

What's happening in Scandinavia?

In the initial phase of the project, we have identified the core tendencies across the Scandinavian game industries. This has confirmed our assertion that the industry is very much characterized by an entrepreneurial spirit, that there is a need for strong incubation environments, and that it is currently difficult for many game developers to choose and implement the most appropriate business models (read more in the analysis report: <http://www.scangame.dk/research.php>). Building on this, we have made an "activity plan" (<http://scangame.eu/downloads/ActivityPlan.pdf>), in which we describe our primary focus points for the rest of the project period (and beyond!):

- Incubation environments

- o Continuing analysis and experiments in order to design and implement appropriate models for game incubators and incubator networks.

- Business models:

- o Testing of business models for entertainment games and serious games in order to support new game developers' monetization efforts.

- Competence database

- o Project based "bazaar", where both game developers and potential clients can propose and initiate projects.

- Conferences

- o Planning of relevant conferences to allow stakeholders (game developers, investors, clients etc.) to meet each other and engage in collaborative projects.

- Dissemination:

- o We plan to tell the world about our efforts by writing articles, blog posts, making video interviews, using social media, giving talks at conferences – and pretty much anything you can imagine.

Incubation environments

The Ranch

In Grenaa, Viden Djurs has established an incubation environment exclusively for game developers. This environment, called 'The Ranch Game Incubator', was officially opened in November 2011 and currently houses 6 new companies that develop games for entertainment purposes as well as serious games, primarily for the educational sector. The incubator's website is currently under construction and expected to be up and running soon.



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Arsenalet

Arsenalet is home to both completely newly formed companies and more experienced production studios.

The young learn from the old and the old get inspired by the the young. We believe the masses help the individuals grow.

Furthermore, regular visits from industry speakers and consultants provide inspiration and expertise to the companies within the building.

For more information, visit www.arsenalet.dk

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Serious games



Aarhus Social- og Sundhedsskole has different tasks in the SGD-project - one of the tasks is to take part in developing a game for classroom use at our school. The role of the College is to design, practice and demonstrate a new business model for developing serious games for education based on a long-term collaboration between game developers on one side, and teachers and students on the other.

Where to start...?

After having established a project group - "The Blue Team" there was a lot of practical work to do - besides booking time in teachers' schedules. Since many members of the project group are not especially used to gaming or have special knowledge about the game world, it was important that everyone got inspiration and knowledge about this world. Therefore, we planned a game-inspiration and -knowledge progression throughout the spring and summer including workshops inspired by Björn Berg Marklund, Mikkel Flede-lius Jensen, Mathias Poulsen, Thøger Johansen, Bo Kampmann, Walther and Christian Fonnesbech.

So after having played games, analyzed games, heard about games and game play, listened to and been interviewed by game developers from Pixe-leap, we now have the basic concepts of the business model and game ideas. In the joint effort between student, teacher, game developer and the project group we decided to develop games for iPads. The college has bought iPads for the teachers and a set of 30 iPads to use in the classroom. After the holi-day we will continue to develop with high focus in an iterative process.



Conferences

The project consortium has over the past months been represented at the major game conferences in Scandinavia. And in March, we attended the no. 1 event for game developers in the world, Game Developers Conference in San Fransisco



(<http://www.gdconf.com/>)

Website



The project launched the first edition of its website in March 2012. The website provides potential and established game developers with information on how to set up a company in Scandinavia, but also advise on how to use games for other purposes than entertainment. (<http://www.scangame.eu/>)

Scandinavian Game Developers in dialogue with European policy preparation

In June 2012 the SGD project was invited to Sevilla to present the project and similar initiatives to the EU Commission's Research Group Digital Games for Empowerment & Inclusion.

The Research Group is preparing the future European policy and support initiatives on serious games for learning and inclusion.

The SGD project has produced a case for the research activities, based on the gaming initiatives at the Aarhus College, including explaining the background to and perspectives of the integration of game design and gaming as key activities in the learning processes.

The Research Group was extremely interested in the SGD approaches, and in the new business models for serious game designers in particular.

The SGD project expects to be involved in the further preparation of the future European policies and funding initiatives linked to serious gaming and innovative didactics in support of serious gaming.

Upcoming events

Learning Games Fair at Viborg Animation Festival
(http://www.animationsfestival.dk/english_summary.asp)

JoinGame workshop
(<http://workshop.joingame.org/>)

SpilBar I Viborg, september 13, 2012: 'Why Serious Games don't Suck!'
(<http://shareplay.ning.com/events/spilbar-8800-6>)



About Scandinavian Game Developers

The overall aim of Scandinavian Game Developers is to ensure that entrepreneurs in the Scandinavian game industry can establish viable companies and survive in a highly competitive business environment by developing and testing business models, incubators with business coaches, a Scandinavian competences database, and a Scandinavian network (read more: <http://www.scangame.eu/about.php>)



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