030,” exploring what kind of future Europe’s creative community wants to build and which principles should guide its development.

The following synthesis captures the core insights that emerged in Asturias: a distilled synthesis of the shared reflections, priorities, and emerging agreements that surfaced during our time together. These notes do not attribute statements or identify individual contributions; instead, they capture the collective essence of the conversations — the recurrent themes, the points of alignment, and the visions that gained momentum across the group. Their sole purpose is to preserve and transmit the core insights that emerged from the forum’s confidential dialogue.



1.

Europe Needs a Stronger Collective Voice

Participants agreed that Europe's creative richness remains undermined by strategic fragmentation. Despite world-class talent, the continent lacks coordinated representation and long-term policy frameworks comparable to those in other cultural sectors.

The group envisioned a Europe that, by 2030, achieves greater influence not by imitating foreign models, but by aligning diverse regional strengths into a coherent cultural and ethical leadership.

GESE was recognised as a seed of this future collective voice, providing a trusted space where leaders can align perspectives.

2.

AI Demands Ethical Leadership, Not Just Technical Adoption

Artificial intelligence was one of the most intensively discussed topics. Participants saw AI not as a threat but as a transformational shift requiring clear ethical frameworks.

Key takeaways included:

- AI challenges authorship, originality, and responsibility.
- Europe is uniquely positioned to lead by example in transparency and accountability.
- Human intention must remain at the centre of creative decision-making.
- Studios of the future will require interdisciplinary teams blending technology, creativity, and ethics. This is seen as a domain where Europe can define global standards.

3.

Sustainable Creativity Must Replace Cycles of Instability

The industry's recent waves of layoffs and burnout were addressed as structural failures. Sustainability was defined not as a financial concept, but a human one.

The emerging consensus:

- Talent retention depends more on culture, purpose, and well-being than on incentives.
- Creativity thrives in trust-based environments where success is shared fairly.
- Europe's traditions in arts, education, and social policy offer a foundation for more resilient creative models.

4.

Studios Will Evolve Toward Smaller, More Connected, More Values-Driven Structures

Participants described an evolution away from large, hierarchical studios toward agile, purpose-driven teams with strong collaboration networks. Key insights:

Flexibility and resilience outrank size.

- Technology enables distributed workflows, but culture determines survival.
- By 2030, studios may operate as interconnected hubs sharing knowledge, tools, and occasionally talent.
- Leadership will be measured by the ability to cultivate trust, autonomy, and collective ownership.

5.

Games Are Becoming a Central Cultural Language

Conversations highlighted the growing role of games in education, mental health, communication, and cross-media creativity.

By 2030, participants imagined:

- Games fully embedded in cultural and civic life.
- Increased collaboration with film, music, literature, and art.
- A blurring of boundaries between learning, entertainment, and social engagement. This reinforces Europe's opportunity to lead through depth, meaning, and emotional intelligence.

6.

Europe's Leadership Will Be Values-Based

The strongest recurring theme was the belief that Europe's competitive advantage lies in its moral and cultural integrity.

Participants converged on the idea that:

- Creativity, ethics, and diversity must sit at the centre of European strategy.
- Leadership is expressed through reflection, collaboration, and principled decision-making.
- GESE embodies this identity by providing a trusted space where long-term thinking can flourish. The shared purpose emerging in Asturias represents a cultural shift from competition toward collective stewardship.

7.

GESE Is Evolving Into a Permanent, Connected Community

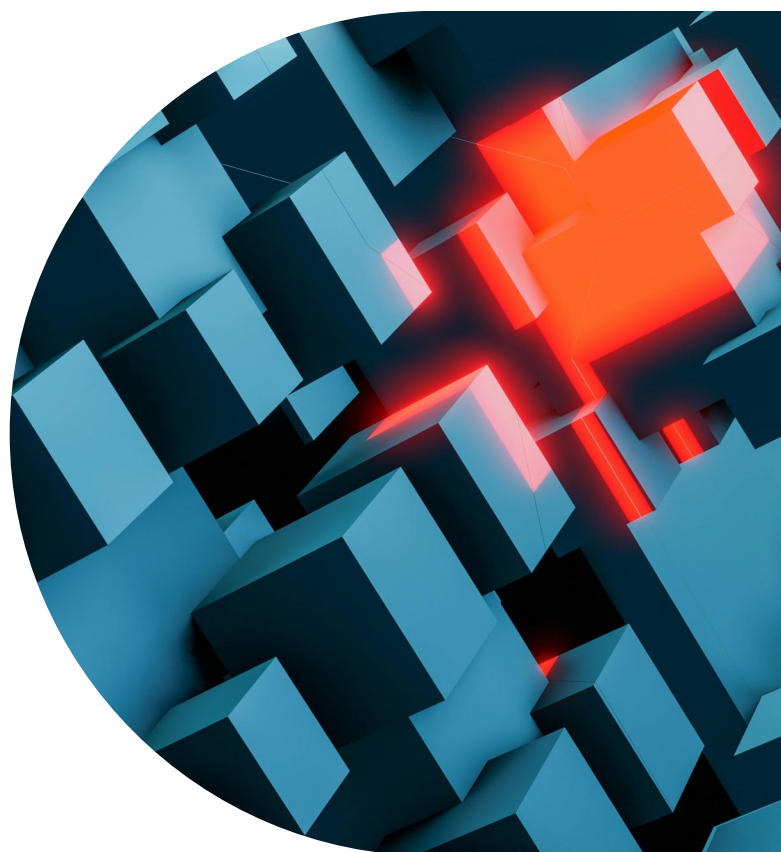
The forum is moving toward a year-round platform that extends collaboration beyond the annual summit.

Its sustainability depends on two pillars:

- The intellectual contribution and engagement of its members.
- The generosity and vision of its patrons. Participants see GESE as a catalyst for long-term alignment, a place where Europe's creative leadership can grow through trust-based dialogue and shared responsibility.

* In One Sentence n ce

GESE 2025 revealed a European creative community ready to lead globally through ethics, collaboration, human-centred innovation, and a shared long-term vision for the future of games.





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