GALA
Games and Learning Alliance
The European Network of Excellence on Serious Games

WP9 Spreading of Excellence and Dissemination

Wim Westera, OUNL

Genova
December 6-7 2011
WP09 first year’s goals

- Establish the core identity of the GALA NoE
- Establish a dissemination policy/strategy
- Develop dissemination instruments
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GALA Dissemination Policy

Our value proposition:

Becoming the knowledge kernel for European SG research and industry that aims at establishing a coherent, open and innovative SG practice by aligning SG research across Europe, fostering knowledge transfer to SG industry, propagating appropriate opportunities for SG education, and disseminating insights, evidence, applications, tools, and case studies to the education and training market.
Principles of operation

- Dissemination is covered by all GALA partners
- Branding conforms to the common framework explained in the D9.1 document
- No formal authorisation is required for partner-initiated dissemination
- Partners register and report all their dissemination activities to WP9
The website

Cutting-the-edge European Research

GaLA gathers the cutting-the-edge European Research & Development organizations on Serious Games, involving 31 partners from 14 countries. Partnership involves universities, research centers, and developer and education industries.
Social media
Coordinated conferences, workshops, events

- ECTEL 2011 (Atos): GALA workshop september 2011
- OEB (OUNL): GALA workshop december 2011
- ECGBL 2012 (UWS): anticipated 2012
- ICALT (UCM): anticipated 2012
- ISAGA (ATOS, UWS): anticipated 2012
- VS-GAMES (UNIGE): applied for 2012
Branding strategy: GALA versus the European Serious Games Association

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European Commission Information Society and Media
Branding strategy: GALA versus the European Serious Games Association

European Serious Games Association

GALA NoE

Branding will focus on: “ESGA” (powered by GALA)

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Challenges year 2: increased visibility

- Smart instantiation ESGA (website, instruments)
- Partner involvement: website, social media
- Stakeholder events (various WPs)
- Some more instruments (video clip, print, slides, ..)
- Gamification (Playgen)
- Task 9.4 European conference (VS-Games)
- Task 9.5 Special journal issue(s)