

*August 2013 is apparently the month where the city centre of Grenaa seemed to vanish into the air. The cause was a mystery, and during a partnermeeting between the Scandinavian Game Developers at Kystvejens Hotel og Konferencecenter the 28th and the 29th, the case was carefully discussed. Though no newspapers nor tv-stations mentioned the vanished citycentre it was clear to The Swedish partners from Högskolan in Skövde that it had disappeared or at least they could not find it.*



## Partner meeting in Grenå, Denmark

The Ranch hosted the two days meeting, and they were praised for their excellent hosting, and despite the vanished centre of the city, a lot of other topics were put into game, and decisions were made.

- **The fifth element**

The business models are under construction. It is an ongoing phase that is being developed gradually as the project progresses. In an earlier newsletter three business models have already been described: The Freemium Business Model, The Pay For The Game Business Model and The Advertising Business Model.

### The Ranch

This is where game developers from the different educations on Game Academy join forces and create new games.



This covers both school projects, in "game rodeos" or as new companies.

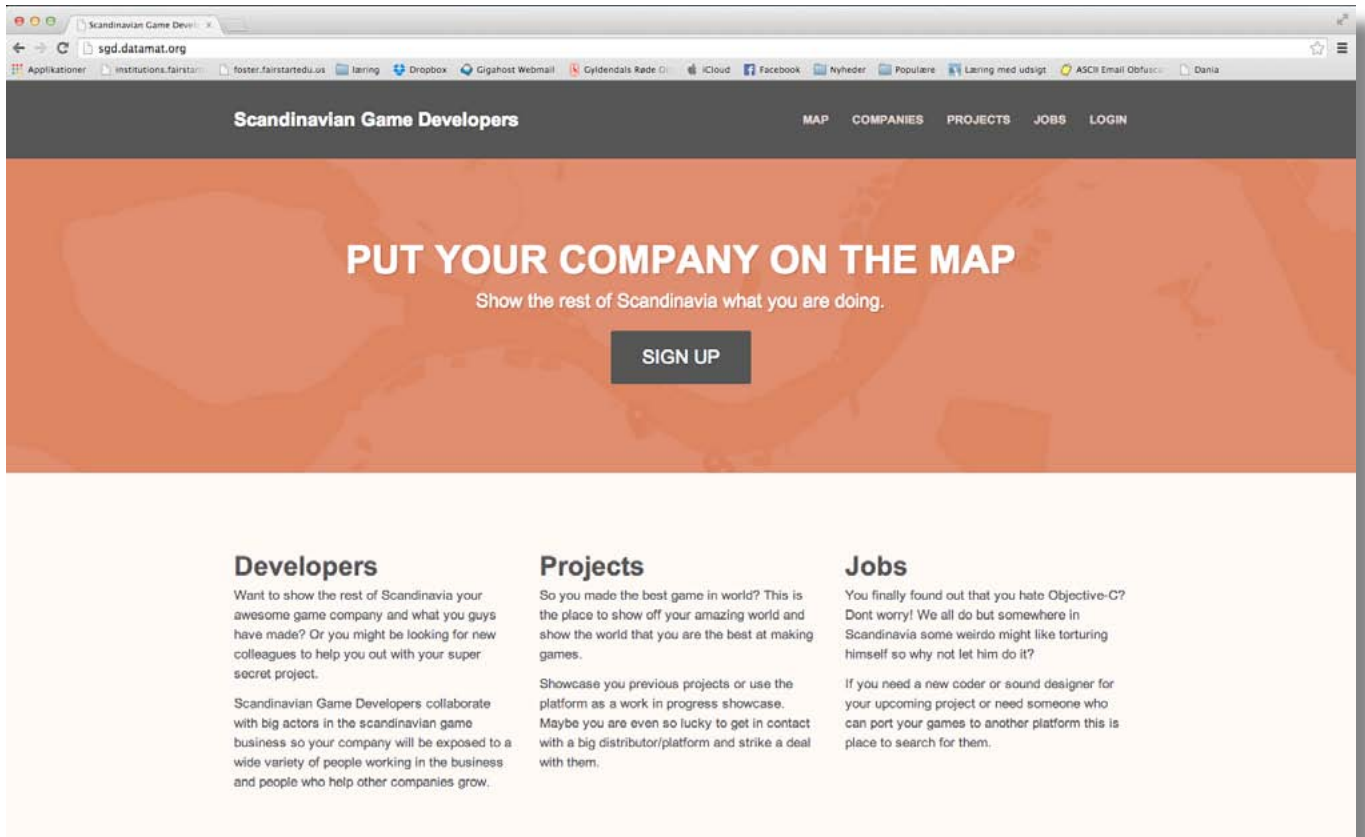
Take a look at [gameacademy.dk](http://gameacademy.dk) (Danish website)

The fourth known element to these models is called Work for Hire, and suggests how a company has to act when a customer hires them for a job.

Four elements usually make a whole, but there is a fifth element in this equation. A yet undiscovered element that is so far known as Public Subsidising. This model is about crowd funding, and it will be presented by The Animation Workshop in medio October 2013.



- The competencedatabase



The making of the competencedatabase is well in progress. The database facilitates match-making between game developers, programmers, clients, jobs, projects, etc. in Scandinavia, and its mapping out the industry and resources available.

The database is expected to be launched in the fourth quarter of 2013, and in that time it will host job listings in all Scandinavia, information of how and where to find programmers and graphic designers.

One of the main problems of getting educational games out in the wide world is partly that developers rarely know what teachers need, and partly that teachers in schools and institutions seldom know which possibilities these games offer. It often takes one or two years to integrate the games in the education, and the fear of investing more than what the outcome will be often buries projects before they have even begun.

With the facilities in matchmaking the competencedatabase is supposed to minimise those difficulties and create a positive synergy between companies and clients.

- Backlashes and keys

A minor backlash has struck The Photo Game. Pixie Leap from The Animation Workshop that was hired to develop the games are closed. Aarhus Social and Health Care College has therefore suffered a setback in their intentions to integrate the game in their classes.

The Animation Workshop proposed as a solution that another company from their incubation environment could take the task and finish the game.

All partners are interested in getting to know how this app will be welcomed by the users when it eventually is downloadable.

Especially facts as: how long the app is open, is in use, how deep users are going into the game, and if people actually are learning anything from it.

Documentation is also important when it comes to what the effect has been so far for both teachers and students at Aarhus Social and Health Care College who are working with this project. However although it takes a while for the teachers to integrate the game mentality in their didactic, it seems that when they have gotten used to it they just want more.

In order for the educational games to become a success the teachers attitude towards them are of significant importance. It is important to influence the teachers mentality. If that succeeds an entire world of possibilities can open up. The teachers hold the key.

- New exhibitions and partners

After two days of inspiring talks and discussions the SGD-partners finally left Grenaa with agreements and new goals in their bags. Even the city centre of Grenaa was found, and immortalized so all forthcoming generations now have a chance to experience the nice scenery of the city.



One important goal for the future is to find a Norwegian partner to incorporate to the SGD-partnership. Högskolan in Skövde has already done an excellent job locating potential partners from all over Norway including companies and universities.

SGD also has planned to visit a great deal of workshops and conferences in the next coming months, and a small supply of them includes:



It is the experience from all SGD-partners that game developers need a place to meet and exchange ideas and to give and get inspiration in Scandinavia. Both The Animation Workshop and The Ranch are therefore planning both workshops and exhibitions, and in the spring 2014 when the students graduate from Högskolan in Skövde the SGD-partners intend to join their forces in a gaming conference to celebrate.



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Visit [scangame.eu](http://scangame.eu) for more information about the project and the game