



## British Esports Signs Dell and Intel as Long-term Partners

The British Esports Federation is thrilled to announce a two-year collaboration with major hardware brands Dell Technologies and Intel.

Dell Technologies and Intel have become the Official Technology and Hardware Partners, and Alienware (powered by the latest Intel® Core™ processors) is the Official Supplier of high-performance gaming PCs, monitors and peripherals to British Esports and the National Esports Performance Campus in Sunderland.

### Over Half of Students Say Esports Qualifications Boost Career Chances

Marking the start of this collaboration, British Esports joined forces with Dell and Intel to ask students aged 11-17 about their technology learning experiences and the need for 21st-century skills for future education and career pathways.

A significant majority of the 700 students (aged 11 to 17) surveyed via their parents, 56%, strongly or somewhat agreed that combining an esports qualification with other subjects would enhance their chances of securing a place at university.

Furthermore, 59% of respondents believed that such a qualification would provide them with practical, hands-on experience in a specific industry.

Additionally, 52% recognised that an esports qualification would equip them with the essential skills needed for subjects in STEM.

Students also recognised that the benefits of integrating esports into the curriculum extend far beyond these points and broaden opportunities for those who may not excel in traditional academic subjects. They also emphasised that including esports would make them stand out during the higher education application process and offer transferable skills, enhancing students' overall educational experience.

These insights shed further light on the transformative impact of esports, illustrating its ability for students to develop and hone essential 21st-century skills, such as problem-solving, critical thinking, teamwork, communication and adaptability.

Moreover, esports fosters a sense of community and inclusion, promoting social interaction, leadership and competition. By incorporating esports into education, students not only engage in a passion-led learning experience but also acquire invaluable skills that prepare them for future academic and professional endeavours.

The research was commissioned by Dell Technologies via market research agency OnePoll, and undertaken between May 12th and 16th 2023.

*"We're delighted to partner with Dell Technologies, Intel Corporation and Alienware as our first official partners and suppliers," said Chester King, CEO, British Esports.*

*"Collaborating with such industry-leading organisations who share our vision and values is a significant milestone and we are grateful for their commitment."*

*"This partnership will ensure that the national esports performance campus will be equipped with state-of-the-art computing technology, delivering on its promise as the UK's most advanced esports and education performance and training centre."*

*"Working with organisations like the British Esports Federation and Intel we hope to raise awareness of how tapping into passions like esports could be the key to fostering the development of 21st-century digital skills," said Steve Young, Senior Vice President and General Manager for Dell Technologies in the UK.*

*"Watch a young person engage in esports and you'll see them test hypotheses, think systematically, analyse data, and employ evidence-based strategies, as well as the technical proficiency necessary to play, film, edit, publish and connect."*

## British Esports' Partnership with Dell and Intel to Help Nurture Future Talent

The newly announced partnerships focus on promoting esports as an accessible, inclusive and forward-thinking industry.

It highlights how esports fosters the development of 21st-century skills, innovative education and career pathways that drive economic growth across a wide range of related sectors, from science, technology, engineering and mathematics (STEM) to creative and digital industries to sports and beyond.

British Esports, along with Dell Technologies and Intel, is committed to cultivating an environment that nurtures talent, fosters innovation and showcases the UK's prominence on the global stage, along with unleashing the potential of learning environments to prepare students for the challenges and opportunities of an increasingly digitally-led, interconnected global society.

