RIGHT PLACE, RIGHT TIME FOR GAMIFICATION

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CONTEXTUALIZATION

Game and Serious Game industry experience an exponential growth, almost all over the world, but not everywhere. Indeed, the state of Game production in Switzerland has a long way to go in order to catch up with countries such as USA, France or the Netherlands [1]. More specifically, the Swiss Serious Game industry suffers, consequently, from the lack of an ecosystem that stimulates a sustainable growth. Nevertheless, recent initiatives are giving very promising signals towards setting up major cornerstones: new national strategies aiming at boosting this domain. The most important signal is coming from the national parliament where a motion is being discussed to define a Swiss Federal Council policy to stimulate the development of the Swiss Game Industry [2]. Other initiatives like Game Culture [3] and Swiss Game Developers Association (SGDA) [4] are also contributing to the development of this promising industry. Moreover, Switzerland has all necessary ingredients to assume a rapid development of this sector. The Swiss education system produces highly qualified designers, engineers and entrepreneurs who can carry out these strategies.

Based on this promising ground, Gamification and Serious Game Symposium (GSGS) aims at reinforcing the national and regional effort and initiatives to increase the maturity and the visibility of the Swiss Serious Game industry.

THEME & OBJECTIVES

As stated on the first paper of the proceedings, we believe that the Serious Games genre has a tremendous market potential in our country which will become a highly relevant lever to boost the growth of the Swiss Game industry. Several sectors like watchmaking, banking, healthcare, education are showing great interest in using the serious game paradigm.

GSGS is an initiative aiming at increasing the visibility and notoriety of Serious Games at a national level. This first edition represents an important landmark
in the Swiss Serious Game landscape. It will set the cornerstone of a long journey to promote Serious Games in Switzerland. Indeed, the GSGS enables the following:

**Corresponding consortium and symposium board committee** — the symposium has been a good reason and opportunity to bring together influential players in the field of Serious Game. Composed of academic and industrial actors, the consortium will define a roadmap to promote Serious Games by different means. National and international symposiums and workshops are a way to gather researchers, game experts, art designers and stakeholders and stimulate the exchange of experiences. Bachelor and Master courses will be the lever to prepare the skills that will create tomorrow’s Serious Games in Switzerland (see p. 41). Developing the field of Serious Games and gamification implies a subtle balance of various disciplines: computer science, Software Engineering, art & design, user centered design, education & pedagogy. The GSGS board committee is therefore composed of the following members: a SG & computer graphics expert, a software engineering & user-centered design one, a pedagogy & gaming one, an augmented & virtual reality one, several game design and special effects ones. Our intention is to be open for collaboration and exchange with other national consortiums.

**Review committee** — the review committee that has been set up for the first GSGS edition to review the submitted paper will act as the technical core team that will define the content and the future technical directions of the symposiums and workshops. It will also act as ambassador of the GSGS at the international level. Its participation to other international conferences and the GSGS activity diffusion contributes to the notoriety of our symposium and consortium.

**Cantonal representation** — given the federal structure of Switzerland, we should also be active at the cantonal scale to advertise the Serious Game initiatives to the cantonal government. It is of paramount importance to create local acceptance of national initiatives through regional and local projects. The Interreg or LPR (« loi sur la politique régionale ») are good instruments to achieve this goal.

**National representation** — our ambition is to federate a national representation and be recognized as well as a key player in the field of Serious Games. Therefore, we plan to actively extend the GSGS network making the link from universities of applied sciences to pure academic universities (and EPFs) and to Swiss companies (see figure p. 43).
PERSPECTIVE

In the following decade, the average age of regular video and computer game players will increase drastically (especially with the young adults — 55~65 y.o. — as new potential key players). The majority of the world population in general and of the Swiss population in particular will be regular game players. This evolution represents a huge opportunity to use games as a medium in a large variety of domains, ranging from education to healthcare. We are clearly at the verge of Serious Games and gamification golden age.

Switzerland must take this one life time chance now and define a clear strategy to embrace these new opportunities. It is also the right time for Serious Game actors and communities to intensify the promotion actions and activities. We strongly believe that this Gamification and Serious Game Symposium has the role to mobilize local communities and impulse a certain dynamic necessary to the creation of a stimulating Swiss Serious Games Ecosystem.

SHORT BIBLIOGRAPHY

[1] Blog specialized on Serious Games market: www.seriousgamemarket.blogspot.ch