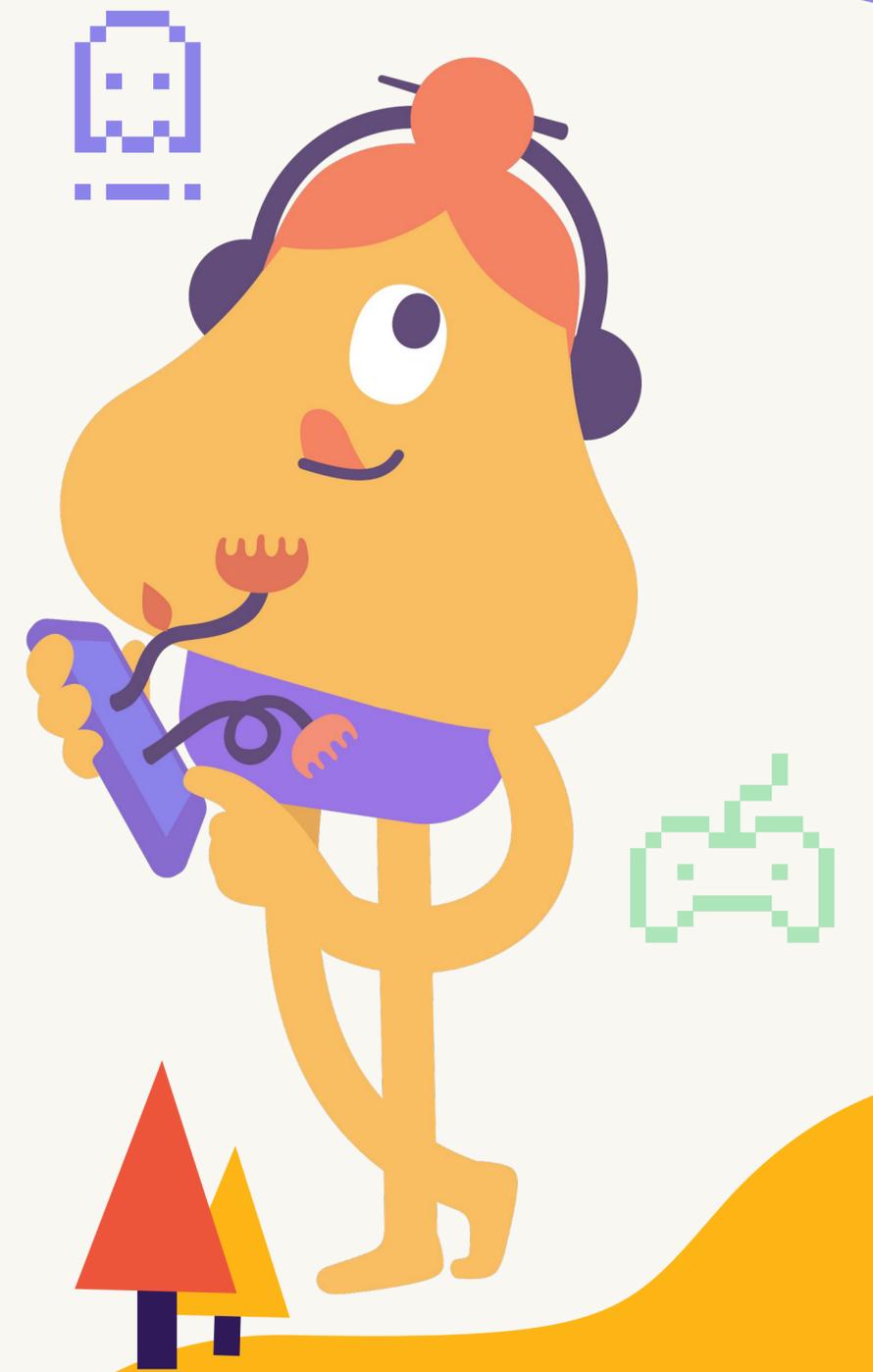
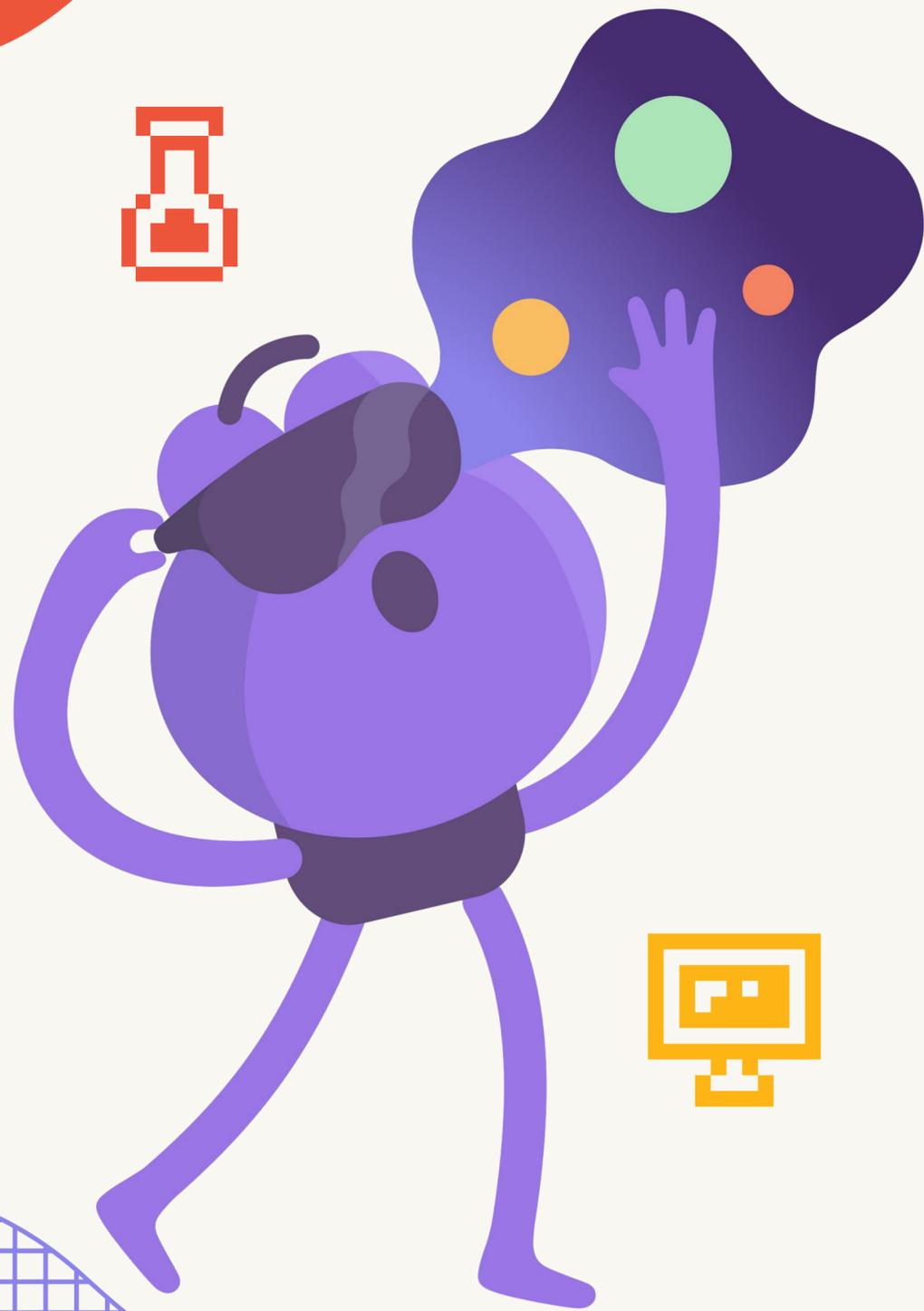


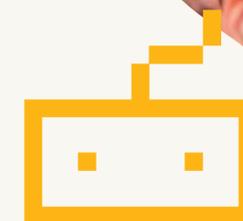
Year in review

2025



Let's wrap and rewind 2025!

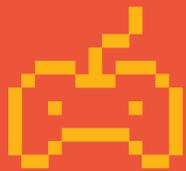
Join us as we recap the best, brightest and most exciting moments from Game Habitat's 2025 in our annual year in review.



Co-creating a brighter future

After a couple of years of turbulence in our industry, a key theme for us this year has been to develop more building blocks that can help us enable a brighter future together with you - our community and members!

Through community workshops, studio visits, co-created events, new initiatives to boost engagement, and exploring how to make Game Habitat's spaces more accessible we've been hard at work expanding support for studios at all stages.



The team is going strong



Peter Lübeck

CEO



Eliana Oikawa

COO



Elin Arvidsson

Community
Development Manager



Måns Billing

Talent Developer



Jesper Krogh Kristiansen

Business Development
Manager



Erik Sundberg

Communications
Manager



Bobbi A Sand

Culture & Awareness
Manager



Matti Suoraniemi

Operations
Coordinator

We welcomed a new person to the board...



Ulrica Nilsson

Regional Finance Director

Massive Entertainment



OKATIMA



**Work with
Kuba**



SKYDIVER

We welcomed new members to the family

No fewer than **7 companies** joined Game Habitat as members in 2025!

Say hello to **Okatima, Work with Kuba, Mana Brigade, Dead Astronauts, Tinyhag Games, MIKIM and Skydiver Studios.**

With this lovely bunch joining us - we've had support from **46 members** this year.

Amazing and beyond!



Another eventful year

In 2025 we organized & co-organized more than **40 events**, reaching over **4000 people** from various corners of our regional community, as well as international guests.

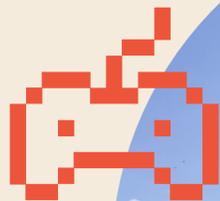
We've had great times gathering game developers, members, friends and partners for networking and knowledge sharing throughout the year. A sample:

- Five **Game Developer Meetups** in various locations around Malmö
- Four **PlayTest Sessions** at DevHub, with 50+ indie games joining!
- Multiple meetups for the **Exec, HR, Producers' and Founders'** networks
- A **Kick-off mingle party** and **Studio Tour** during NGC
- A **Games Career Day** together with Arbetsförmedlingen
- A **Game Gallery Seminar** and various **panels & partner events**
- Various **DevTalks** and **workshops**
- **Global Game Jam** and **Pride Mixer** hosted at DevHub

[See full list of 2025 events here](#)



Event glimpses



4th edition of GEM Week

Together with community members, we organized another full week of events around International Women's Day - focusing on diversity, inclusion and equality in games. GEM Week 2025 program included:

- **Luncheon** | Networking lunch for female mentors @ **Game Habitat's DevHub**
- **Lunch & workshop** | for women in games @ **Avalanche**
- **Narrative Design Keynote** | Mingle & Keynote by Caitlin Adams @ **Sharkmob**
- **Breakfast & Leadership talks** | for women in games @ **Massive Entertainment**
- **Talks & Afterwork** | Career talks and mingle @ **IO Interactive**

See all [previous GEM Week programs here](#)

Mentorship for women in games

We ran the 3rd edition of **GEM Mentorship program**, together with our Guardian member *Massive Entertainment - A Ubisoft Studio*. This year we matched up **26 female** developers and aspiring game developers for mutual support and career development during a **seven month** long program. We're planning for a [forth round in 2026](#).

We've also run **three session** offering experienced and aspiring mentors **coaching in their mentorship** roles, to support mentorship skills and professional growth!

About GEM
[\[here\]](#)



Projects & collaborations

BSG-Go!

3-year project focusing on creating creating resilience and better cooperation between the European game hubs. Game Habitat has mainly been working with **hybrid events and community building**, and mentorship opportunities.

Led by: BGZ Berlin

Funded by: EU Interreg

Duration: 2023-01-01 to 2025-12-31

Budget: €3,33 million

[Find out more here](#)

SCORE

3-year project where five regional, Swedish game clusters will jointly develop a **shared digital incubation process**, a **prototype for a national Swedish accelerator program** and better **investor networks** for Swedish game companies.

Led by: Science Park Skövde

Funded by: Tillväxtverket

Duration: 2025-09-01 to 2028-11-30

Budget: SEK 13,4 million

[Find out more here](#)

PowerUP

The PowerUP network is lead by RISE and involves most Swedish games stakeholders. The goal is to **increase synergies and cooperation** between local, regional, and national actors and increase opportunities to create more international connections. The project is primarily a **catalyst for finding and refining** structures, trying new methods and connect more actors, but will also address current conditions and challenges.

[Find out more here](#)

Game Gallery

Game Habitat has conducted a pre-study to explore the **possibility of creating a game art gallery in Malmö**, which would focus on games as a cultural expression and as works of art. The study concludes that Malmö is an excellent place for a game art gallery. The pre-study was presented in full and discussed with relevant actors at a seminar.

Funded by: Malmö Stads Kulturförvaltning

[Find out more here.](#)

Games Institute

Together with Malmö Stad, Region Skåne and Dataspelscentrum, we've taken the initiative to start the **Swedish Games Institute**. The purpose of the institute is to support, promote, and preserve Swedish games and the Swedish game development industry.

We're now inviting stakeholders from all over Sweden to join in making the institute a reality.

[Find out more here](#)

LIMBO

Together with Drivhusen Skaraborg, Malmö and Göteborg, we're involved in a project that aims to **inspire young people** who are studying, or have studied, game development **to start their own businesses or to increase their employability**.

Led by: Drivhuset Skaraborg

Funded by: Allmänna Arvsfonden

Duration: 2025-06-01 to 2028-05-31

Budget: SEK 13,4 million

[Find out more here.](#)

ISP

In September we kicked off the 8 month long **Internship Startup Program (ISP)** which is a collaboration between Game Habitat, The Game Assembly, and Futuregames which. The program offers participating students an internship at Game Habitat's DevHub where they work in teams to build their own games and get business coaching, mentors and guest lectures with the long-term ambition to start game studios of their own.

Duration: 2025-09-01 to 2026-04-15

[Find out more here.](#)

Games Awareness

Together with other industry spokespeople, we participated in Folk & Kultur 2025 and [Spelalmedalen](#), talking about the importance of national support structures for games.

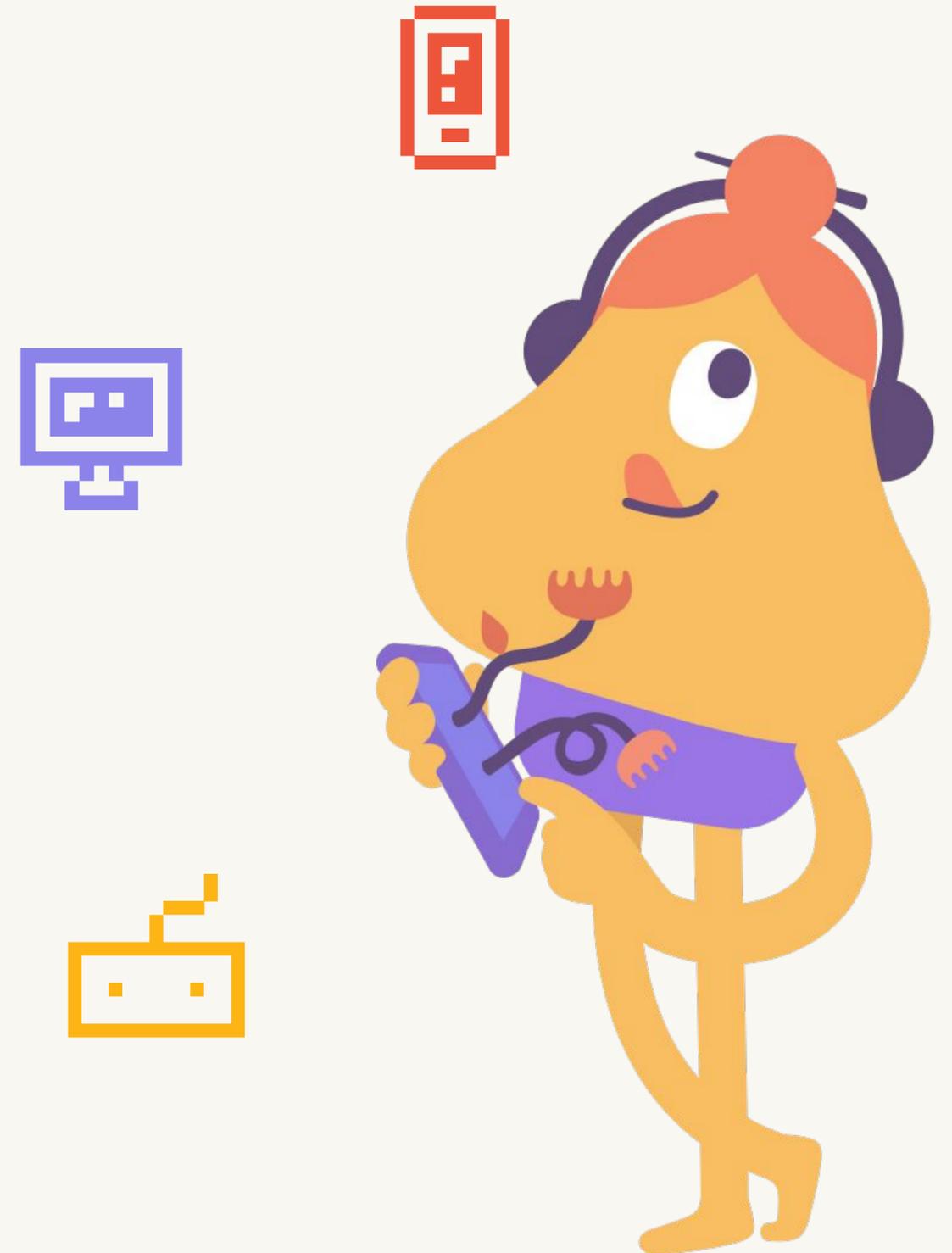
Discord upgrades!

We upgraded our digital community on our Community Discord! We...

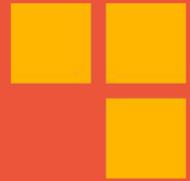
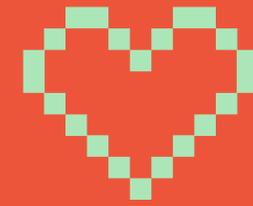
- Added new roles (and cleaned up some old)
- Added new channels (and cleaned up some old)
- Launched a new onboarding process
- Launched a new bot to help assign company roles
- Hid an Easter egg somewhere on the server
- And some various tweaks and smaller improvements

[Jump in the server](#) to hang out with the community!

[Read more about the updates here](#)



Business support

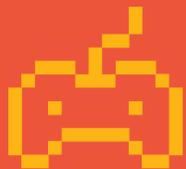


We launched a **Business Guidance** - aiming to support more regional companies overcoming obstacles and be the best they can. We also launched a **CRM system**, to help us keep track of the community people and companies we interact with while adding automations to speed up our work.

We've conducted several investment promotion campaigns with our friends at **Invest in Skåne and Malmö Stad**, aiming to attract more game companies to move to the region. We've mapped and workshopped the future of the **regional games support ecosystem** to be able to start processes taking us into the a future with more support for companies and developers as they grow their games and companies. Also, an application for **building a new game-specific seed fund** has been sent in - something we've been having on our wishlist for a long time!

We've had **delegations at Gamescom & Tokyo Game Show**, and have several potential **exchange programs** with Asia in the works as a result of that!

>> [See more about Business support functions here](#) <<





Haven 2025

We ran the second edition of Haven, after a successful pilot launched last year!

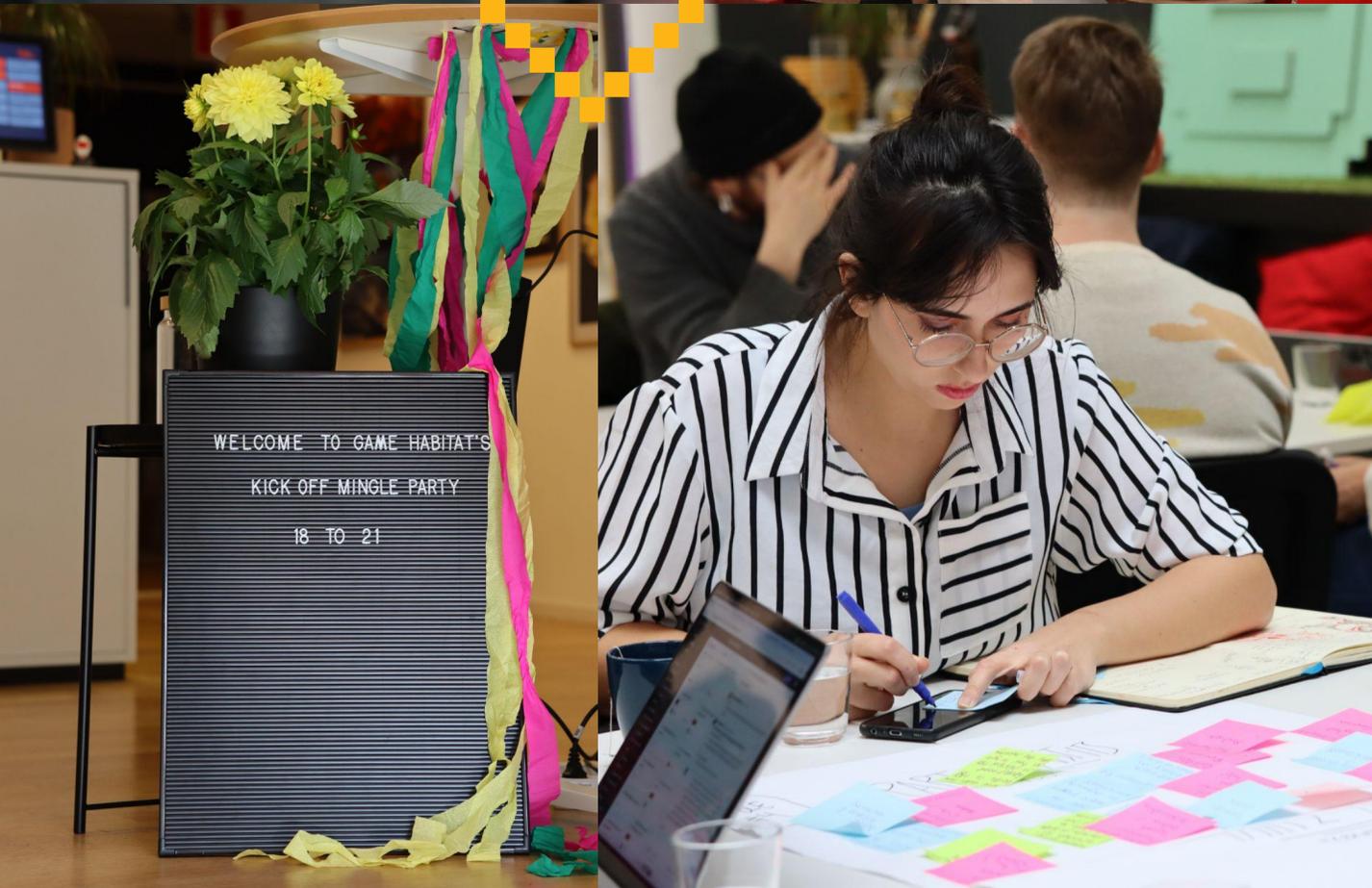
Haven is game-specific support program to help kickstart new studios through coaching, community, and workshops. It's specifically designed for experienced game developers that are just starting out creating their own game studio.

Studios in this year's Haven (Sept - Dec 2025):

Konditorei Studio, North of Reality, Valley Lodge Games, Rototoco, Frozen Maracuyas, Smoggers and Pica Pica Interactive.

[Find out more about the studios here](#)





Life at DevHub



Some highlights from 2025:

- DevHub turned **7 years** and we're celebrating with throwing our annual Tour De Office party combined with a Holiday Houseparty & karaoke.
- We celebrated our **500th inhabitant**, and passed our **100th company** in the house!
- New inhabitants in the house: Bergavinter, Super Evil Megacorp, Imaginative Ones, Jo Colomban, Kimberly McGuire, Gregor Panič, Pugstorm, Okatima, Beyond Frames, Plane Toast, Feeble Minds and Hooded Horse.
- We **announced that we're moving...!**





Yes, DevHub is moving next year!

Game Habitat's DevHub, our shared office building for game developers in Malmö, is moving. The move paves the way for a new, exciting future better suited to the regional games industry and Game Habitat's objectives!

While the house, DevHub, is changing, the organization, Game Habitat, continues to function as usual.

[Read the full news article here](#)



Spreading the word



8+

External events & conferences

We've attended local, national and international events - to spread the word about Game Habitat, the south Swedish games industry and what's happening in our community.

10+

Talent-focused outreaches

Visits to educations and contexts for future talent - informing people about the game industry and the regional ecosystem to get them interested in a career in games.

10+

Study visits at DevHub

Visits from educations, delegations and others curious about our region. Including visits from e.g. Näringslivsutskottet and Regional Game Culture Network.

Assets library and knowledge bank

Short descriptions

Short descriptions of Game Habitat, DevHub, and the regional game development industry. For more information, visit <https://gamehabitat.se> or <https://welcomehome.dev>.

Game Habitat

Game Habitat is a cluster organization for game development in southern Sweden. Our vision is to be a leading, inclusive and successful ecosystem for global game development in the region. We are an ideological organization.

Game Habitat (svenska)

Game Habitat är klusterorganisationen för dataspelsutvecklare i södra Sverige. Game Habitats vision är att möjliggöra för södra Sverige en framgångsrik, mångfaldig, jämlik, inkluderande och framgångsrik ekosystem för global spelutveckling i regionen. Vi är en ideell organisation.

DevHub

DevHub is a community-led, shared office building for companies working in the game development industry. It is a place where developers, designers, artists, and producers can collaborate and work together. DevHub is run by Game Habitat.

South Sweden game development industry

The South Sweden game development industry is a vibrant and growing sector. It is home to a large number of talented developers, designers, artists, and producers. The industry is known for its innovative and impactful games, and for its strong community. Together, studios in the region have made games played by hundreds of millions of people worldwide.

We've also updated our Assets library and knowledge bank

Available for you to use at
our [Brandox page](#)



Link

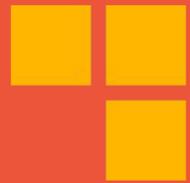
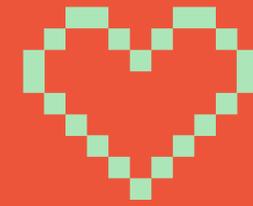
Talent attraction website -
Welcome home



Link

Interest application in the guest
office for international studios



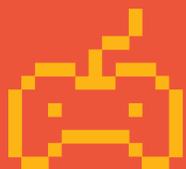


Thank you!

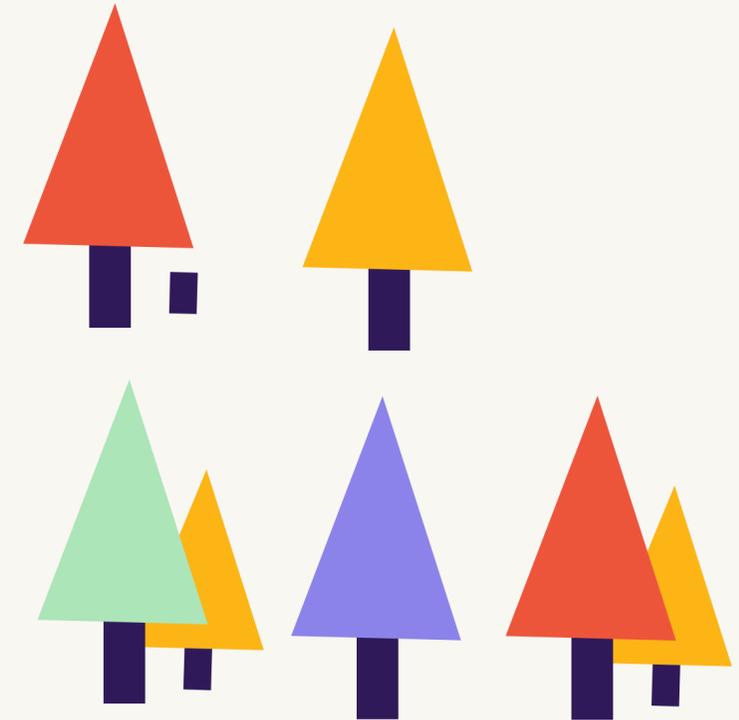
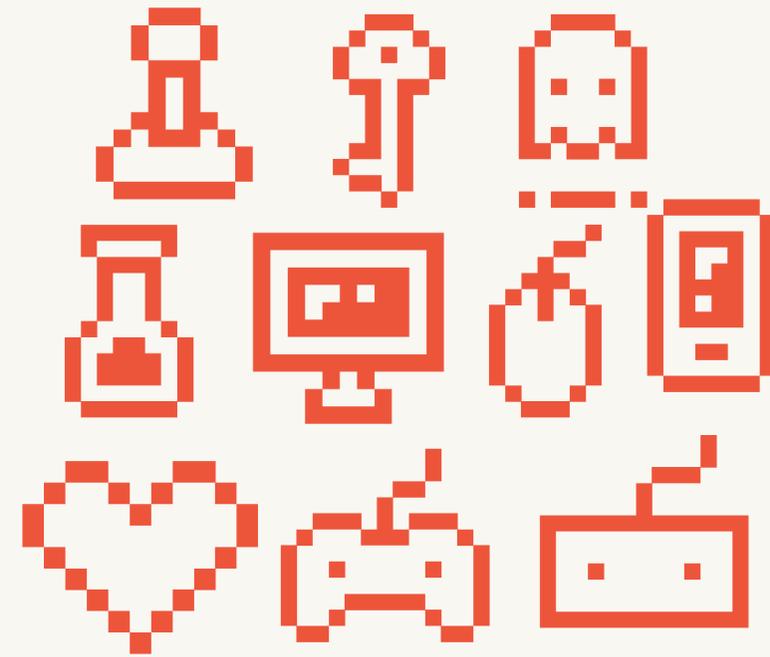
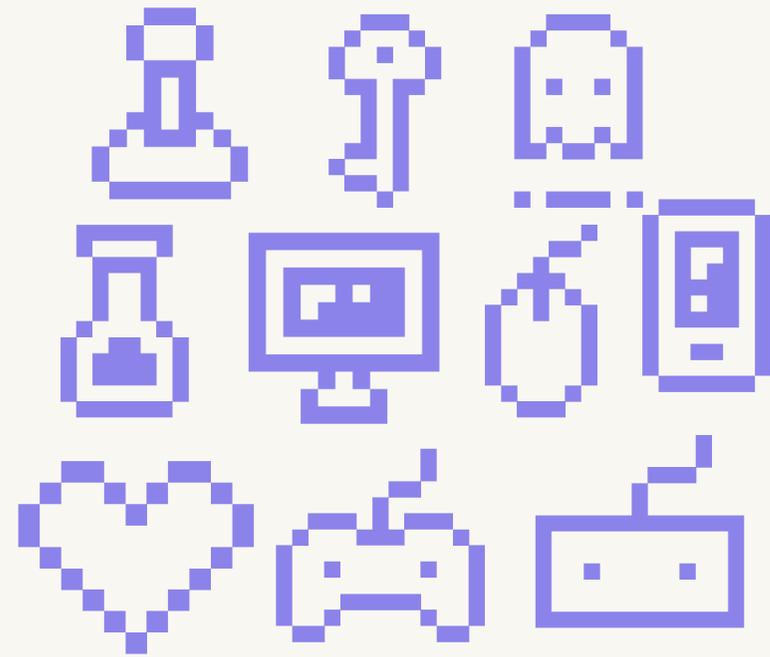
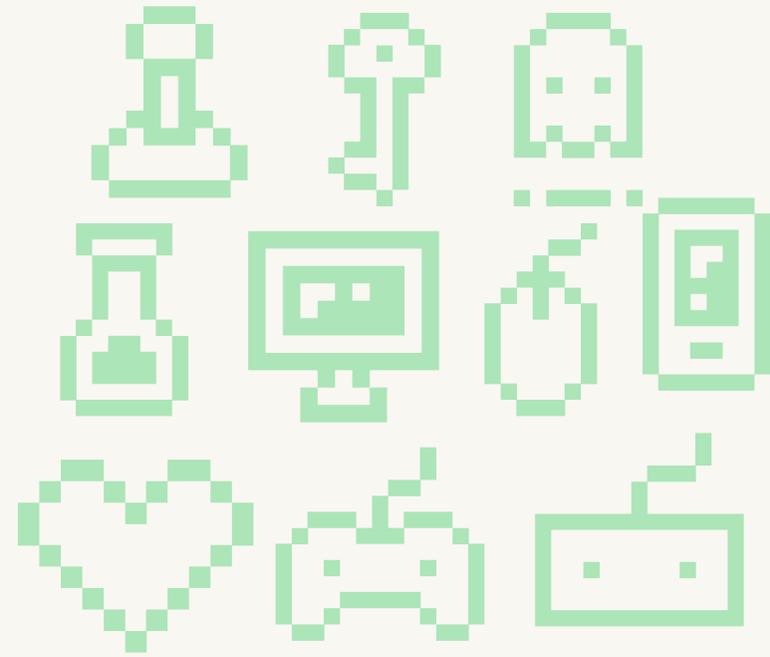
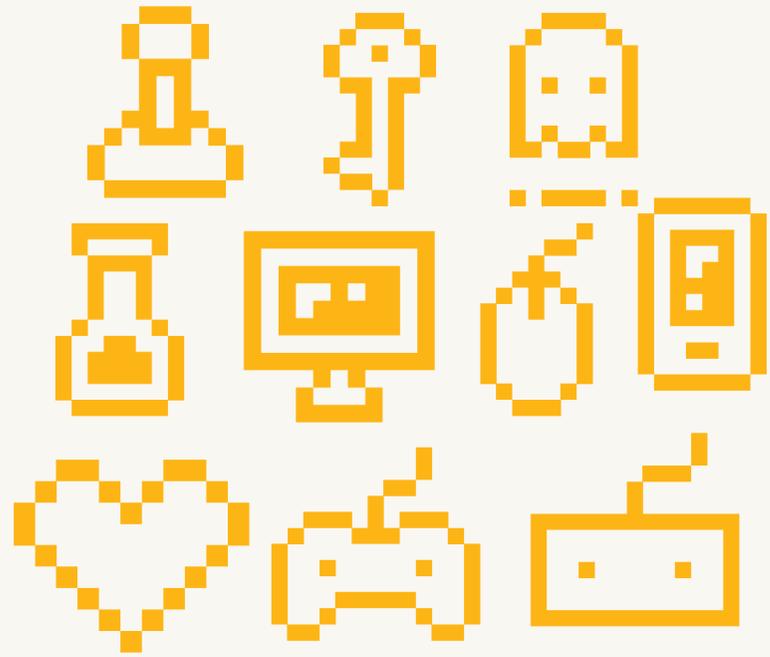
We can't thank you enough for supporting us in our mission to build the best environment for game development here in south Sweden <3

Warm regards,

Your friends from the Game Habitat team



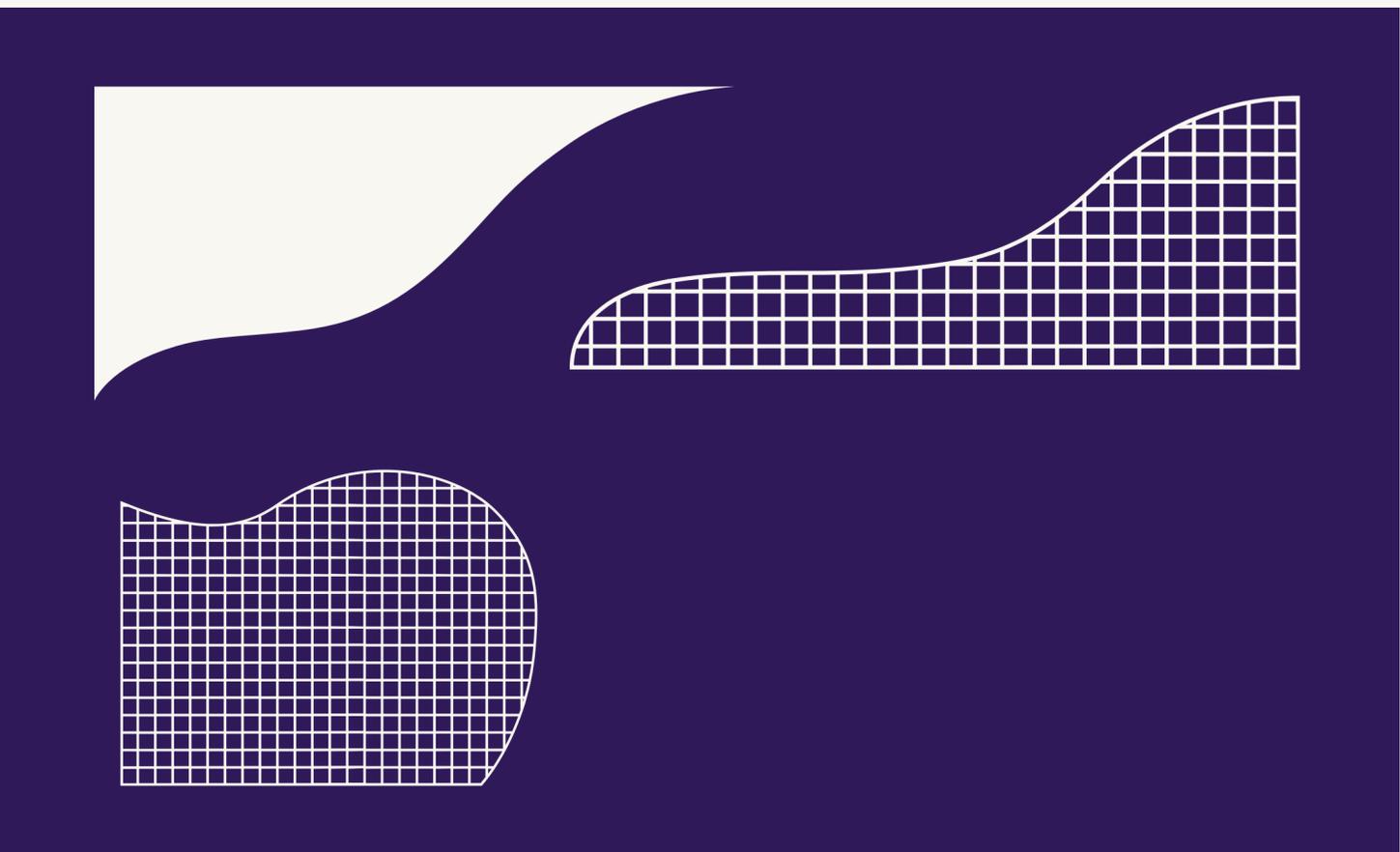
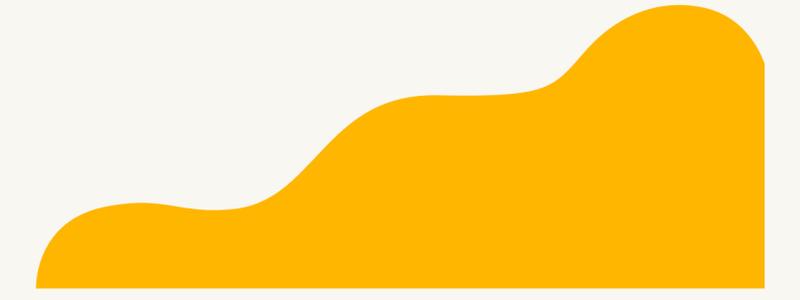
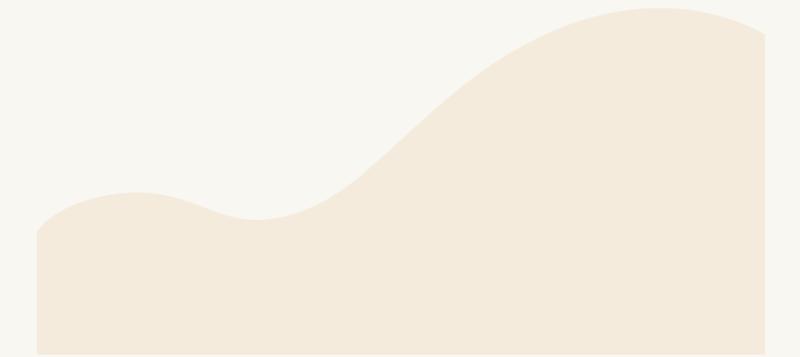
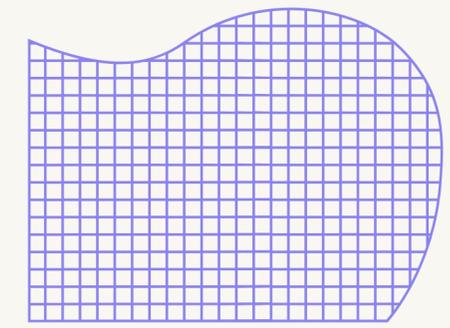
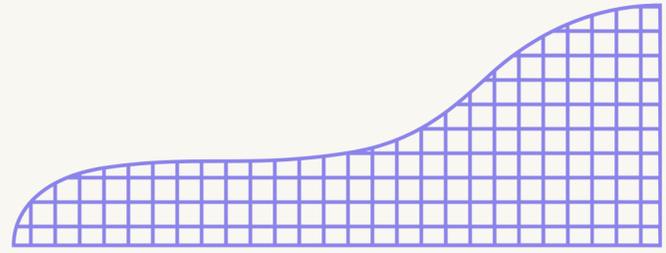
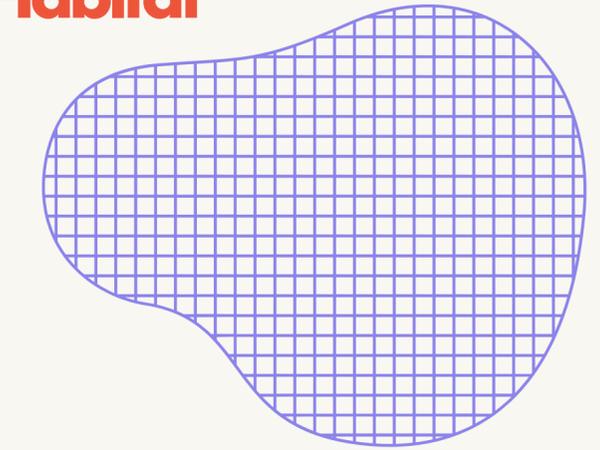
Assets



Game
Habitat

Game
Habitat

Assets



Assets

