

- A Model for the creation of more young entrepreneurs in the game industry that specializes in the development of serious games

Leonardo Transfer of Innovation 2012-2014

The GameWise goal is **to start a tradition of close cooperation between educational institutions and the surrounding world of work** with the aim of creating not only new jobs but also new companies by means of entrepreneurship.

GameWise will do so by transferring methodologies from Spain and NL to Denmark, Norway and the UK, creating a model for **systematic cooperation between educational institutions and private companies**. The model will describe how "industry workshops" can form the framework for meetings between students and private companies with ensuing development of products for the companies.

For a good transfer of the methodology, GameWise will develop pilot workshops in the transferring partner institutions to give all partners sufficient insight to create the GameWise model. Afterwards GameWise partners make **pilot courses for TVET and tertiary education teachers** to secure model mainstreaming. The pilots will be based on action learning, so during the pilot course, the participants will work with, and **learn how to establish a company network for the industry workshop**, match the companies with the right students, run the workshop, and afterwards assist the students in a process, where they get assignments or jobs in companies, or become entrepreneurs.

To support the course participants, GameWise will establish a common communication platform through which they can get hot line help and coaching. Also, the platform will archive materials developed during the project.

For many reasons, the project has chosen the games industry as test bed for the model: the partner institutions have specialized in this field for some years; it is one of the industries with the **biggest growth potential in the world today**, and with our level of education and infrastructure, Europe should be able to benefit from the growth in this market.

Besides, in a recent Green Paper, the EU Commission describes the need to pay more attention to Europe's potentials for cultural and creative industries (CCIs).

The GameWise project comprises five umbrella organizations from the gaming industry. They are silent partners, and their role will be to ensure contact to the end users: private companies in the game industry and to disseminate the project results through their extensive networks. Thereby, the finalised model will be transferred not only to all partner countries, but widely across Europe.

The project handbook will be made as a manual for other institutions looking for a similar cooperation with private companies. Even if tested on the games industry, the model is easily transferrable to other sectors.

Other dissemination activities will be the online presence of the project (homepage, Facebook, Twitter etc), printed flyers, and contributions to conferences and professional papers. Finally, the project results will be embedded in the partner institutions and form part of a new tradition of cooperation between institutions of education and the surrounding world of work.


The production of games is central in this context. In recent years, the industry has become one of the most important in the world. Worldwide spending on the gaming industry exceeded 67 billion dollars in 2010 (the Guardian), and this figure only covers the entertainment games. Another market for "serious games" (education, marketing etc.) is emerging, and with the same potential.

The partners from Spain and Holland are addressing this problem by working systematically with linking producers to the end users. GameWise wants to adapt this model and supplement it with teacher training, to **empower VET-teachers to work more closely and systematically with the surrounding world, not only about the education of our youths, but also about the creation of new jobs and new companies.**


Therefore the GameWise project includes a train-the-trainers module that gives T-VET teachers the competences needed to:


- Establish and maintain an environment in which students **collaborate with companies** to create products that serve a real purpose for the end user.
- Prepare students for a career as an **entrepreneur**, either in a separate company or in a cluster environment (business plans, networks etc.).
- Prepare students for the participation in online networks to get new assignments or compose teams to make **bid for big tenders**.
- Create **active links to end users** in the surrounding world.


VidenDjurs
 DENMARK

Aarhus Social and Health Care College
 DENMARK

Fundacio Privada Universitat i Tecnologia
 SPAIN

Stichting Hoogeschool voor de Kunsten Utrecht
 NETHERLANDS

Norwegian Association for Distance and Flexible Education
 NORWAY

Bournemouth University
 UK

Contact: Tove Ingerslev, VidenDjurs, ti@cv2.dk