

GENDER EQUALITY PLAN

Retro Tales, LDA — Game Studio

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1. Preamble and Commitment

Retro Tales, LDA is a Portuguese game studio founded in 2022 on the principle that creative industries carry a responsibility toward the audiences they serve — particularly children and young people. Our company was established as a 50/50 equal partnership between a male and a female co-founder, making gender parity the structural foundation of the organisation from day one, not a policy adopted retrospectively.

We believe that equality, diversity, and inclusion are not bureaucratic obligations but defining characteristics of any organisation that aspires to produce work with cultural integrity. Our games explore themes of justice, freedom, and intellectual courage — values that have no meaning if the company behind them does not practise what it portrays. The present Gender Equality Plan formalises the principles that have guided Retro Tales since its incorporation and establishes concrete commitments for the years ahead.

This document is signed by both co-founders in their capacity as top management and is published on the company website at retrotales.eu in compliance with European Commission requirements for Gender Equality Plans. It will be reviewed and updated annually.

2. Scope and Applicability

This plan applies to all activities of Retro Tales, LDA, including internal operations, recruitment, subcontracting, creative content development, partnerships, and all externally funded projects. It covers all persons working with or for Retro Tales, whether as employees, freelancers, consultants, or collaborators under any contractual arrangement.

3. Mandatory Process Requirements

3.1 Public Document Endorsed by Top Management

This Gender Equality Plan constitutes a formal, publicly accessible document, available in English and Portuguese on the Retro Tales website. It has been reviewed, approved, and signed by the company's co-founders, who together represent the entirety of Retro Tales' top management and ownership structure.

3.2 Dedicated Resources and Expertise

Retro Tales allocates dedicated time and resources to the implementation and monitoring of this plan. The co-founder responsible for human resources and operational management oversees its execution. For specialised matters — particularly those related to child psychology, inclusive content design, and compliance with evolving European standards — the company draws on the professional expertise of its co-founder, who is a medical doctor specialising in child and adolescent psychiatry. When external expertise is required (for example, during recruitment scaling phases or when conducting bias audits of game content), Retro Tales commits to engaging qualified consultants with demonstrated experience in gender equality.

3.3 Data Collection, Monitoring, and Reporting

Retro Tales collects and maintains sex- and gender-disaggregated data across the following areas, reported annually:

Indicator	Frequency	Responsible
Gender composition of the team (employees, freelancers, subcontractors)	Annual	Operations lead
Gender breakdown of leadership and decision-making roles	Annual	Co-founders
Gender distribution in recruitment (applications, shortlisted, hired)	Per cycle	Hiring manager
Pay equity analysis for comparable roles by gender	Annual	Operations lead
Representation of gender diversity in game content	Per project	Creative director

Results are compiled in an internal annual report shared with all team members and summarised publicly on the company website alongside this plan.

3.4 Training and Awareness

All persons working with Retro Tales — including the co-founders themselves — participate in awareness activities on gender equality and unconscious bias. For a studio of our current scale, this takes the form of structured onboarding materials for new collaborators, periodic discussion sessions on inclusive design practices, and self-directed training using resources provided by recognised institutions (such as EIGE and the European Commission). As the company grows, formal training programmes will be introduced, with mandatory participation tracked and recorded.

4. Thematic Areas and Concrete Measures

4.1 Work-Life Balance and Organisational Culture

Retro Tales operates with a remote-first, flexible-schedule model that was designed from inception to accommodate the personal responsibilities of its founders — one of whom balances studio work with a clinical medical practice, and the other with a doctoral research programme and senior software engineering role. This flexibility is extended to every collaborator. We do not impose rigid office hours; we organise work around deliverables and milestones, respecting the reality that productive creative work is not bound to a nine-to-five clock. Parental leave, caring responsibilities, and personal wellbeing are treated as legitimate priorities, not obstacles to productivity.

4.2 Gender Balance in Leadership and Decision-Making

Retro Tales was founded by a man and a woman holding equal ownership and equal decision-making authority. This is not a symbolic arrangement: both co-founders participate actively in strategic, creative, and operational decisions. As the team expands, we commit to maintaining gender balance at every level where decisions are made — from project leadership to jury or selection panels for creative roles. When forming advisory boards or external review groups for funded projects, we will seek balanced representation as a matter of principle.

4.3 Gender Equality in Recruitment and Career Progression

All job postings, calls for freelancers, and subcontracting notices issued by Retro Tales use gender-neutral language and explicitly welcome candidates of any gender, background, or identity. Selection criteria are competence-based, and shortlisting processes are designed to minimise bias — for example, by using structured evaluation rubrics and, where feasible, anonymised portfolio reviews. When engaging subcontractors for our projects, we actively seek out women-led businesses and professionals from under-represented backgrounds in the games industry, without compromising on quality or suitability. Our cross-border collaboration with a female designer and animator based in the Netherlands is one such example.

4.4 Integration of the Gender Dimension into Content

The games produced by Retro Tales are not gender-neutral by accident — they are gender-conscious by design. Our forthcoming title, “The God in You,” features a female protagonist inspired by Sor Juana Inés de la Cruz, a 17th-century intellectual who defied the patriarchal structures of her time. The game’s narrative explores themes of feminist resistance, intellectual freedom, and moral courage through a woman’s perspective, without reducing the character to a stereotype or a token. A male co-protagonist shares equal narrative weight, offering players a dual perspective rooted in genuine balance.

Our previous release, Babelum, was developed as a pedagogical tool for language acquisition across multiple European languages, designed to be inclusive and welcoming to children of all backgrounds. Every project undergoes a content review with attention to how gender, power, and identity are represented — not as a checkbox exercise, but because we believe that the stories games tell shape how young people understand the world.

4.5 Measures Against Gender-Based Violence, Including Sexual Harassment

Retro Tales maintains a zero-tolerance policy toward any form of gender-based violence, harassment, intimidation, or discrimination. All collaborators, regardless of contractual status, are expected to uphold this standard. Any person working with or for Retro Tales who experiences or witnesses inappropriate conduct is encouraged to report it directly to either co-founder, with the assurance that all reports will be treated confidentially and investigated promptly. As the organisation grows, a formal complaints procedure and designated contact person will be established, and the company will adopt an explicit code of conduct for all professional interactions, events, and online communications.

5. Review and Accountability

This Gender Equality Plan is a living document. It will be reviewed annually by the co-founders, with input from all team members, and updated to reflect changes in the company’s scale, structure, and activities. The annual review will assess progress against the indicators listed in Section 3.3, evaluate the effectiveness of the measures in Section 4, and identify new priorities or gaps. A summary of the review findings will be published on the company website.

Retro Tales welcomes feedback on this plan from collaborators, partners, and the public. Comments may be directed to: gep@retrotales.eu

Approved and signed by the top management of Retro Tales, LDA:



Paulo Martins, Founder & Creative Director, Retro Tales, LDA



Cecília Pedro, Founder & Operations Director, Retro Tales, LDA

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