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Co Creation Processes in Higher Education

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As doutrinas expressas em cada um dos resumos são da inteira responsabilidade dos autores.

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The opinions expressed in each of the abstracts are the sole responsibility of the authors.

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## Enhancing Team Engagement and Notoriety for Youth: Strategies for GDB

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### ABSTRACT

The proposed action plan of the co-creation challenge seeks to increase the engagement and visibility of a sports team, with particular emphasis on attracting young people and diverse audiences. The central issue addressed is the lack of engagement, which has resulted in declining relevance, motivation, and revenue streams for the team. The proposed solution adopts a multi-faceted approach comprising a digital marketing plan, the organisation of an open day, and the hosting of e-sports tournaments. These strategies are intended to bridge the gap between younger audiences and the team, create new revenue streams, engage e-sports players, and promote diversification into other sports. This initiative represents an important step towards revitalising the team's presence and appeal within a rapidly evolving sports and entertainment landscape.



Figure 1: prototype/ result achieved