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

GaLA Project overview
Genesis of GaLA

GALA 4.5M€
17 parties

SEGAL 3.4M€
15 parties

GALA 5.5M€
31 parties
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

1. SG research
2. SG Industry
3. SG Market
4. SG Education
5. SG research
6. SG Industry
7. SG Market

European Commission Information Society and Media
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
- Politecnico 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)
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!