

# GALA Serious Games Network of Excellence

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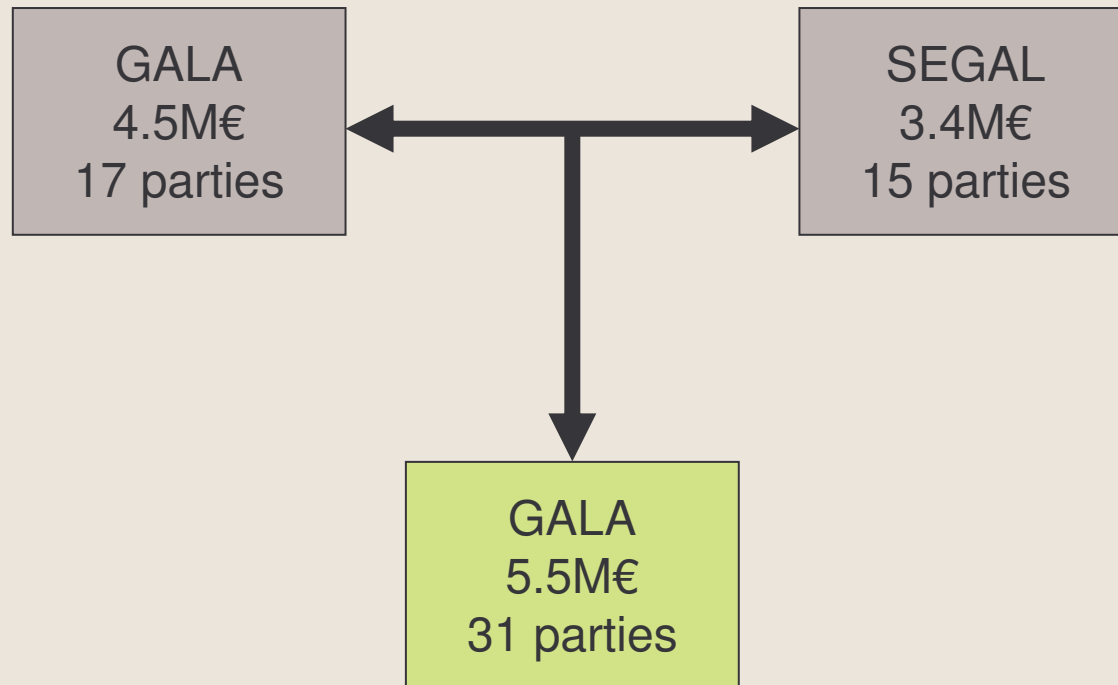
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**GaLA**  
**Game and Learning Alliance**  
*The European Network of Excellence on Serious Games*

*GaLA Project overview*

# Genesis of GaLA



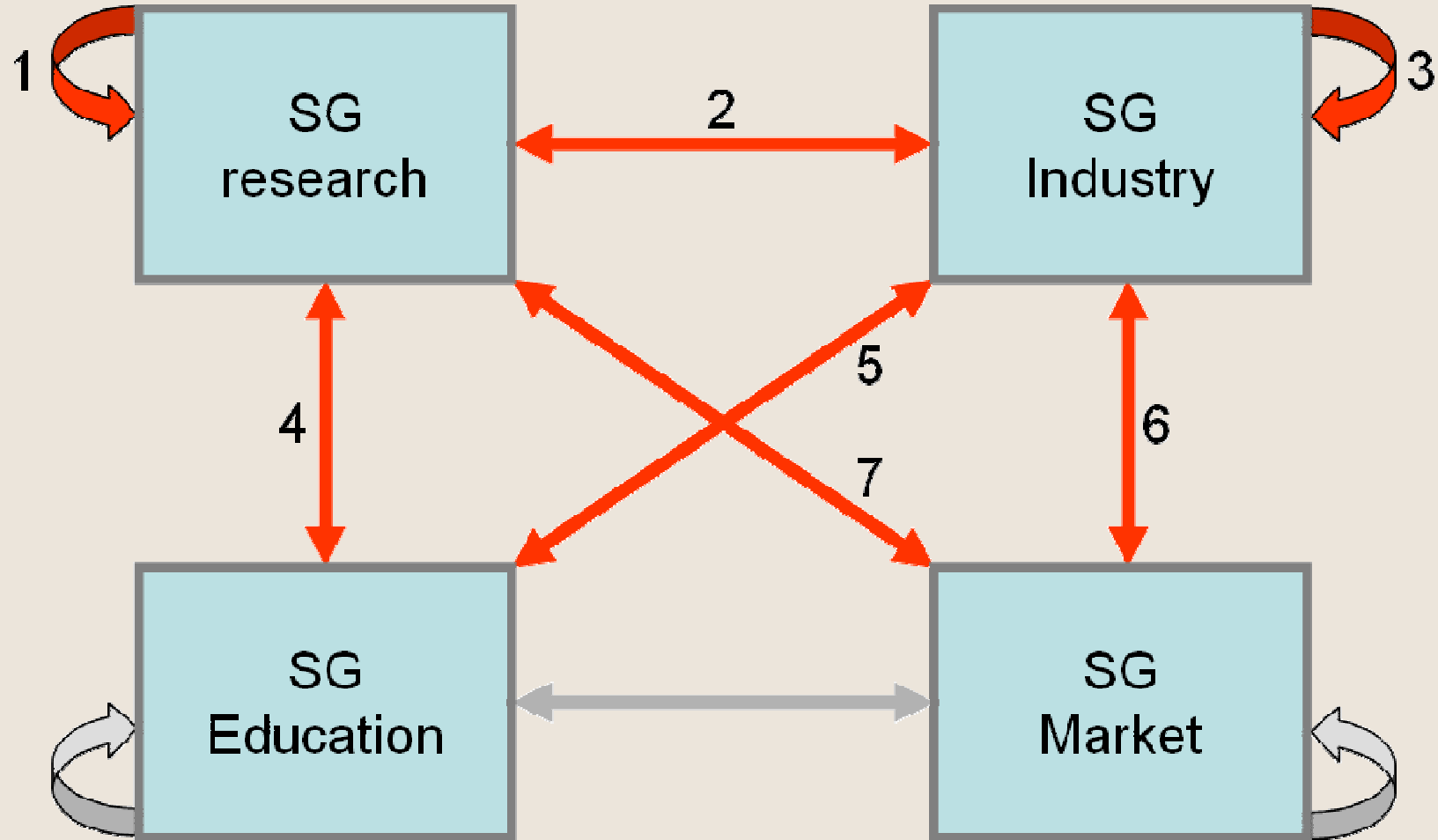
## Purpose of a Network of Excellence

- Overcome detrimental fragmentation
- Strengthen scientific and technology excellence on a particular topic
- Consolidate or establish European leadership

### Fragmentation in SG research

Out of 7,000 papers in the SG  
only 29% from Europe,  
only 10% collaborative work within Europe

# Fragmentation



## Joint programme of activities of a NoE

- Integration of partner research programmes (e.g. staff exchanges, shared facilities)
- Joint executed research (e.g. filling gaps, common tools)
- Spreading of excellence (e.g. dissemination, outreach, promotion of results)

## Partners

### Universities

Genova (COORDINATION)

Toulouse

National MAN Romania

West Scotland

Graz

TU Graz

Complutence Madrid

Coventry

Heriot Watt

INESC Lisbon

ORT France

CNR Italy

Delft

Utrecht

Open Universiteit Nederland

TUT Finland

Nottingham

BIBA Bremen

NTNU Norway

Aalborg

AALTO

Politecnic Milano

ETH Zürich

ESADE Barcelona

NURC NATO

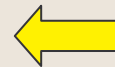
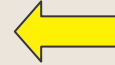
RWTH Aachen

### Companies

- Playgen (UK)
- Cyntelix (Netherlands)
- Atos (Spain)

## Workpackages

- WP2 Technical Committees
- WP3 Special Interest Groups
- WP4 SG Industry
- WP5 SG Education
- WP6 Education market
- WP7 Corporate market
- WP8 Services
- WP9 Dissemination





## WP2 Technical Committees

- Serious game mechanics
- Personalisation and artificial intelligence
- Serious games architecture
- Human computer interaction
- Interoperability and semantics
- Assessment
- Psychology
- Pedagogy
- Neuroscience

## WP3 Special Interest Groups

- Business and management
- Engineering and manufacturing
- Health and fitness
- Security, safety and crisis management
- Humanities and heritage
- Personal and social learning & ethics

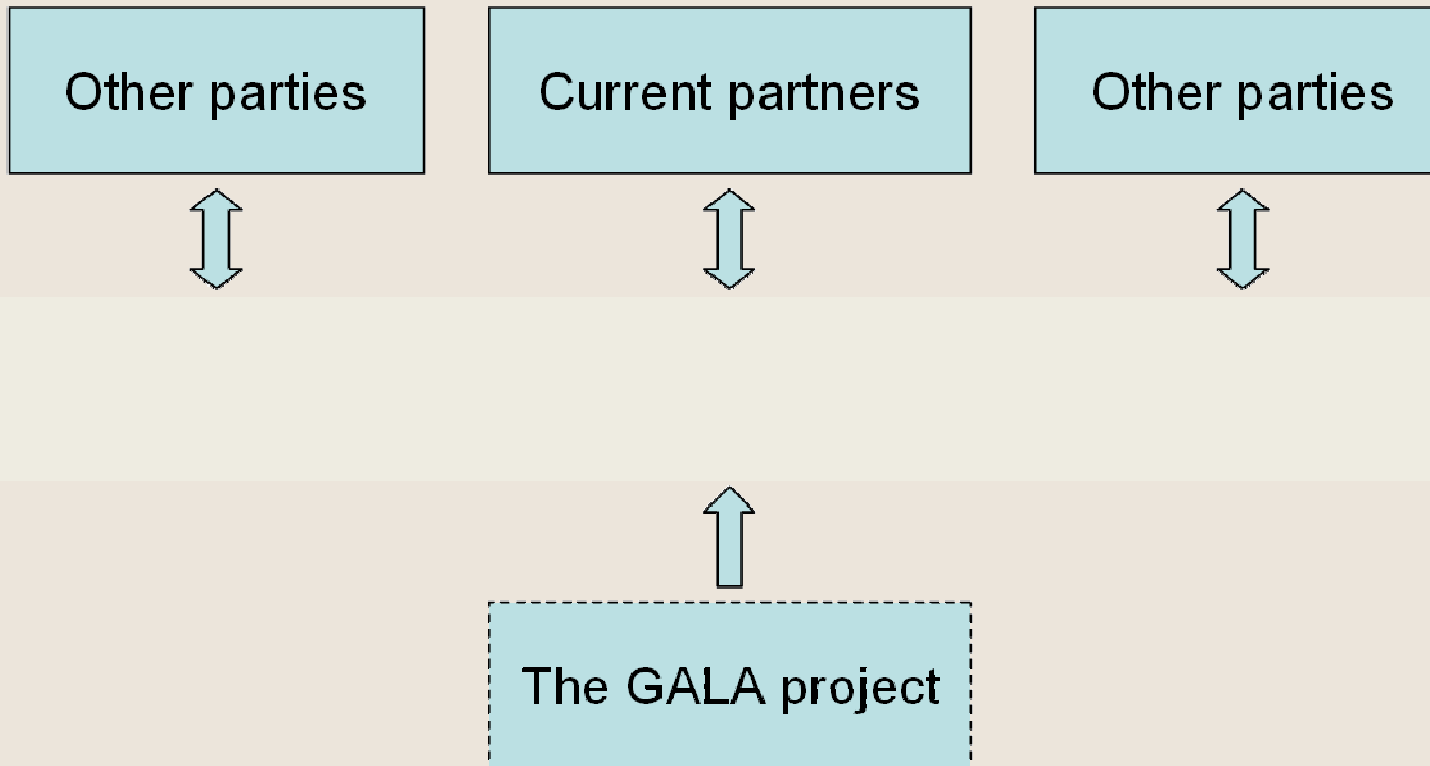
## WP5 SG Education

- Alignment School on SG
- MSc in SG (Erasmus/LLL, course, joint network MSc)
- PhD school on SG (staff exchange/Erasmus-mundus)
- Didactic books
- Thematic events / Summer schools
- Exchange program for students
- European SG Awards

## WP9 Dissemination and Spreading of Excellence

- Joint dissemination policy and workflow (OUNL)
- Dissemination channels (UNIGE)
- Conferences, workshops and networking (OUNL)
- Organization of a yearly European Conference on SG (UNIGE)
- Organization of journal special issues on SG (UNIGE)

## WP9 Dissemination (OUNL)



## Concrete outputs

- Collaboration projects in TCs and SIGs
- Seed projects with industries
- Joint proposals for funding
- SG Virtual Research Environment
- Foundation of the ESSeG:
  - The European Society on Serious Games
  - European Serious Games Conference
  - Special journal issues; preparing a new SG journal
- Impact, impact, impact!