



INTERREG BALTIC SEA REGION CALL 2 (2016)

PROJECT: Baltic Game Industry - Empowering a Booster for Regional Development (BGI)

Duration: 36 months

PROJECT INTENTION

'Baltic Game Industry' (BGI) is an Interreg Baltic Sea Region funded project. Its 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 BSR a game business hotspot with a joint branding.

Turning the BSR into a game business hotspot comprises framework improvements, effective support structures for game start-ups and expanding business opportunities for and business power of the game industry, thus boosting their innovation beyond games. The branding of the BSR as game innovation hotspot will attract international clients, investors, creative entrepreneurs and qualified workforce.

The first and foremost target audience are the Game start-ups and SMEs as main players for economic growth in the industry. As key policy and business decision makers and intermediaries, we further address public authorities, development & planning agencies business associations, clusters & networks. Finally, we involve non-game industries as (potential) users of playful approaches & VR/AR applications.

PROJECT ACTIVITIES

The project will work on three key issues - framework condition improvement, incubation capacity building and transfer of game applications to non-game industries.

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 in the BSR.

Favourable Framework Conditions

This component (work package) is about identifying favourable framework conditions and initiating changes in policies, regulations, support schemes, economic development strategies and ecosystems that they adapt better to the needs of creative industries and particularly games.

Activities of this component comprise:

- The analysis and assessment of current framework conditions relevant for the game business and identification of improvement needs,
- Networking, awareness raising and capacity building with policy decision makers
- Development of ideas for framework changes, work with policy stakeholders on strategies for improvement and initiate changes in policies and schemes
- Install a policy dialogue across the BSR for exchange and mutual learning and distribution of good practice on framework development and the promotion of the Baltic sea region as game business hotspot

The following outputs will be produced:

- A joint assessment report on framework conditions for the game industry
- A communication map and an innovation dialogue documentation
- Action plans and strategies for framework change processes and documented change processes across the BSR with updated regulations strategies and schemes
- A good practice catalogue on favourable framework and policies for game business development

Incubation Capacity Building

This component (work package) focuses on the institutional capacities of relevant support structures (incubators, accelerators, science and technology parks, coaching services etc.) and empowers them to provide tailor-made support and consulting/mentoring to game start-ups and SMEs.

The partnership will:

- Make an analysis & assessment of the game business and game incubation capacities across the BSR and identify areas for improvement
- Develop a concept for tailor-made game incubation and conduct capacity building measures for incubator staff
- Execute three pilots: incubation programming and financing, mentoring system for game business incubation and foster BSR-wide cooperation of game business and game incubators
- Integrate the results from the pilots into a model roadmap for game incubation and disseminate it across the BSR
- Integrate game incubation services into local/regional business support

Outputs comprise:

- A joint assessment report on incubation capacities for game industry
- Incubation staff training & strategy for game incubation development in the BSR
- A model scheme and manual for game incubation programming and financing
- A guideline for set-up and maintenance of a mentoring system for game business incubation
- A manual on international cooperation for BSR-wide game business development
- A roadmap for effective game incubation in the BSR
- Installed game incubation service and incubator operation schemes with implementation guide

Virtual Reality in non-game sectors

This component (work package) illustrates the potential of virtual reality (VR) in the non-game industry on the example of the health sector. It shows how game companies may widen their product portfolio with new products made for clients in non-game industries.

The partnership will perform the following activities:

- Make an overview of high potentials of virtual reality in non-game branches
- Identify framework conditions for the use of virtual reality applications in hospitals
- Develop a virtual reality pilot application for the health sector
- Pilot, evaluate and implement the virtual reality application for the health sector
- Design a VR health reference model
- Discover business opportunities for game developers

Outputs comprise:

- Assessment report and good practice catalogue on VR applications

- Requirements catalogue on hospital-specific framework conditions for virtual reality applications in therapeutic use
- Tested and functional VR application for therapeutic use in alcohol addiction treatment (rehab)
- Evaluated VR Application for use in alcohol therapy and implementation-guideline
- A VR Health Reference Model
- Recommendations for implementation of virtual reality applications in other industries

EXPECTED RESULTS

The main project result is a step forward to sustainable economic growth in the game industry, making the BSR a competitive game hotspot, with

- supportive framework conditions for game start-up & SMEs
- mutual understanding between innovation intermediaries and game companies, empowered innovation actors with increased institutional capacities of support structures and adequately skilled workforce, and
- increased business opportunities for and business power of the game industry, reaching out to various business sectors beyond games

PARTNERSHIP

A partnership with 22 organisations is established to execute the 'Baltic Game Industry' project. They are located in Berlin and Hamburg (Germany), Helsinki (Finland), Vilnius and Kaunas (Lithuania), Warsaw and Krakow (Poland), Nordjurs (Denmark), Stockholm (Sweden), Tartu (Estonia) and Ventspils (Latvia).

BGZ takes over the lead for the project and the partnership.

The partners come from public authorities, business development agencies, game business associations, science parks, scientific institutions, and healthcare providers. Each country is represented with at least one public administration and one business organisation hosting incubation services as full partners.

- The public authorities mainly work on the improvement of framework conditions.
- The technical and science parks and the game business associations work on the installation of durable game incubation services.
- The healthcare providers conduct a pilot on a VR health reference model.
- Universities are active both in incubation and the VR model for the health sector.

25 further 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 support dissemination and visibility.