

Project 'Cultural and Creative Industries
Cooperation and Innovation in the Northern Dimension Countries'

On-line Experts' Focus Group

“Serious Games and Gamification – Everything to Play for?”

Date and time:

14 January, 2021 from **11.00 to 13.00** (Riga time, GMT +2)

Context and focus:

An EU-funded study project is in process, the core of which includes mapping, to identify the degree of cross-sectoral cooperation and innovation currently taking place between the cultural and creative industries (CCIs) and other social and economic sectors. Various outcomes are planned including contributing to the Northern Dimension's Partnership on Culture Strategic Plan and activities for 2021-2024.

The focus is on 'cross-innovation' which in the context of this EU-funded project refers to a process by which CCIs share information, collaborate and work with other growth sectors to promote new thinking as well as innovative products, services and activities. 'Cross innovation' manifested in the digital, economic, environmental, social and educational dimensions is the priority.

This on-line Experts' Focus Group is one of a series of such events being convened as part of the development of the project. These events bring together CCI and other experts from the eleven Northern Dimension countries¹ to explore current activity and the potential of CCIs to work cross-sectorally.

¹ The Northern Dimension countries are Denmark, Estonia, Finland, Germany, Iceland, Latvia, Lithuania, Norway, Poland, Russian Federation, Sweden

Games and gamification is an impressive growth industry but the Serious Games (SG) sector has not developed as fast as some people had expected. What stage has been reached in terms of SG cross-innovation and interaction with other sectors and what are the likely future developments? In this Experts' Focus Group this will be explored and discussed in relation to the following four areas:

1. **Games/Gamification and the Cultural Heritage Sector:** What stage is games/gaming at in terms of cultural heritage?, Where is it going and what are, or should be, the 'big' questions? Is gaming and gamification a fashion or is it impacting fundamentally the mission of cultural heritage institutions', for example in terms of building new, younger audiences?
2. **Games/Gamification and the Education Sector:** Games Based Learning - where is it in relation to the traditional educational systems and syllabuses in the ND countries? To what extent is COVID-19', distance learning and a GBL revolution leading to a revisiting of the de-schooling ideas of the 1960's and accelerating thinking on the nature of the schools of the future?
3. **Games/Gamification and the Health and Medical Sectors:** These sectors are amongst the leaders in SG acceptance whether in terms of surgeon training, therapies and self-help well-being apps. How do they become adopted? Who invites whom to dance? The Medical, Health and Welfare sector or the CCIs? What is needed in policy and practical terms to stimulate cross-innovation between CCIs and the Medical, Health and Welfare sectors when such cooperation has already proved so productive?
4. **Incubating Games Start-ups and Projects and Fostering Talent:** Entertainment games and Serious Games - two faces of the same industry or two separate industries with different needs? Whichever, what is needed in terms of SG incubation? What are the main factors inhibiting the growth of SG start-ups?

The discussions and ideas that emerge from this Experts' Focus Group Event will contribute to the creation of a Briefing Policy document, which will advance current debate and also help develop the NDPC's new Strategy and future actions and activities.

Participants: Up to 40 invited gaming and CCI experts, practitioners and other stakeholders and specialists from the Northern Dimension countries

Platform: Zoom

Contact: Those interested in further information, please send your contact details, organisation or reason for your interest to Yulia Bardoun ybardoun@yahoo.com

More information about the project can be found [here](#).