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ProsocialLearn

Gamification of Prosocial Learning

for Increased Youth Inclusion and Academic Achievement

D6.1

**Evaluation report
with proposed new partners**

with proposed new partners
evaluation report



Document Control Page

WP/Task	WP6 / T6.1
Title	D6.1 Evaluation report with proposed new partners
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Abstract	The deliverable D9.2 “Strategic Management Report” described the criteria and the procedures to be followed for inviting the three new SMEs to join the ProsocialLearn consortium. The deliverable D6.1 (first report delivered by the WP6) will describe the result of the evaluation study (made by the ProsocialLearn consortium) to include three new gaming providers in the project consortium. Moreover, the document will give more details on the profile of the three new companies and the roles they will play in the context of the ProsocialLearn project.
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List of Abbreviations

Abbreviation	Description
EC	European Commission
EGDF	European Games Developer Federation
D	Deliverable
DoA	Description of Action
PsL	ProsocialLearn
WP	Work-Package



Executive summary

The ProsocialLearn consortium is appropriate and competent for the implementation of all aspects of this innovation action. However, in order to maximize the project impact three (2) additional SMEs game companies will join the consortium in the last year of the project.

On one hand, the deliverable D9.2 “Strategic Management Report” described the criteria and procedures for inviting the new game SMEs to join the ProsocialLearn consortium, as developers for using and integrating the ProsocialLearn results and methodology into their technologies.

On the other hand, the hereby deliverable D6.1 will describe the result of the evaluation study giving further detail about the profile of the three new companies and the roles they play in the context of the ProsocialLearn project.



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1 Introduction

This section provides detailed information about the purpose, scope and structure of the document as well as the intended audience of the document.

1.1 Purpose of the document

This document is D6.1 “Evaluation report with proposed new partners” of the Horizon 2020 Project 644204: ProsocialLearn. The document describes the result of the evaluation study of the three new companies will be part of the ProsocialLearn project.

1.2 Scope and Audience of the document

ProsocialLearn project will extend its consortium with three new Gaming Providers companies (SME’s) to develop prosocial games based on the ProsocialLearn tools, methodologies and platform.

This will take place in the project year three, during which, these partners will be given 6 months to transfer the ProsocialLearn methodology, platform and tools to their technologies, in order to transfer them to the ProsocialLearn sector of Serious Games.

In this way, the ProsocialLearn consortium will simulate the whole procedure of knowledge transfer, exploitation and formalized evaluation in operating environments.

Therefore, while the deliverable D9.2 “Strategic Management Report” described the criteria and the procedures to be followed for inviting the three new SMEs to join the ProsocialLearn consortium, D6.1 will describe the result of the evaluation study giving further detail about the profile of the three new companies and the roles they play in the context of the ProsocialLearn project.

1.3 Structure of the document

The section 1 provides a short introduction to the document.

The sections 2 and 3 describe the result of the evaluation study.

The section 4 details the report conclusion.

Annex 1 overviews the projects' appropriateness - commentary and guidance

Annex 2 provides additional information about the three new partners.

Annex 3 provides an overview of the main tasks and duties taken by the three new partners.



2 Recruitment and selection process

2.1 SMEs that are already doing serious games in education

Serious games provide a very efficient means for skills acquisition. They are usually defined in constrained environments, allowing the players to subliminally concentrate on the accomplishment of their task. They come with rules and mechanics people are usually willing to interact with. Thus, through engagement and immersion, (serious) games achieve their goal, which could vary with the application: Thus, whether they are of educational [McClarty, et al, 2012], [Dostál, 2009], recreational [Anderson et al, 2012] or of mind-exercising character [Owen et al, 2010], [Baniqued et al, 2013][Nouchi et al, 2013], with the use of the proper structures, they achieve their goals, since they can easily attract human engagement.

In this sense, all games are edutainment, since players will always be trying to become better in order to advance in the game. If achieving a goal or advancing in the game involves needing to trust the others, then, these children will need to embark on mentality changes they find difficult to embrace in their daily lives. Special care should be taken, though, of the design of the game content: If cleaning your family's house (which is a prosocial skill) earns you points [Narvaez, 2008], then, adopting this behaviour is just the means for a reward. ProsocialLearn will assist children in comprehending that, trusting and showing prosocial behaviours to others has long-term and well-grounded beneficial results, in contrast to immediately collecting points by simply doing favours to other people. ProsocialLearn's work plan is organized in a manner that allows for the adoption of a methodology and platform by SMEs willing to bring educational software, in the form of Serious Games encouraging prosociality, in schools.

In conclusion, even though ProsocialLearn is targeting primary school kids, the consortium also will consider including SMEs doing serious games in education even if this is for older children and even young adults.

2.2 Support the ProsocialLearn spirit

ProsocialLearn aims at establishing a new market for digital serious games aiming at increasing social inclusion and academic performance. To this end, ProsocialLearn will deliver to serious gaming providers a series innovations building on a game development, management and distribution platform for the production of prosocial serious games that engages children and stimulates technology transfer from traditional game industry to the education sector.

Besides that, ProsocialLearn aims at supporting a collaborative community to enable the matching process of multidisciplinary experiences and expertise that underpin the vision of the project in the field of improving prosocial skills of children. Specifically two complementary procedures are enabled: one mainly targeting on teachers and based on the idea of community of practice where ideas, narratives and didactic units will be shared and another one targeting at the same time teachers and serious gaming developers where domain knowledge sharing, requirements elicitation and early testing will be addressed.

The new SMEs joining the project should fully support the ProsocialLearn spirit. They have to join:

- The ProsocialLearn platform as a game provider and participate in activities associated with that role. ProsocialLearn is not just about games technologies and games; it's about games in a pedagogical context which is a highly social discipline.



- Community space to gather domain knowledge and requirements.

2.3 Geographical distribution

The European educational sector is rather fragmented, especially if we analyse its funding system.

The current education market consists for many 1000's of fragmented schools and the purchase responsibility falls on different stakeholders according to the country. There is a great variety across Europe with respect to funding systems. The changing priorities of education systems have also shaped the way in which funding systems have developed. While the complexity of funding systems should not be overstated, it is important to recognise the particular national context when considering policy reforms, as certain types of reform may work differently in different countries.

There are many different authorities involved with school funding, and more specifically to what extent regional and local authorities transfer resources from central/top level to schools, and whether they contribute to the financing of school education using their own revenue, such as local taxes.

There are also differences on the methods for allocating funds. They focus on whether they use common agreed rules (funding formula), or whether they make allocations on the basis of an estimation of needs of schools (budgetary approval/discretionary determination).

Finally we also realized different criteria when establishing the volume of resource allocations.

ProsocialLearn aims at reaching first just few European Markets where the consortium has major possibilities to success.

In this case, ProsocialLearn could benefit by including in his consortium new partners that represent new European Countries not yet in the consortium.

This allows to understand even better the local markets to choose the markets where the ProsocialLearn solution will be exploited.

2.4 Strategic goals - Summary

Going into the formalized selection procedure, the above over-arching goals are the input from the consortium, and set the general direction for our recruitment and selection processes:

- The consortium aims at including Gaming Providers SMEs doing serious games in the education sector.
- Gaming Providers should fully support the ProsocialLearn spirit, providing games in a pedagogical context, a highly social discipline, and in the PsL community space to gather domain knowledge and requirements.
- The consortium aims at including partners that from European Countries not yet in the consortium.

2.5 The recruitment process

A small delay has been experienced during the implementation of key components belong to the ProsocialLearn platform (mainly during the months M19-M21).

This introduced a delay of approximately 2 months in the recruitment of the new gaming providers companies.



ATOS and RK deemed necessary that the selection process be streamlined, while also ensuring maximum commitment of the prospective new partners.

From the outset, it has also been envisioned that new partners should have the opportunity to adapt pre-existing products to the project, and this came even more in focus, again from the timing perspective.

The iterative recruitment process set out in D9.2 was followed through as many steps as was found necessary, just as envisioned, and played out in the following manner:

1. The recruitment process started by considering the ProsocialLearn competitors detailed in D1.2 “1st Business and Exploitation Plan”.

It was found that the listed companies were either major, well-funded actors, whose interest thus would be doubtful and any decision-making slow, or unknown entities to the WP leader and personal first-hand national serious games market actors connections.

This put the WP leader in the position of not being able to evaluate commitment and reliability through personal industry networks, as these characteristics have come to be the absolutely key factors, given the exacting time constraints for the remainder of the ProsocialLearn project.

2. The list of feasible companies from point 1 may be completed by additional known development companies added by consortium partners

Recommendations from the other consortium partners were also taken into the selection process, with suggested prospects coming for example from Denmark, Italy and Spain. Then, taking departure in the strategic goals of including established educational-games SMEs, with a clear social aspect and abilities, in key markets, prospective partners were identified through a) national market size and b) general national educational games industry advancement. From these sub-criteria, Germany and Finland were first identified, and outreach made through pre-existing professional networks, legacies of European Games Developer Federation and Nordic Game Program activities, and recommendations were solicited. Founder-owner-managed SMEs were given priority for decision-making ease and reliability by personal commitment. In addition, existing close relations in the educational games field were surveyed for especially interesting actors with pre-existing concepts that would be complementary to the ProsocialLearn marketing efforts.

3. The consortium will send an official invitation (by email or physical mail for attention and impact) to be participate to the selection process.

Having secured a few strong and ranked recommendations for Germany, but yet not so clear-cut for Finland, a project presentation was secured in the Serious Games track at the Nordic Digital Business Summit in Helsinki on September 22, to reach more prospective partners.

4. Companies not interested are, however, invited to suggest colleagues the consortium should invite.

This did not become necessary, and the recruitment process was concluded before this step.

5. The consortium announce on ProsocialLearn mailing list that invitations MAY be available for selected developers.

This did not become necessary, as the recruitment process was concluded earlier.



6. The consortium announces through EGDF - European Games Developer Federation and serious games clusters, lists, sites and forums.

This did not become necessary, as the recruitment process was concluded earlier.

2.6 The selection process

The selection process consisted of four principal phases:

1. Project's appropriateness for target group, especially concerning age. ITINNOV and EA (partner of the consortium) will judge this ability.

The projects proposed by the first selected set of three prospective new partners was approved in the first submission for two of the projects, and for the third project after a second submission, developing and completing the proposal, where the WP leader took into account, but did not forward to the prospective partners, the criticism and guidance provided by the pedagogical partners. The latter's input is included in Appendix 1.

After this first blocking phase Atos and Redikod were to evaluate the following ranked abilities:

Given the time constraints, this evaluation was run in parallel to the pedagogical partners' evaluation.

2. Development company's and team's documented experience

3. Market access of development company in

- a. number of European countries and
- b. total sales volume in number of end users

Here, the potential sales, from market and product potential perspectives, were also weighed in.

4. Degree of utilization of ProsocialLearn platform

In the following section, the findings of the evaluation are set forth in some detail.



3 Evaluation Metric

Finally the consortium identified three companies suitable to be involved in the ProsocialLearn consortium: Aniway Oy from Finland, HypeSlugs SRL from Romania and Mad about Pandas UG from Germany). Table 1 summarizes further aspects taken in consideration by the consortium during the evaluation.

Name	Aniway Oy, Finland	HypeSlugs SRL, Romania	Mad about Pandas UG, Germany
Experience	Company and team experience solid	Company new, but team experience solid	Company new, but team experience solid
Market access, countries	FI, Nordic	RO, EU	DE, EU
Market access, volume	5 – 25 M	20 – 510 M	80 – 510 M
PsL platform, “offline” adaptation (player history) potential	Good	Good	Good
PsL platform, “online” adaptation (difficulty adjustment and/or feedback) potential	Excellent	Excellent	Good
PsL platform, voice sensor integration potential	Good	Excellent	Good
PsL platform, facial expression sensor integration potential	Good	Satisfactory	Satisfactory
PsL platform, full-body expression sensor integration potential	Non-obvious	Non-obvious	Non-obvious
Of special note	Suite of games possible, long established company	Pokémon GO resemblance and project's readiness	Previous EU project experience

Table 1 - Additional aspects taken in consideration by the consortium during the evaluation.



4 Conclusion

ProsocialLearn project consortium has been extended with 3 new SME's to develop games based on the ProsocialLearn tools, methodologies and platform.

This took place in the project year three, during which, these partners will have 6 months to transfer the ProsocialLearn methodology, platform and tools to their technologies, in order to transfer them to the ProsocialLearn sector of Serious Games.

In this way, the ProsocialLearn consortium will simulate the whole procedure of knowledge transfer, exploitation and formalized evaluation in operating environments.

This deliverable D6.1 has described the evaluation criteria and the procedures to be followed for inviting and selecting the three new game SMEs to join the ProsocialLearn consortium during the third project year.

The ProsocialLearn consortium has identified Aniway Oy from Finland, HypeSlugs SRL from Romania and Mad about Pandas UG from Germany as the suitable companies to be part of the its consortium.

These new partners will develop prosocial games for using and integrating the ProsocialLearn results and methodology into their technologies.



5 References

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Appendix 1: Projects' appropriateness - commentary and guidance

ITINN/Soton and EA as pedagogical partners reviewed the three games proposals made by the new SMEs. Generally speaking, they agreed on the necessity to use the PSL skills / mechanics / feedback cards much more explicitly in developing the ideas in more detail. It is important to consider much more teachers' involvement to guide the development of the games and to structure them in a way that can be used within the curricula (e.g. more linked to the school subjects) in order to make them more usable in a class. A minor worry is about the fairly narrow approach to the technology being used for the games: 2-D multi-media type approaches and pre-programmed dialogue boxes / puzzles / quizzes. Anyway, the games represent different types, different levels of complexity and are at different point in the continuum of what have been traditionally educational games and entertainment games.

Aniway's proposal

The first proposal made by Aniway was a collection of minigames, but it received several comments about the lack of the use of the sensors, the need of a more specific idea related to the prosocial skills and collaboration and the necessity of a narrative for the gameworld. The collection of minigames is a good approach for classroom use if limited to small chunks in order to maintain flexibility.

The second game proposed is a collaborative escape from a maze with two characters. This game is more about perspective taking in giving, receiving and clarifying voice instructions. This presents both opportunities and challenges: perspective taking is indeed a very crucial skill in this age group (a cognitive skill as well as a social one) although it is not clear how the role switching occurs. At the same time if students are paired with different levels of competencies (e.g. different verbal skills), which is desirable in a prosocial context, then the game must provide with ways to manage frustration levels (e.g. providing scaffolds such as words to be included in the instructions or prompts, about asking for clarifications). The sensor identified to collect data is a web camera, but there are regulations about using device cameras in schools that vary from country to country. There is a doubt about the replayability envisaged and the play time that should be keep between 5 and 20 minutes. Moreover the teachers should have a way to restrict the potential pool of players for their students.

Mad about Pandas' proposal

The game proposed by Mad about Pandas is set in a dog park and has a mystery to be solved interacting with other dogs. This would be for players on the younger sides of this project target group age range (7-10 years old). The possibilities for building friendships and communities, aiming for a shared outcome and recognising emotions are interesting but it is not clear how the communication could take place within the game considering the likely limitations of having lots of pre-programmed responses. This seemed to be a single-player idea, with a lack of replayability and the question is if prosocial learning can be supported by such a one-off experience. The game should be more open-ended (e.g. multiple ways to solve the problem / get to the end point). Completing the game over multiple sessions in the classroom presents difficulties: each game session should be somehow self-contained. It is also not clear how the minigames will be integrated in the main quest.

HypeSlugs' proposal



HypeSlugs proposed a set of minigames that lead 3 characters to defeat a villain with the use of their combined skills. The game has potential but as currently constructed seems to be more about the solving of puzzles and quizzes than about fostering prosocial skills. Of course, all multiplayer games engage players in exercising prosocial behaviours, but in a game where learning is primary, this needs to be more deliberate. Considerations about the context of use need also be taken into account (how long is a play session, what is a meaningful session, how can it be 'put away' when the available time is up, etc.) and it is not clear how collaboration and communication could be supported within the game. This game has potential for two reasons: it has curriculum connections, this however presupposes that all related content included is accurate and free of invented elements; it has a level of complexity that enables working on substantial prosocial behaviors, this pedagogical potential however needs a lot more fleshing out. As for the gameworld the suggestion is to consider a different title and another set of characters and cover story, which can run into a whole set of problems in a school setting (from historical misconceptions to gender stereotypes).

Appendix 2: Public profile & expertise of the new applicant companies



Organisation	Aniway Oy	Short Name	Aniway
Country	Finland	Website	www.aniway.com

Short Organisation Profile & Expertise in Project Related Activities/Previous Experience

Profile-Experience

Aniway was founded in 1999, and we are the 3rd oldest existing digital game development company in Finland that develops entertainment games (source: Finnish game developers association, Suomen pelinkehittäjät). We are also the oldest existing digital game development company in Finland that develops serious/applied games (source: Serious Gaming Cluster Finland).

We are developing both our own IP games, which include mobile games like Assault Wave, Gem Well and Pulma 3D Puzzle, and games for our clients, including educational organisations. Throughout our history we've had over 100 clients and made over 200 projects, for clients like City of Helsinki (Finland), Veikkaus/RAY (Finland), KS (Norway) and Battlefront.com Inc (USA).

We have extensive experience on developing browser games (PC/MAC and mobile), mobile applications and games (iOS, Android, Windows Phone) and standalone games and applications (PC/MAC). Technologies we currently use include Unity (used in ProSocial project), Cocos, Angular 2.0 and Java.

Our expertise covers single, multiplayer and massively multiplayer (MMO) games.

Role in the project

Aniway, utilizing our proven expertise and experience in game development, especially including applied/serious games, will develop a two player multiplayer game that utilizes the best practices, methodology and technology - like voice communication - of the ProSocial platform.

Short CVs of key personnel

Mr. Miikka Lyytikäinen (-Male-): Game development work experience for over 17 years & CEO of Aniway since 1999, he's also a serial entrepreneur within Finnish game industry. Currently the Chairman of the Serious Gaming Cluster Finland and a board member of Neogames. Currently also a partner in Tigerhat Games, and an advisor for several game companies, including two Finnish VR game development companies; and a member in steering groups like Helsinki University/SSGL Speech Synthesis. Previously a Chairman of the Finnish Game Developers Association (Suomen Pelinkehittäjät ry) between 2011-2014, and a volunteer and advisory board member of IGDA Finland, one of the most active IGDA hubs in the



world, as well as the Chairman & Game Designer & Co-founder of the Air Dice Games, and Executive Producer & Sharholder in Sauma Technologies, both game development companies. He was also the chairman and a member of the workgroup that wrote all Audiovisual Examinations (including all game development related) for the Finnish National Board of Education during 2015-2016. His expertise covers managing game development companies and projects, game design, and quality control.

Mr. Markku Hyttinen (-Male-): Game development work experience for over 17 years & Chairman of the board of Aniway since 1999, he's also a serial entrepreneur within Finnish game industry as his track record covers game development companies like Sauma Technologies and Air Dice Games. Currently the production manager in Aniway. He has also extensive experience on training game development for both educational organisations (e.g AEL, Amiedu, People Group) and companies (e.g Nokia). His expertise covers managing game development projects, game design, creating art and programming.

- "Take care of your dental health through playing!"
- <http://www.projectjenkki.fi/> (the campaign has ended)
- Educational use
- Single and group multiplayer + massively multiplayer
- 2014 "Vuoden Huiput" nominee at integrated marketing category
- Over 100 000 kids encouraged to take better care of their dental health
- • • Aniway's role: game design, visuals, programming, testing

Relevant previous projects and activities

GADGET ISLAND/HELSINKI CITY LIBRARY; educational HTML5 game for children (<http://www.aparaattisaari.fi/en/>)

- "Story-like learning environment which supports the National Core Curriculum for Pre-primary Education's (2016) aims regarding media literacy and information and communications technology skills"
- <http://www.aparaattisaari.fi/en>
- Educational use
- Single and multiplayer
- One of three finalist nominee for "Best Finnish Serious Game 2015" award
- Released late 2015, 75 000+ users
- Aniway's role: background story, game design, visuals, programming, sounds, testing
- Expert pedagogic input and requirements for the game design from the clients workgroup & steering group of 10+ professionals

SNASEN/KS (Norwegian Association of Local and Regional Authorities) & LYKKYLÄ/LYCKANS; educational Flash & mobile game for students (<http://www.virtuaalikunta.net/fi/pelit/tutustupeleihin>)

- "Run your own municipal county"
- <http://lykkyla.virtuaalikunta.net/>
- Educational use
- Singleplayer
- Finalist nominee and honorary award for eEmeli 2013 - best Finnish digital learning solution
- Snasen: to be released (Feb/March 2017) & Lykkylä: Released in 2012, still over 33 000 unique users in 2015
- Aniway's role: game design, visuals, programming, sounds, testing

Project Jenkki / Cloetta/Leaf;

- <http://www.projectjenkki.fi/> (the campaign has ended)



- Educational use
- Single and group multiplayer + massively multiplayer
- 2014 “Vuoden Huiput” nominee at integrated marketing category
- Over 100 000 kids encouraged to take better care of their dental health
- Aniway’s role: game design, visuals, programming, testing

Significant infrastructure and major items of technical equipment, relevant to the proposed work

Aniway has the basic technical equipment (PC/MAC computers, software etc.) needed for game development.



Organisation	Mad about Pandas UG (haftungsbeschränkt)	Short Name	MaP
Country	Germany	Website	www.madaboutpandas.com

Short Organisation Profile & Expertise in Project Related Activities/Previous Experience

Profile -Experience

Mad about Pandas UG is a Spin-Off, focused on serious games from kunst-stoff GmbH, an award-winning game developer and producer, and is based in Berlin. We are an European independent player with the mission to produce interactive games for international audiences and markets with a high conceptual and artistic value by developing original game IPs with a unique gameplay - we are proud that our games have won important awards and continue to do so. Our team already has worked with some of the key players in the international game industry including Ubisoft, Astragon Entertainment and Disney and also with self-publishing a game, which generated 2 Million Downloads, became 5th in best iPhone games 2011 on metacritic.com and achieved a global Apple featuring (“Game of the week” on itunes).

Role in the project

MaP, making use of its teams proven experience in game development, is going to lead the WP 6.4 (Implementation Game1) and will support in WP1 exploitation and WP8 dissemination.

Short CVs of key personnel

Patrick Rau (M) - Managing and Creative Director: Patrick is the creative head and the owner of kunst-stoff and Mad about Pandas UG (haftungsbeschränkt). His work is characterized by visionary thinking, accuracy, high aesthetic demand and social entrepreneurial values. Patrick holds a master as a communication designer and has experiences in a range of areas, creating projects for commercial, cultural, social and artistic contexts, and his role is artist, designer, game-designer, author and producer. Before the foundation of kunst-stoff he worked at different design agencies and as a freelancer in Berlin and San Francisco. Furthermore he is also interested in the educational capacity of research projects and had extensive talks and workshops as a guest lecturer at different universities and schools.

Christoph Ender (M) - Development Director: Christoph holds a Master in Interaction Design and he is also an engineer of computer visualistics. He has extensive work experience (12+ years) in programming games for different platforms: PC, Wii, PSP, PS2-3, iOS, Android, Windows phone etc. He has excellent skills in Unity 3D, C++, Java 3D, C# and also a lot of experiences in the leadership of development teams.

Tim Hutzenlaub (M) - Business Development and Project Coordination: Tim holds a Bachelor of Science in Business Administration and has also a background in Marketing. After doing a postgraduate professional education as a video game producer will be responsible for project coordination and the business development sector.



Most relevant publications, products and services of member of the MaP team relevant to the call content

- Truck Sim (IOS/ Android): simulation game with a huge highway network close to reality. Truck Sim has one of the biggest open world technologies developed on mobile yet. <https://www.youtube.com/watch?v=CaxOBDh7w2U>
- Disney's Magical Art's World: (Ipad/Iphone): Our work was building Donald's Costume Shop and Hair Salon. <https://www.youtube.com/watch?v=Fjmbzw2Fwic> (from min 4.45)
- The Great Jitters: Pudding Panic (IOS, PC, Mac): The independently-published game had about 2 million overall downloads, was globally featured and won a lot of national and international prizes. <http://www.thegreatjitters.com/>
- "ISUNGUR – Save your Viking Village" is a free browser based point-and-click adventure serious game for children up to 14 years, taking the player on a journey to the Northern Europe in the year 845 and offers an entertaining and playful way to gain insights into the fascinating culture of the Vikings. <http://www.isungur.de/>

Relevant previous projects and activities of the Mad about Pandas team

- **RAKoon:** progress through active collaboration in open organizations – competency management tailored to employee lifestyle phases: interdisciplinary research project funded by the BMBF (The German Federal Ministry of Education and Research). Partners are The German Federal Ministry of Education and Research, DLR (National Aeronautics and Space Research Center of the Federal Republic of Germany), Technical University Munich, Institute of Product Development, ISF Munich (Institute for Social Researches, specialized on Labour Market Research), LMU Munich, Faculty of Education, University of Hohenheim, Chair for Sociology and CAS Software, Karlsruhe. The focus here is the development of a digital learning game designed to train employee competencies that will play an increasingly important role in an "open organization". In this project we worked close together with our University partners to get insights into new competences for open organizations and their meaning and relevance within the organization. In this game interdisciplinary teams have to work together and solve complex tasks in an abstract scenario in a combination of a workshop and digital game. The fictive characters and roles are based on the key qualifications needed in organizations and will be defined later on (also based on the research). The training will be iterative, and the game guides the users through the process. So the users will normally fail at the beginning. Then they get feedback, improve their personal skills and succeed at the end. Trained skills are for example: change management, keeping of work/life-balance, cooperative organizational thinking, systemic thinking and acting/ collaborative thinking, appreciation of external knowledge, self-active learning, etc
<http://www.openorganisation.de/>
<http://eddies-teambuilding.de/>
- **GATES:** Applying **GA**ming **TE**chnologies for training professionals in **Smart Farming**
H2020-ICT-24-2016: Gaming and Gamification. Project transfer from kunst-stoff to MaP amended at EC for the 1st of March in 2017. GATES will develop a training platform with gamified simulations, in order to train professionals across the agricultural value chain on the use of Smart Farming Technologies (SFT), thus allowing deploying its full economic and environmental potential in European agriculture. GATES provides the farmer community, agronomical students, extension services and the SFT industry sales force an easy to use and understand gaming experience that will allow a first approach to the concept of SFT, their uses, available equipment and simulation on the adoption of



such technologies. GATES will develop a near-to-market (TRL7) serious game-based training platform that, through the use of a range of gaming technologies (3D scenarios, interactive storytelling, modeling and data), will train professionals and other stakeholders in the value chain in the use of SFT. GATES will develop a cross-platform (Desktop/Mobile/Web) serious gaming available for Android, iOS and Windows featuring online and offline synchronized modes. Partners are the Agricultural University of Athens, InoSens Doo Novi Sad, Iniciativas Innovadoras Sal from Navarra and the Spanish association of agricultural machinery manufacturers (ANSEMAT).

Significant infrastructure and major items of technical equipment, relevant to the proposed work

MaP has a game development team which can develop games of different genres from scratch, and in collaboration with pedagogic institutions. Our team has the experience to develop serious games and learning games as marketable games for the commercial video games market. That includes game designers, graphic designers, 2D and 3D animators, and software programmers with a various skillset. With this team, we are able to create a high-end gamification experience, which can compete with recent commercial products. Additionally, our team can identify and approach target persons for the exploitation of the gamification application for international markets, like publishers and distributors (online and offline).

MaP has access to all needed infrastructure for game development including desktop computers, notebooks and iOS and Android devices. Furthermore, there is an approved workflow with code version control software and project management software.



HypeSlugs

Organisation	HYPESLUGS	Short Name	HYPESLUGS
Country	Romania	Website	www.pixelram.com

Short Organisation Profile & Expertise in Project Related Activities/Previous Experience

Profile-Experience

PixelRam (HypeSlugs SRL) has extensive experience in game design, systems design, analytics, development & publishing, business & strategy. Some of our most notable clients & employers include SYBO Games (makers of Subway Surfers), GameAnalytics, LEGO, dirtyBit (makers of Fun Run) or Disney Boov Pop. Currently we are developing & co-developing several IPs:

- Tarneeb Masters - a mobile, multiplayer classic card game catered to Levant and Arabic communities (out on iOS) <https://itunes.apple.com/us/app/tarneeb-masters/id1128302574?mt=8>
- McTapper - an incremental idle tapper set up in a neo-retro, pixel, post-apocalyptic mech world (unreleased) <http://oanagoge.com/Hidden/Mech/>
- HackerWarz - a typing game, focused on improving typing speed and accuracy set in a cyberpunk universe (unreleased).

We are also developing Machinations - a framework for game economy & systems design, into a browser based collaborative tool, together with its creator - PhD Joris Dormans <https://dl.dropboxusercontent.com/u/63503/Machinations-PacMan-simulation.mp4> Involvement in the project

HypeSlugs SRL is a Romanian-based limited liability company, that develops services for the gaming industry, serving both consultancy and technology development needs for studios large and small. Under the brand name PixelRam (<http://www.pixelram.com/>) it acts as a consultancy agency with a focus on the mobile gaming market, in particular, the free-2-play sector, providing studios with innovative approaches to game economy design and development. The core team has more than 30 years of combined experience in IT related industries, and is structured as follows: Mihai Gheza - CEO, Business Development, Product Management; Dana Gheza - CMO, Developer Relations, Marketing/PR; Radu Craciun - COO, Operations, Strategy.

The two co-founders and administrators are Dana Gheza and Mihai Gheza who also manage the everyday operations at PixelRam - an international group of 7 experts on game monetisation, big data analytics, publishing, back-end architecture and development.

Mihai is the CEO of the company, having previously accumulated extensive experience as a leader during his time at Banello (an agency for independent games studios), where he drove the publishing and scouting department, coordinating the team, representing studios in front of publishers and investors, and participating in board meetings partaking in the decision making process.



Dana (co-founder) works with game studios on analytics (from events definition to implementation and data analysis), user acquisition (from strategy to implementation and optimisation) and PR strategy (30+ games to date, among which a Guinness World Record, a 1M downloads in 1 months & a successful Kickstarter funding campaign). Throughout his career Radu has participated in M&A processes as buyer and seller of renewable projects & companies. His experience will insights into how processes are structured and followed through.

Short CVs of key personnel

Dana Gheza (Female) Since 2011 I have worked at the heart of the Danish games industry, collaborating closely with game developers from Scandinavia, Northern Europe and the rest of the World.

As such, I have a world-wide professional network and thorough knowledge about the industry, the process of making games, but also about game developers' needs and challenges when it comes to publishing and growth, from remote indie studios to SMBs and enterprise developers. As part of the Machinations team I will be in charge of Developer Relations and Marketing/PR.

Mihai Gheza (Male). Game Economy Designer / Monetisation Specialist, focused on free2play mobile publishing. Actively involved in the launch of 30+ mobile titles. Worked on Blades of Brim (Analytics, In-App-Advertising, User Acquisition) while at SYBO - makers of Subway Surfers. On-site Gamification consultancy for one of LEGO's upcoming mobile experiences. As part of the Machinations team I will be in charge of Business Development and Product Management.



Appendix 3: New tasks in the context of the WP6

Here are detailed the three new activities created during the amendment process to the project DoA.

The three new activities will be part of the WP6 “Prosocial Games Development”.

Task 6.3: Seasons Soup game design and development: [PM 25 to PM 31] Leader: Aniway, Contributors: RK and PG

Aniway relying on the methodology (T2.2), as well as the final version of the platform (T5.3) will design and develop a two player multiplayer game that teaches ProSocial skills like communicating with others. The game utilizes ProSocial methodology in game design and ProSocial technology in the implementation, including using voice communication technology offered by the platform. Player data will be gathered using the ProSocial platform and the enabling technology as well.

Seasons Soup: in the game the players need to escape the maze together - in order to be able to do that, they need to cooperate. In the game 1st player sees the overall situation and needs to give instructions to the 2nd player, and the 2nd player sees things in the vicinity and needs to communicate the situation to the other player. Together the players need to avoid the dangers and solve the labyrinth in order to win the game. The final outcome of this task will be the Aniway prosocial games ready for longitudinal studies with European schools.

Main outcome: ***D6.3: New Partners Prosocial Games [31]***

Report describes advanced prosocial games (software release) developed by SMEs joining in the third year. The document provides the consortium (including target user groups) and 3rd year SMEs with descriptions of games for prosocial learning to be validated through experimentation in WP7.

Task 6.4: Dog Detective game design and development: [PM 25 to PM 31] Leader: MaP, Contributors: RK and PG

MaP relying on the methodology (T2.2), as well as the final version of the platform (T5.3) will design and develop the Dog Detective game. Players come into a dog park as dog detectives looking to solve a mystery - what happened to the missing golden bone - the prized centerpiece of the park. Players must introduce themselves to the various residents of the park and gather information in an attempt to find out what happened. As the players get to know these animals they help them solve problems and find out details about the golden bone gone missing. Finally once enough hints have been collected, players may try to guess what happened and solve the mystery. With the return of the golden bone a party is thrown in the player’s honor to celebrate the occasion. Based on Pro Social technology, MaP is designing and developing a game aimed at students ages 6-12 in classroom with the goal of improving technical skills (spatial awareness, deductive reasoning, memorization, time and task management) and following prosocial skills: Joining a conversation and communicating with others

- Learning about others
- Identifying feelings and emotions
- Setting goals and obtaining them
- Solving everyday problems
- Following directions
- Paying attention
- Helping others



The game will be based on HTML 5, meant to be played by students using tablets or PCs with a teacher to instruct and help the students play. In addition conversation and activities outside the game are encouraged in order to better convey. The final outcome of this task will be the Dog Detective prosocial games ready for longitudinal studies with European schools.

Main outcome: ***D6.3: New Partners Prosocial Games [31]***

Report describes advanced prosocial games (software release) developed by SMEs joining in the third year. The document provides the consortium (including target user groups) and 3rd year SMEs with descriptions of games for prosocial learning to be validated through experimentation in WP7.

Task 6.5: TakeOver game design and development: [PM 25 to PM 31] Leader: HYPESLUGS, Contributors: RK and PG

HypeSlugs, relying on the methodology (T2.2), as well as the final version of the platform (T5.3) will design and develop TakeOver: a social, cross-platform, location-aware learning experience for kids age 6-11 to acquire friendship and collaboration skills while becoming aware & learning about other cultures and societies from the EU and the entire World. The metaphor is that of a fairytale storybook (book-like interface, 2D characters), a cartoony fantasy world in which kids and their friends are knights and ladies fighting an epic battle against the evil Red Emperor who has taken over the entire World and cast a shadow of dark magic over it! The paradigm is that of Pokemon Go meets Heroes of Might & Magic, Catan and Trivia. By challenging (quizzes, riddles, puzzles) the Red Emperor's forces (Non-Player Characters) for treasures (creeping/farming resources, artefacts and cultural icons) and forming Alliances cross-borders they must free the scorched land from the villain's dominance. And there are many battles to be won together, as the entire actual Planet is the playground, split into a gigantic hex grid for players to explore on their mighty steed. The overarching goal of the game is to train social, friendship and collaborative skills by creating world-wide relationships and fostering mutual learnings about different cultures and societies. It teaches kids to be aware cross-borders, both geographically, but also beyond nationality, ethnicity, religion or sex, by interacting in a virtual layer, via their avatars. In the process of nurturing relationship and cooperation skills (communication, friendship, solving problems, taking turns, asking for help and helping others, etc), they will learn about geography and culture. The game uses facial expression recognition to detect flow vs frustration in kids failing or winning Quests and it can then adjust difficulty based on individual player progression. It's developed using HTML5/Unity3D and open APIs, easily accessible on any device in a browser or app.

Main outcome: ***D6.3: New Partners Prosocial Games [31]***

Report describes advanced prosocial games (software release) developed by SMEs joining in the third year. The document provides the consortium (including target user groups) and 3rd year SMEs with descriptions of games for prosocial learning to be validated through experimentation in WP7.