

PlayQuest Prague

Complete Establishment Feedback & Growth Report

A structured evaluation by 21 young people from Malta and Czechia

148 Total Responses	8 Establishments	21 Participants	5 days in Prague, Aug 2025
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Compiled by Projekta 360 (Malta) & Veronika Liotard (Czechia) · www.gameon.mt

Co-funded by the Erasmus+ Programme of the European Union

About the GameChangers Project & PlayQuest Prague

This report presents feedback gathered from young people who participated in PlayQuest Prague, a five-day activity organised as part of the Erasmus+ KA210-YOU project GameChangers: Play, Learn and Innovate (ID: KA210-YOU-9B20AAA0). The project is led by Projekta 360 Ltd, a social enterprise based in Naxxar, Malta, in partnership with Veronika Liotard, an SME based in Zduchovice, Czechia.

GameChangers was designed to address challenges identified through a survey of 160 Maltese young people, including social media overuse, mental health pressures, and a lack of accessible creative and learning spaces. The project uses board games and AI tools as vehicles for developing critical thinking, creativity, social entrepreneurship skills, and European citizenship among youth aged 15–30, with a focus on those with fewer opportunities.

PlayQuest Prague was a five-day immersive visit in August 2025 that brought together 10 Maltese young people (led by Projekta 360) and a group of Czech youth (led by Veronika Liotard) to explore Prague's games and entrepreneurship scene together. The Maltese group travelled to Czechia to see how games-based businesses operate and to reflect on which models could inspire new ideas back home. The Czech group joined as hosts and fellow learners, offering their own perspective on each experience.

During the week, the group visited eight establishments: Prison Island, MindMaze (The Astronomer's Treasure scavenger hunt), Albi, Figurine Painting, Business Planning, The Grail, an AI Workshop, and Tlama Games (visited by the Czech group only). This report covers all of them.

About the Reflection Forms

After every visit, all participants completed a structured reflection form in English. The form asked about their emotional experience, which skills they felt they had practised, their thoughts on whether AI tools could enhance the activity, and — specifically for the Maltese group — whether the activity could work as a social enterprise in Malta.

Language Note

The form was completed in English. Maltese participants are fluent English speakers and understood all questions and answer options fully. Czech participants had varying English levels, and some of the more elaborate pre-written options in the skills categories may not have been fully understood at an intermediate level. Open-text answers in Czech participants' own words are the most reliable indicator of their experience and are given priority in this report.

Two Concepts Explained

Why Did We Ask About AI Tools?

One of the core themes of the GameChangers project is helping young people understand and use AI tools critically and creatively. AI is rapidly transforming how businesses operate, how products are designed, and how problems are solved — yet many young people either avoid it, or use it passively without understanding what it can and cannot do.

Asking participants whether AI tools could help create or improve each activity was not just a technical question. It was a thinking exercise: can you imagine how this activity could evolve? Could AI help you design a version of this, market it, personalise it, or make it accessible to more people? We wanted participants to think like entrepreneurs — to look at what exists and ask "what could this become?"

The responses reveal how participants relate to technology as a creative partner — not as a replacement for human skill or craft, but as a tool that can expand what is possible. Where participants said no, that is also valuable: it tells us which experiences are fundamentally human and irreplaceable.

What Is Social Entrepreneurship?

Social entrepreneurship means running a business that has a social purpose at its heart — not just making profit, but solving a real problem in the community. A social enterprise might offer jobs to people who struggle to find work, provide services to people who cannot afford them at full price, address a public health issue, or create spaces where people who feel excluded can belong.

The Maltese participants were asked to rate each activity on a scale of 1 to 5 based on how much they felt it could become a social enterprise in Malta. This was part of their programme: to look at creative and games-based businesses through an entrepreneurial lens, and to imagine what community problems these models could help solve. Their ratings and ideas are honest, thoughtful, and — as you will read — often surprisingly specific.

PRISON ISLAND · Interactive Physical Escape & Challenge Arena · prisonisland-praha.cz

"High energy, high challenge, high teamwork — the standout hit of the week."

22

Total Responses

10

Maltese Participants

12

Czech Participants

4.5★★

Malta SE Rating /5

Language Note (Czech responses)

Some Czech participants had intermediate English proficiency. Pre-written answer options in the skills categories may not have been fully understood by all. Open-text answers are given priority as the most reliable indicator of their experience.

How Participants Felt

Top emotions across all participants:

Challenged

20×

Excited

18×

Motivated

11×

Confused

11×

Confident

9×

Curious

9×

MT Maltese — Top Feelings

- Excited (10×)
- Challenged (9×)
- Motivated (6×)
- Confused (5×)
- Confident (5×)

cz Czech — Top Feelings

- Challenged (11×)
- Excited (8×)
- Confused (6×)
- Curious (5×)
- Motivated (5×)

AI Tool Potential

Participants were asked: "Do you think AI tools could help create or improve an activity like this?"



Yes — 7



Maybe — 6



No — 9

22 responses

MT Malta — Yes: 4 | Maybe: 5 | No: 1

cz Czech — Yes: 3 | Maybe: 1 | No: 8

Skills Developed

Skill Category	Top Sub-skills Reported
Thinking & Learning	Quick thinking under pressure · Problem-solving · Critical thinking · Adapting
Social & Teamwork	Teamwork · Communicating clearly · Sharing ideas · Supporting teammates

Skill Category	Top Sub-skills Reported
Personal & Self-Management	Managing time · Resilience · Staying focused · Managing emotions
Practical & Physical	Moving and staying active · Staying aware · Using tools safely
Social Impact & Citizenship	Encouraging teamwork across cultures · Practicing fair play · Supporting inclusion
Digital & Technological	Taking photos/videos · Managing devices · Researching online

Overall Evaluation — Both Groups Combined

Prison Island was the standout establishment of the entire week, earning the highest Maltese social entrepreneurship rating of any venue (4.50/5) and generating the most enthusiastic responses across both groups. The physical-mental hybrid format proved uniquely engaging: 29 cells, each with a different challenge type, ensured that every personality found something to connect with and every team member had a moment to contribute their specific strength. Challenged (20) and Excited (18) dominated the feelings across all 22 participants, with Confused (11) appearing alongside them — a healthy indicator that the difficulty was pitched correctly. Hard enough to be genuinely uncertain; rewarding enough to stay committed. Both Maltese and Czech participants converged on the same core value: the activity built real teamwork because it demanded it.

In their own words:

"My favourite part was thinking really hard with my teammates — even when very confused at first — and then experiencing the thrill of solving it."

"The teamwork required was extraordinary. Each room needed different skills, and having diverse people meant everyone could contribute."

"It was fun because each room was completely different. Receiving the results and seeing hard work pay off was the most rewarding moment."

"Everything was exciting. We loved the sports and mental challenges — the whole programme was the best kind of challenging."

cz Czech Group Evaluation

Czech participants led the feelings data with Challenged (11 mentions). Their experience was primarily social: the most frequently cited favourite moments were team bonding, mutual support, and the shared experience of competing together. They saw the core value as fun, fitness, and social connection — and their social enterprise suggestions were practical: discounted access for low-income groups, mental health partnerships, and directing profits toward community benefit.

Czech voices:

"Everything was exciting. We loved the sports and mental challenges — the whole programme was the best kind of challenging."

"The best thing was the mutual support of friends. Getting to know people we had not interacted with yet was wonderful."

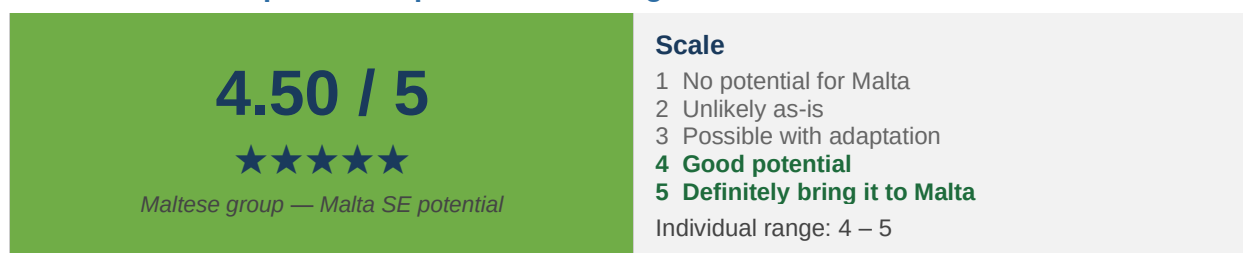
"I loved the fast reaction games. The communication with teammates was key to everything."

Social Enterprise Ideas from Czech Participants

- Special pricing tiers for low-income families.
- Mental health partnerships — referrals from therapists as a therapeutic, active activity.
- Directing profits toward community benefit or youth programmes.
- Employment creation for people with fewer opportunities in facilitation and hospitality.
- Adapted cell formats to improve accessibility for people with disabilities.

MT Maltese Group Evaluation

Malta Social Entrepreneurship Potential Rating



Maltese participants gave Prison Island 4.50/5 — no score fell below 4. Their responses were the richest of the week in detail and enthusiasm. The room variety was consistently praised, and the combination of challenge and cross-cultural connection — working with Czech participants under time pressure in a shared high-stakes environment — was described as genuinely special. Almost every participant linked the experience to skills gaps they observe in Malta: quick decision-making, critical thinking under pressure, and genuine collaboration outside established social circles. Malta adaptation ideas were detailed and practically considered, with strong attention to scale, Maltese cultural themes, and inclusive design.

Maltese voices:

"My favourite part was thinking really hard with my teammates — even when very confused at first — and then experiencing the thrill of solving it."

"The teamwork required was extraordinary. Each room needed different skills, and having diverse people meant everyone could contribute."

"It was fun because each room was completely different. Receiving the results and seeing hard work pay off was the most rewarding moment."

Community Problems This Could Help Solve in Malta

- Lack of fun, safe spaces for teenagers beyond restaurants and shopping malls.
- Absence of physically and mentally challenging activities for under-30s.
- Social isolation and limited opportunities to genuinely mix with new people.
- Youth disengagement from critical thinking, teamwork, and resilience-building.
- Excessive screen time with too few active, collaborative offline alternatives.

Ideas for Adapting This for Malta

- Theme rooms around Maltese history, geography, and cultural heritage — educational as well as thrilling.
- Scale down for smaller spaces: fewer rooms, equally interactive and technology-enabled.
- Allow strangers to sign up and form teams together — turning the venue into a social connector.
- Create multi-difficulty levels so families, schools, and adult groups all find their level.
- Market explicitly to school groups as a curriculum-linked team-building experience.



Strategic Recommendations for Your Business

The following recommendations are drawn directly from participant feedback and offered in the spirit of constructive partnership:

1. **Your diversity of room types is your most powerful differentiator.** Not every challenge venue offers physical, cognitive, and speed-based cells under one roof — make this central to all your marketing.
2. **The social bonding effect was spontaneous and consistent.** Explicit marketing to social groups, youth organisations, and team-building events would directly leverage what participants already experienced.
3. **Your scoring and leaderboard system was frequently mentioned as a highlight.** Cumulative leaderboards or return-visit improvement challenges could significantly increase repeat visits.
4. **The confusion-to-resolution arc your rooms create is pedagogically valuable.** Schools and corporate trainers would pay premium rates for a structured learning experience built around your format.
5. **You are informally serving an inclusivity mission.** Formalising it — discounted rates for disadvantaged youth, school partnerships, or a visible social commitment — would add a dimension that resonates strongly with your audience.

MINDMAZE · Outdoor City Puzzle & Cultural Discovery Experience · teambuilding.mindmaze.cz

"Where the streets of Prague become a living puzzle — and history becomes the game."

20

Total Responses

8

Maltese Participants

12

Czech Participants

3.8★★

Malta SE Rating /5

Language Note (Czech responses)

Some Czech participants had intermediate English proficiency. Pre-written answer options in the skills categories may not have been fully understood by all. Open-text answers are given priority as the most reliable indicator of their experience.

How Participants Felt

Top emotions across all participants:

Challenged

16×

Confused

11×

Curious

10×

Frustrated

8×

Excited

7×

Motivated

5×

MT Maltese — Top Feelings

- Challenged (7×)
- Curious (4×)
- Confused (4×)
- Excited (3×)
- Frustrated (3×)

cz Czech — Top Feelings

- Challenged (9×)
- Confused (7×)
- Curious (6×)
- Frustrated (5×)
- Excited (4×)

AI Tool Potential

Participants were asked: "Do you think AI tools could help create or improve an activity like this?"

☒ Yes — 10 Maybe — 7☒ No — 3

20 responses

MT Malta — Yes: 5 | Maybe: 3 | No: 0

cz Czech — Yes: 5 | Maybe: 4 | No: 3

Skills Developed

Skill Category	Top Sub-skills Reported
Thinking & Learning	Observation and attention to detail · Problem-solving · Critical thinking · Memory and recall
Social & Teamwork	Teamwork · Communicating clearly · Listening actively · Sharing ideas

Skill Category	Top Sub-skills Reported
Personal & Self-Management	Staying focused · Resilience · Managing time
Practical & Physical	Navigating spaces · Using maps/planning routes · Moving and staying active
Social Impact & Citizenship	Practicing cultural awareness · Encouraging teamwork across cultures · Respecting public spaces
Digital & Technological	Using digital maps/tools · QR codes and interactive tech · Taking photos/videos

Overall Evaluation — Both Groups Combined

MindMaze delivered a genuinely distinctive experience — merging puzzle-solving, cultural discovery, and physical movement into a seamless outdoor adventure. Both groups engaged seriously, with Challenged, Confused, and Curious dominating the emotional responses — a healthy, engaged profile for a puzzle-based activity. Czech participants, already familiar with Prague, found themselves seeing their own city in a new way; Maltese participants experienced a foreign historic city through active narrative rather than passive observation. AI enthusiasm was notably strong (10 yes, 7 maybe, 3 no), reflecting participants' natural sense that AI could enhance clue design, difficulty personalisation, and interactive storytelling. The concept was immediately understood as highly exportable to any historic European city.

In their own words:

"The puzzles were really well made — the right amount of challenging without being frustrating. That balance is hard to achieve and you got it right."

"The interactive story was a revelation: it taught me how to make activities more engaging. Walking and solving at the same time felt completely natural."

"Exploring the beautiful old town square while actually having something to find and discover made it feel completely different from a regular tour."

"Exploring the city centre as a local in a completely new way — finding details on buildings I had walked past a hundred times and never noticed."

cz Czech Group Evaluation

Czech participants were genuinely surprised to discover their own city through new eyes — the activity revealed architectural details and public art they had walked past many times without noticing. Their experience was one of curiosity and collaborative discovery. The primary social value they identified was tourism and local cultural education, and several noted the city's heritage as the real star of the experience — validating your positioning of Prague as the ultimate game environment.

Czech voices:

"Exploring the city centre as a local in a completely new way — finding details on buildings I had walked past a hundred times and never noticed."

"Walking around Prague while bonding with others. It transformed sightseeing into something active and collaborative."

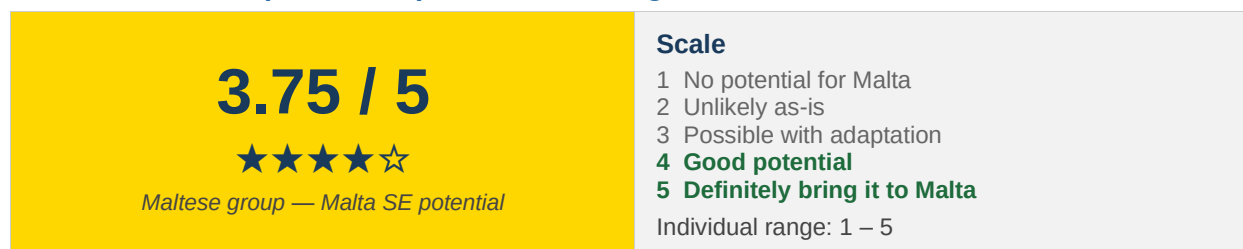
"Finding missing pieces of art on buildings — it made me look at the city with completely fresh eyes."

Social Enterprise Ideas from Czech Participants

- Subsidised versions for school groups from lower-income areas.
- Use part of revenue to fund heritage conservation or urban art in Prague.
- Create accessible routes for people with mobility challenges.
- Partner with city authorities to promote tourism in lesser-known districts.
- Train young people with fewer opportunities as puzzle designers — creating cultural sector employment.

MT Maltese Group Evaluation

Malta Social Entrepreneurship Potential Rating



Maltese participants gave MindMaze 3.75/5, with scores ranging from 1 to 5 — reflecting genuine variety in how individual participants related to this style of challenge. The majority (5 of 8) scored it 4 or 5. The strongest praise was for the quality of puzzle design and the format of the interactive story. However, there is important context to understand the lower scores and some of the frustration that appeared in the feelings data. For this activity, participants were assigned to mixed groups of Maltese and Czech young people who had just met — they were not yet comfortable with each other and did not choose their own teams. Some participants were less engaged with solving the clues, which affected the pace and energy of the whole group. Several Maltese participants commented that this activity would have been significantly more enjoyable with friends or a pre-formed group they knew well, and that in its current format with strangers, it felt too long and dragged at points. This is valuable feedback for group organisation rather than a reflection on the activity's quality itself — the design of the experience is strong, and the context of how groups are formed can make a real difference to the outcome.

Maltese voices:

"The puzzles were really well made — the right amount of challenging without being frustrating. That balance is hard to achieve and you got it right."

"The interactive story was a revelation: it taught me how to make activities more engaging. Walking and solving at the same time felt completely natural."

"Exploring the beautiful old town square while actually having something to find and discover made it feel completely different from a regular tour."

Community Problems This Could Help Solve in Malta

- Limited activities for teenagers that combine learning with physical activity and outdoor movement.
- Lack of cultural awareness and engagement with local history among younger generations.
- Absence of educational experiences that feel like fun rather than instruction.

- Limited interactive tourism options that engage locals and visitors simultaneously.

Ideas for Adapting This for Malta

- Design routes for Valletta, Mdina, Vittoriosa — each has a unique historical identity to build puzzles around.
- Base the narrative on real local historical events, folklore, and architectural heritage.
- Target school groups and youth organisations as a primary market alongside tourists.
- Develop multilingual versions to serve a full tourist market.
- Partner with heritage and cultural institutions for legitimacy and access.



Strategic Recommendations for Your Business

The following recommendations are drawn directly from participant feedback and offered in the spirit of constructive partnership:

6. **Your puzzle quality is genuinely impressive — participants who engaged described the difficulty balance as "exactly right." Make this your central message: precision-crafted challenge, not just a casual walk.**
7. **The group formation context matters.** For externally organised groups where participants do not know each other, consider providing a short ice-breaker task at the start — something quick and low-stakes that creates a shared win before the main challenge begins. This could significantly improve group cohesion and energy.
8. **AI was strongly endorsed here (10/20 yes).** Personalised difficulty levels, AI-generated clue hints, or adaptive routing based on group progress could significantly enhance replay value.
9. **Your educational value is substantial but implicit.** Offering a post-activity cultural summary — "what you discovered today" — could unlock the school and corporate training market by making the learning visible.
10. **Your format is highly scalable to other European historic cities.** If your platform is transferable, a licensing model could be a natural next step — participants spontaneously imagined versions in Valletta, Mdina, and other heritage cities.

ALBI · Board Game Design Workshop & Creative Entrepreneurship Studio · albi.cz

"The place where players become creators — and creativity becomes a professional skill."

19

Total Responses

10

Maltese Participants

9

Czech Participants

3.5★

Malta SE Rating /5

How Participants Felt

Top emotions across all participants:

Excited
14×

Inspired
13×

Motivated
13×

Challenged
12×

Curious
10×

Confident
8×

MT Maltese — Top Feelings

- Excited (8×)
- Inspired (8×)
- Motivated (8×)
- Challenged (7×)
- Confident (6×)

cz Czech — Top Feelings

- Excited (6×)
- Challenged (5×)
- Inspired (5×)
- Motivated (5×)
- Curious (4×)

AI Tool Potential

Participants were asked: "Do you think AI tools could help create or improve an activity like this?"

☒ **Yes — 15**

☐ **Maybe — 4**

☐ **No — 0**

19 responses

MT Malta — Yes: 9 | Maybe: 1 | No: 0

cz Czech — Yes: 6 | Maybe: 3 | No: 0

Skills Developed

Skill Category	Top Sub-skills Reported
Thinking & Learning	Creative thinking · Critical thinking · Problem-solving · Reflecting on actions
Social & Teamwork	Teamwork · Sharing ideas effectively · Communicating clearly · Listening actively
Personal & Self-Management	Staying motivated · Managing time · Taking initiative · Staying focused
Practical & Physical	Using tools safely · Navigating spaces · Moving and staying active
Social Impact & Citizenship	Supporting inclusion · Encouraging teamwork across cultures · Respecting shared spaces

Skill Category	Top Sub-skills Reported
Digital & Technological	Researching online · Using digital tools · Taking photos/videos

Overall Evaluation — Both Groups Combined

Albi produced the most consistently inspired emotional response of any establishment visited. Excited, Inspired, and Motivated all topped the feelings chart for both groups — a rare hat-trick of positive engagement that reflects how well the workshop format landed. Every participant experienced the complete arc from blank page to playable prototype, generating both pride and a genuine understanding of the creative and commercial complexity of game development. The AI enthusiasm here was the highest of any establishment: 15 yes, 4 maybe, 0 no — reflecting a natural synergy between AI creative tools and the game design process. Both groups left with Albi as one of the most memorable experiences of the week.

In their own words:

"The best part was coming up with a board game idea and developing the prototype with the team. Having a group of people working together on a shared creative project was extraordinary."

"Getting to brainstorm with the group and observing different people's opinions opened up my mind about how differently people think about the same problem."

"Finally deciding on a game we were all genuinely excited about and getting really invested — all of us working together to make it real."

"Developing a game and creating game mechanics — I immediately saw what I would need to do to make my own game. It felt like a genuine insider view."

cz Czech Group Evaluation

Czech participants were in their element at Albi. Several noted it as one of the most important board game companies in Czechia — lending professional authenticity to the workshop experience. Their experience centred almost entirely on the creation process: developing mechanics, seeing the prototype come together, and playing their own finished game. On social enterprise potential, Czech participants most frequently suggested employment creation within game design — reflecting awareness that Albi's model could function as a creative industries incubator.

Czech voices:

"Developing a game and creating game mechanics — I immediately saw what I would need to do to make my own game. It felt like a genuine insider view."

"Playing the game that we made ourselves. There is no feeling quite like it — it works, and we made it."

"Introduction to game development: I had no idea how much thought goes into even a simple game."

Social Enterprise Ideas from Czech Participants

- Accessible or discounted sessions for low-income youth and community organisations.

- Use the model as an employment incubator — training people with fewer opportunities in game design skills.
- Promote mental health benefits of creative making, partnering with wellbeing organisations.
- A social fund where commercial revenue supports free community sessions.

MT Maltese Group Evaluation

Malta Social Entrepreneurship Potential Rating



Maltese participants rated Albi 3.50/5, with most scores clustering at 3–4 and two giving 5. The lower scores came from participants who found the group ideation-to-consensus phase frustrating — a useful facilitation insight. The emotional profile was strikingly positive: Excited, Inspired, and Motivated each appeared 8 times — the highest positive feeling counts of any establishment for the Maltese group. Participants were immediately interested in Malta-specific adaptations: designing Maltese-themed board games, school workshops, partnerships with local game creators, and youth entrepreneurship programmes.

Maltese voices:

"The best part was coming up with a board game idea and developing the prototype with the team. Having a group of people working together on a shared creative project was extraordinary."

"Getting to brainstorm with the group and observing different people's opinions opened up my mind about how differently people think about the same problem."

"Finally deciding on a game we were all genuinely excited about and getting really invested — all of us working together to make it real."

Community Problems This Could Help Solve in Malta

- Lack of social, creative events involving games and making activities.
- Social isolation and excessive screen time among teenagers.
- Limited informal opportunities to practice creative thinking and entrepreneurship.
- Absence of locally made, locally themed board games in the market.
- Young people outside mainstream education lacking access to practical creative and business skills.

Ideas for Adapting This for Malta

- A "Design Your Own Maltese Board Game" workshop — same mechanics, local theme, characters, and context.
- School and youth organisation partnerships to deliver the workshop as non-formal education.
- Connect with existing local game creators to show a real local industry pathway.
- Broaden the output beyond board games: card games, role-playing scenarios, collaborative puzzles.

- Use workshops as a pipeline for entrepreneurship development and social enterprise initiatives.

Strategic Recommendations for Your Business

The following recommendations are drawn directly from participant feedback and offered in the spirit of constructive partnership:

11. **The blank-page-to-prototype arc is your most powerful product feature.** Protect it — never let time pressure shorten the "play your own game" moment at the end. That is the moment everyone remembers.
12. **Your AI score (15/19 yes, 0 no) is the highest of any establishment visited.** Integrating AI-assisted game design tools — generative brainstorming, visual ideation, rule-checking — directly into workshops would place you at the cutting edge of creative education.
13. **The workshop format has clear exportability.** A licensed facilitator model allowing schools and youth organisations across Central Europe to deliver Albi-branded workshops would be a natural growth path.
14. **The group decision-making process — pitching, negotiating, and committing to a single game concept — is a masterclass in negotiation.** Framing and marketing this as a leadership and collaboration experience could unlock corporate training budgets.
15. **Participants who scored lower were frustrated by team disagreement during ideation.** A brief facilitation protocol — structured pitching, timed rounds, democratic voting — would smooth this consistently and improve the experience for everyone.

Co-funded by the Erasmus+ Programme of the European Union · GameChangers KA210-YOU-9B20AAA0 · www.gameon.mt

THE GRAIL · Board Game Café & Community Space · thegrail.cz

"The living proof that a board game café is about far more than the games."

21

Total Responses

10

Maltese Participants

11

Czech Participants

3.1★★

Malta SE Rating /5

How Participants Felt

Top emotions across all participants:

Excited

15×

Curious

12×

Motivated

9×

Challenged

8×

Inspired

7×

Confident

6×

MT Maltese — Top Feelings

- Excited (7×)
- Curious (6×)
- Confident (4×)
- Challenged (4×)
- Inspired (4×)

cz Czech — Top Feelings

- Excited (8×)
- Curious (6×)
- Motivated (5×)
- Challenged (4×)
- Inspired (3×)

AI Tool Potential

Participants were asked: "Do you think AI tools could help create or improve an activity like this?"

☒ Yes — 7 Maybe — 10☒ No — 4

21 responses

MT Malta — Yes: 5 | Maybe: 4 | No: 1

cz Czech — Yes: 2 | Maybe: 6 | No: 3

Skills Developed

Skill Category	Top Sub-skills Reported
Thinking & Learning	Critical thinking · Strategic thinking · Adapting to unexpected situations · Problem-solving
Social & Teamwork	Communicating clearly · Listening actively · Sharing ideas · Teamwork
Personal & Self-Management	Staying focused · Being patient · Taking initiative · Managing emotions
Practical & Physical	Staying aware of surroundings · Using maps/routes · Following safety instructions
Social Impact & Citizenship	Supporting inclusion · Encouraging teamwork across cultures · Practicing fair play · Practicing cultural awareness

Skill Category	Top Sub-skills Reported
Digital & Technological	Researching online · Taking photos/videos · Documenting and sharing

Overall Evaluation — Both Groups Combined

The Grail produced the most socially rich experience of the week. Excited and Curious dominated the feelings data, with Challenged, Inspired, and Confident all featuring strongly — a profile of relaxed engagement rather than high-stakes challenge, which is exactly right for a board game café. The defining experience was the cross-cultural game-playing moment: Maltese and Czech participants playing together for the first time generated some of the most reflective qualitative responses of the entire programme. Participants articulated insights about how different cultures learn and make decisions through play — insights no classroom could have delivered. The AI response was thoughtful and mixed (7 yes, 10 maybe, 4 no), suggesting participants see potential but recognise the human connection as the irreplaceable core of the experience.

In their own words:

"Learning a new game with the Czech participants was remarkable — it was fascinating to watch how differently people from different cultures learn rules and approach the same game."

"Board games are one of the best icebreakers that exist. You learn a huge amount about how someone thinks by watching how they play."

"Seeing the space and how it was decorated. In Malta we rarely if ever see such beautifully themed, dedicated spaces."

"Playing Exploding Kittens with the group — it was ruthless, revealing, and brilliantly fun. We bonded through shared competitive chaos."

cz Czech Group Evaluation

Czech participants responded with genuine warmth and ownership — this is a Czech institution and they recognise it. The most noted element was the free-entry model: multiple participants highlighted this as remarkable, recognising that free admission changes who walks through the door and what the social environment feels like. Their social enterprise ideas focused on extending this model further: improving disability access, mental health-linked sessions, and employment creation for people with fewer opportunities.

Czech voices:

"Playing Exploding Kittens with the group — it was ruthless, revealing, and brilliantly fun. We bonded through shared competitive chaos."

"Visiting an inspiring space and hearing how it is managed — the business model fascinated me as much as the games."

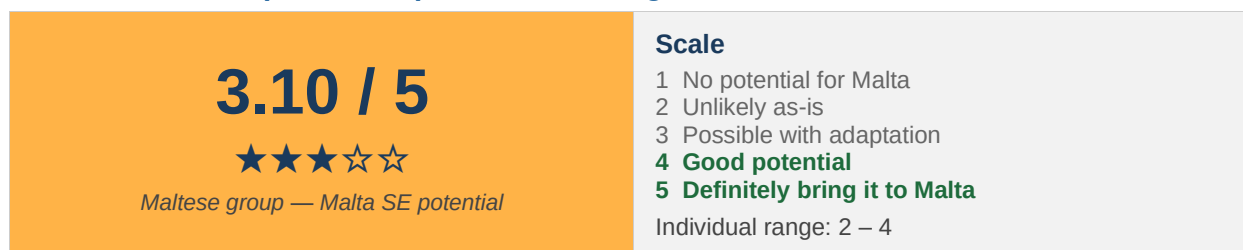
"The fact that it is free to enter — that accessibility changes the entire social dynamic of who can walk through the door."

Social Enterprise Ideas from Czech Participants

- Formally recognise and communicate your existing social enterprise credentials — free entry is already a significant social mission.
- Develop a disability access programme to ensure the space is truly inclusive for everyone.
- Create mental health partnership events — sessions designed with wellbeing practitioners for social anxiety or loneliness.
- Formalise employment pathways for people with fewer opportunities as game hosts and community coordinators.

MT Maltese Group Evaluation

Malta Social Entrepreneurship Potential Rating



Maltese participants gave The Grail 3.10/5 — the second-lowest rating numerically, but the richest in qualitative content. No participant gave it a 5 and most clustered at 3. This reflects a specific challenge unique to Malta: the concept is entirely understood and appreciated, but its replication there is seen as genuinely difficult. High rents, small spaces, an emerging gaming culture, and social tendencies to stay in established groups were all identified as real barriers. Importantly, no participant questioned whether the concept has value — they questioned whether Malta is ready for it. This is not a critique of The Grail; it is a testament to how seriously participants took the entrepreneurship exercise.

Maltese voices:

"Learning a new game with the Czech participants was remarkable — it was fascinating to watch how differently people from different cultures learn rules and approach the same game."

"Board games are one of the best icebreakers that exist. You learn a huge amount about how someone thinks by watching how they play."

"Seeing the space and how it was decorated. In Malta we rarely if ever see such beautifully themed, dedicated spaces."

Community Problems This Could Help Solve in Malta

- Social isolation and the difficulty of meeting new people outside established social circles.
- Lack of community spaces where people can spend hours without constant pressure to buy food or drink.
- Social anxiety as a barrier to making friends — activity-based environments dramatically lower this barrier.
- Limited promotion and normalisation of board game culture among youth and families.
- Absence of welcoming, themed, atmosphere-driven spaces — especially indoors during winter months.

Ideas for Adapting This for Malta

- Monthly themed board game evenings open to all, structured around different game types.

- Invest in atmosphere and interior design — participants cited the themed décor as an immediate differentiator.
- Free or minimal entry with revenue from food, drinks, and game rental/sale — the correct model for Malta too.
- An outdoor element — garden, rooftop, or courtyard — for warmer months.
- Explicit community building: cross-locality mixing, school partnerships, events for people who arrive alone.



Strategic Recommendations for Your Business

The following recommendations are drawn directly from participant feedback and offered in the spirit of constructive partnership:

16. **Your free-entry model is your most powerful asset and most distinctive competitive position.** Communicate it loudly — it is not just a pricing decision, it is a values statement, and your participants felt that immediately.
17. **You are already a third space — the community anchor between home and work.** Make this explicit in your brand: "The Grail is not a shop or a café. It is the living room for people who love games."
18. **The cross-cultural game-playing moment our group experienced was spontaneously described as transformative.** Consider building international exchange partnerships with cultural organisations and Erasmus programmes — your space is perfectly designed for this.
19. **"You learn how someone thinks by watching them play" was articulated spontaneously by multiple participants.** This insight is your most powerful marketing message and could unlock the corporate and educational market.
20. **Participants suggested that shorter games would suit unfamiliar audiences.** A curated first-timer shelf — games teachable and completable in 30 minutes — would significantly lower the barrier for first-time visitors.

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"The place where enthusiasts of all ages feel immediately, completely at home."

13

Total Responses

0

Maltese Participants

13

Czech Participants

How Participants Felt

Top emotions across all participants:

Excited

8×

Curious

7×

Inspired

6×

Challenged

5×

Motivated

5×

Confident

2×

AI Tool Potential

Participants were asked: "Do you think AI tools could help create or improve an activity like this?"



Yes — 0



Maybe — 3



No — 10

13 responses

Skills Developed

Skill Category	Top Sub-skills Reported
Thinking & Learning	Reflecting on actions · Creative thinking · Critical thinking · Strategic thinking
Social & Teamwork	Communicating clearly · Teamwork · Supporting teammates · Sharing ideas
Personal & Self-Management	Staying focused · Being patient · Staying motivated · Resilience
Practical & Physical	Following safety instructions · Staying aware · Navigating spaces
Social Impact & Citizenship	Respecting shared spaces · Practicing fair play · Supporting inclusion
Digital & Technological	Taking photos/videos · Researching online · Managing devices

Overall Evaluation — Both Groups Combined

Tlaga Games was visited exclusively by the Czech group and generated a warm, relaxed, and enthusiastic response. The feelings profile — Excited, Curious, Inspired, Challenged, Motivated — reflects a community of people who felt immediately at home in a space built for them. As a specialist retailer and community hub, Tlaga occupies a distinctive position: it is not an activity venue, but it generates strong emotional and social value through its curation, atmosphere, and the community it anchors. The AI response was notably clear: 10 no, 3 maybe, 0 yes — consistent with the physical, tactile, human-expert nature of the experience. Participants were saying the value of this space is precisely its humanity, not its technology. Social enterprise ideas were specific and practical: student discounts, children's game clubs, community events, and improved accessibility.

In their own words:

"Playing games with friends — there is nothing quite like trying new games in a space entirely dedicated to them."

"The space itself was wonderful — the environment, the curation, and the sense that everyone here shares the same passion."

"Spending money here felt genuinely good — because the selection and atmosphere made every purchase feel like a discovery, not a transaction."

cz Czech Group Evaluation

Czech participants visited with genuine enthusiasm. The free-play-before-you-buy atmosphere, the breadth of selection, and the quality of the physical space were all noted positively. The social value was clear: connecting people with shared passions, providing community events, and serving as a stress-relief and social space. The student discount suggestion appeared independently from multiple participants — a direct, implementable idea. The club model for children who want to play but may not have games at home was a particularly insightful suggestion, pointing to a real community gap that a well-resourced retailer like Tlama is uniquely positioned to address.

Czech voices:

"Playing games with friends — there is nothing quite like trying new games in a space entirely dedicated to them."

"The space itself was wonderful — the environment, the curation, and the sense that everyone here shares the same passion."

"Spending money here felt genuinely good — because the selection and atmosphere made every purchase feel like a discovery, not a transaction."

Social Enterprise Ideas from Czech Participants

- A children's and youth board game club with subsidised or free membership for low-income families.
- Student discount pricing as a permanent offering — reducing the barrier for the most price-sensitive demographic.
- Regular community events: open gaming evenings, game introduction sessions, and tournaments for all levels.
- School partnerships for curriculum-linked game discovery sessions.
- Employment opportunities for young people with fewer opportunities as store assistants and event hosts.
- A formal accessibility programme ensuring the space is welcoming for people with disabilities.

Strategic Recommendations for Your Business

The following recommendations are drawn directly from participant feedback and offered in the spirit of constructive partnership:

21. **Your AI rejection score (10/13 no) is actually a powerful business signal: your customers know what makes you valuable cannot be automated.** Physical expertise, curated selection, tactile discovery, and community atmosphere are your competitive moat in an increasingly digital world.
22. **The "spending money felt good here" response is the holy grail of specialist retail — your experience has crossed from transaction to discovery.** Analyse what creates that feeling and systematically amplify it in every part of the shop.
23. **The children's club idea was raised independently by multiple participants.** If you do not already have a structured junior programme, this is your clearest growth opportunity both commercially and as a community contribution.
24. **Your dual identity as retailer and community hub is genuinely rare.** Consider formalising the community side: a membership model, loyalty programme, or a "Friends of Tlama" network that creates ongoing engagement beyond individual purchases.
25. **"Connecting people with the same passion" is the positioning of the world's most resilient specialist retailers.** Build structures — events, clubs, online communities — that make Tlama the social home for Czech board game culture, not just the shopping destination.

A Note of Thanks

We would like to sincerely thank each establishment for welcoming our group and contributing to a week that left a lasting impression on every participant. The experiences provided were not just enjoyable — they were genuinely educational, entrepreneurially stimulating, and in several cases, truly transformative.

The feedback in this report is the honest, unfiltered voice of 21 young people who took the time to think seriously about what they experienced. We hope it reaches you in the spirit it was written: with gratitude, respect, and a genuine belief that what you are doing matters.

Projekta 360

Lead Organisation — Malta

**Veronika
Liotard**

Czech Partner

www.gameon.mt

Project Website

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