REQUEST FOR PROPOSAL (RFP)

World Esports Standardization Development 2025

Research Subject : Establishment of World Esports AI Ethics Guidelines

Background
- AI(Artificial Intelligence) has been evolved and engaged with the Esports Ecosystem in various sectors (athletes performance, training, strategy development, anti-cheat, broadcasting, fan experience)
- Compared to this rapid growth and influence of AI, the rules/regulations for AI Ethics are not established enough to navigate safe and healthy use of AI, not only for Esports but also other industries
- Concerns about AI and Ethics have been discussed in Esports, Gaming , Sports and other communities (ex. Data Privacy, AI Bias, Over Reliance on Automation, Economic Impact)
- Recently, the EU (European Union) and South Korea have legislated on the usage of AI in AI and its related industries. It is expected that relevant rules and regulations be legislated continuously all over the world
- Following the above, the International Esports Federation(IESF) calls for a research proposal to support research on Establishment of World Esports AI Guidelines

Research Objectives
- This research attempts to establish AI ethics guidelines that Esports stakeholders can autonomously comply with based on core values of Esports and major risks for AI and it will be the foundation of Esports AI ethics regulation standardization
- This research suggests the application plan of the established guidelines so that it can spread and make consensus on the need for AI ethics guidelines in the Esports ecosystem.
- The research deliverables will be posted in the IESF World Esports Archive

Research Key Contents
- Set the Directions and Principles
  - Classify Traditional AI and Generative AI and investigate relevant cases utilized in Esports
  - Define the core value of Esports and suggest the Directions and Principles of the guidelines which can reflect the value
- Determine Key Requirements
  - Review the references on various risks from utilizing AI in Esports
  - Categorize the found risks and develop the key issues per risk based on real cases
  - Review how the existing AI ethics guidelines interpret and manage the categorized risks
  - Determine the Key Requirements in a comprehensive perspective
- Conduct Reviews by Experts

- Receives consultations from experts (AI, Esports, Law etc.) on the derived Directions and Key Requirements, methodology for applying core values and characteristics of Esports, and validity and suitability of the established guidelines
- Establish World Esports AI Ethics Guidelines
  - Specify target and range of application, Directions, Principles, Key Requirements, cases, literature grounds, etc.
- Suggest Application Plan of Guidelines and Future Research
  - Suggest the application plan of guidelines considering the characteristics and core value of Esports
  - Provide recommendations for future researches based on the characteristics and core value of Esports

Research Budget

The amount of the Research Budget is 19,500,000 KRW and it can be paid to only a non-profit organization. The fund is sponsored by Busan Metropolitan City, South Korea.

Expected Deliverables

- Research Report and World Esports AI Ethics Guidelines
- All deliverables (.pdf) should be written in English
- The Reresearch Report port shall be more than 40 pages excluding the appendices and attachments, double spaced on A4 Paper
- The deliverables should not have been published previously

Research Duration and Schedules

The deliverables should be sent to IESF by Monday, December 15th, 2025 (Korean Standard Time) and be approved by IESF by Monday, December 22nd, 2025. The following research duration and schedules may be subject to change due to the process of the research project.

- July 23rd, 2025 : Deadline for Research Proposal Submission
- July 24th, 2025 - August 6th, 2025 : Evaluation and Selection
- August 7th, 2025 - August 13th, 2025 : Conclusion of Research Agreement
- August 14th, 2025 - December 15th, 2025 : Conduction of Research
- December 15th, 2025 : Deadline for Deliverables Submission
- December 22nd, 2025 : Deadline for Deliverables Approval

Proposal Requirements

1. **Background and Statement of Need :** Provide a brief summary of the current state of knowledge of the issue that the proposed research will help address, and the drivers for the proposed research
2. **Objectives :** The proposed research objectives should be clearly identified at least in one or two sentences
3. **Research Method :** Describe how the proposed research will be conducted and the tasks necessary to accomplish the objectives
4. **Applicant Organization :** The organization(contracting party) should be clarified as non-profit. Also, the key members of the affiliated research team should be introduced including brief statements of their qualifications to conduct the proposed research
5. **Budget :** Propose a budget execution plan for conducting the research

6. **Schedule :** Explain specific schedule for conducting the research
7. **Detailed Plan :** Prepare detailed plan for setting Directions and Principles, determining Key Requirements, conducting reviews by experts, and establishing World Esports AI Ethics Guidelines
8. **References (optional) :** Detailed citations are not required in the proposal, but may be provided at the discretion of the researcher
9. The proposal shall not exceed 8 pages without the References.

Evaluation Criteria for Proposal

Category	Criteria	Point Allocation	Evaluation Result				
			A	B	C	D	E
Comprehension	Does the applicant comprehend the backgrounds, directions of research, Esports and AI to conduct this research ?	15	15	12	9	6	3
	Does the proposal accord with the research objectives and key contents of RFP?	15	15	12	9	6	3
	Does the proposal have fidelity and practicality to conduct this research?	10	10	8	6	4	2
Capability	Does the applicant have expertise to conduct this research ?	10	10	8	6	4	2
	Does the applicant have research or business experience relevant to this research project ?	5	5	4	3	2	1
	Does the proposal have a budget plan suitable for the research ?	5	5	4	3	2	1
Planning	Is the proposed research plan realistic and logical ?	10	10	8	6	4	2
	Does the proposal reflect the unique characteristics of Esports ?	10	10	8	6	4	2
	Is the expert composition plan for consultation and review appropriate ?	5	5	4	3	2	1
Guidelines Development	Does the proposal have plans for guidelines development and application following the research result ?	15	15	12	9	6	3
Total		100					

Application Procedure and Deadline

Proposals are accepted exclusively in PDF format, and they should be fully submitted by email (emily.cho@iesf.org) by Wednesday, July 23rd, 2025(Korean Standard Time).