

# Baltic Game Industry — Empowering a Booster for Regional Development



## Programme Area



### The partnership:

22 partners from Germany, Denmark, Estonia, Finland, Latvia, Lithuania, Poland, and Sweden



### Lead Partner:

BGZ Berliner Gesellschaft für internationale Zusammenarbeit mbH  
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### Duration:

October 2017 – September 2020

### Total budget:

€ 3.5 million

### European Regional Development Fund:

€ 2.75 million



EUROPEAN REGIONAL DEVELOPMENT FUND

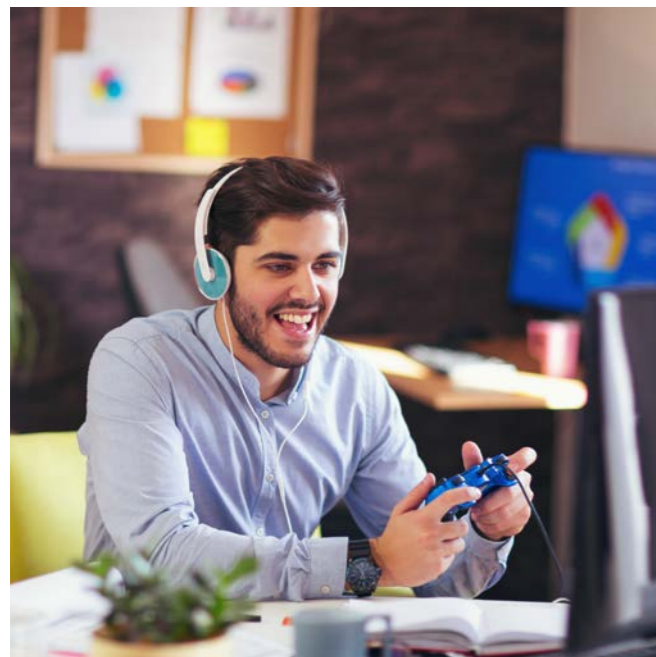


[www.baltic-games.eu](http://www.baltic-games.eu)

## The intention

The game industry is the most dynamic creative industry worldwide with an exponential growth rate.

Our project 'Baltic Game Industry – Empowering a Booster for Regional Development' (BGI) aims towards boosting the game industry in the Baltic Sea region, increasing the capacity for innovation and transferring the game industry in the region into a global player with worldwide competitiveness. The core element is the installation of durable game incubation structures, programmes and schemes that effectively support the emergence and viability of game start-ups.



## The project

The aim is to foster innovation power and the emergence of a powerful game business scene around the Baltic Sea, to strengthen internationalisation and cooperation across stakeholders and countries, and finally to make the region a game business hotspot with a joint branding.

BGI comprises three components – improvement of framework conditions, incubation capacity building and enlarging business opportunities for the game industry beyond entertainment. The project will result in

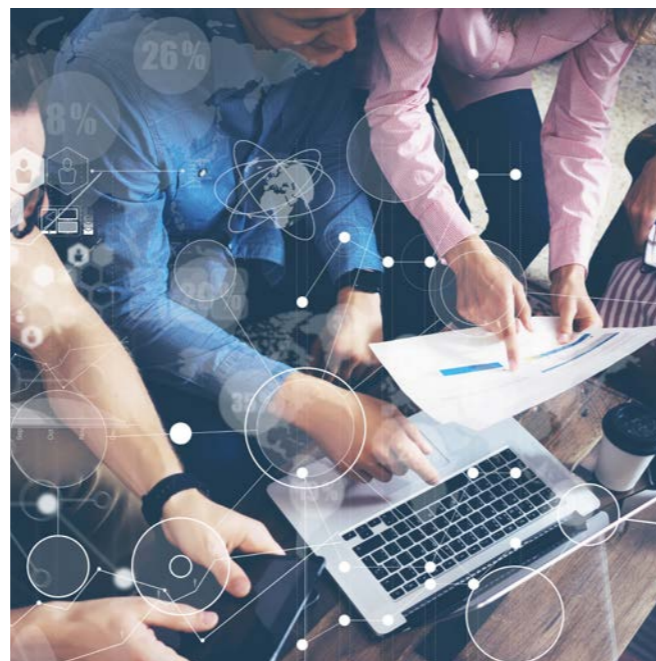
- improvements in regulations, strategies and schemes, which guide the business support for start-ups in the eight countries
- functional game incubators providing consulting and mentoring support to game start-ups
- increased business power of and business opportunities for the BSR game scene

## The beneficiaries

The first and foremost target audience are the game start-ups and SMEs as main players for economic growth. Further, we address public authorities, development and planning agencies business associations, clusters and networks, and finally non-game industries as (potential) users of playful applications.

## The partnership

22 partners from eight BSR-countries join forces in a powerful partnership. They come from public authorities, business development agencies, game business associations, science parks, scientific institutions, and healthcare providers. Further 25 organisations support the partners as associates. They provide political support, add broader policy and business expertise as well as insights into current developments in the sector and contribute to dissemination and visibility.



## The project activities

### Component Favourable Framework Conditions

- networking, awareness raising and capacity building with policy decision makers
- elaboration of strategies and change processes for framework condition improvement to better accommodate game business needs
- policy dialogue and promotion of the BSR as game business hotspot

### Component Incubation Capacity Building

- concept development and capacity building for game incubation
- 3 pilots: Incubation programming & financing; Mentoring system; BSR-wide cooperation and set-up of an incubation model roadmap
- integration of game incubation services in the business promotion schemes

### Component Virtual Reality in non-game sectors

- obtaining an overview of high potentials of VR in non-game branches
- identification of framework conditions for use of VR applications in hospitals
- development, evaluation and implementation of a VR pilot application for the health sector and design of a VR health reference model
- enlarging business opportunities for game developers

## The project outputs

- joint assessment reports and communication map
- strategies and action plans for framework change and for game incubation support in the Baltic Sea region
- updated regulations strategies and schemes for game business promotion and a Good Practice catalogue on favourable framework and policies for game business development
- model schemes and manuals/guidelines for game incubation programming and financing, mentoring and international cooperation for game business development,
- good practice catalogue on VR applications and recommendations for VR apps in other industries
- functional VR application for therapeutic use as demonstration with implementation-guideline addressing hospital-specific framework conditions and a VR Health Reference Model
- game incubation roadmap and operation schemes

