

# ICT24 – 2016: Gaming and gamification

**October 2015**

# Horizon 2020 Work Programme 2016

- **ICT-24-2016: Gaming and gamification**

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## Overall Aim

To mainstream the application of gaming technologies, design and aesthetics to non-leisure contexts, for social and economic benefits.

## Current Scenario:

- Fast growing games business, but entering at **significant lower scale** non-entertainment contexts

## Obstacles:

- Fragmentation of markets and research communities. Slow time to market for SMEs.

## Baseline

- Research and Innovation Action: **Rage** (9M) **ecosystem** for re-using advanced technologies from games industry into assets for developing applied games easier, faster and more cost-effectively.
- Network of Excellence: **Gala** contributed in building a European **virtual research centre** integrating, harmonizing and coordinating research on **Serious Games**

# Innovation Action

- **Technology transfer** through small scale experiments applied to non-leisure situations and scenarios for training and motivational purposes

## **Activities shall integrate:**

- Contributions from game developers, researchers from social science disciplines and the humanities, publishers, educational intermediaries and end-users
- Work on gaming technologies, learning and behavioural triggers and social science aspects

**Budget :€11million *expected proposals of €1million***



**THANK YOU FOR YOUR ATTENTION!**