

## GALA Living Labs

A major challenge in the SG landscape in Europe addressed by the GALA Network of Excellence (NoE) is the fragmentation both at a geographical as well as on a subject level. The implementation of the Serious Game Living Lab (SGLL) is one of the tools implemented by GALA NoE to reduce this fragmentation. Living labs (LL) can be described as environments fostering innovation and development by actively involving all stakeholders, including end users, at an early stage of the development process, so that they can have a strong influence on the product development cycle. Thus, as a part of its strategy of fostering cooperation among different stakeholders in the field of serious games development, deployment and uptake, GALA NoE has implemented a living lab concept in five different regions. Within the GALA project we have established the following five regional living labs:

1. Coventry, UK
2. Bremen, Germany
3. Madrid, Spain
4. Paris, France
5. Genoa, Italy

The living labs operated by GALA involves several types of stakeholders based within the region and have so far had a multiplying factor of disseminating results as well as to support local collaboration. The regional Living Labs have cover different aspects and are shortly described below. The nodes in Coventry and Bremen cover both the ideation space as well as the development, testing and evaluation space. The long term strategy is to profit from synergies working with other associations as well as also between the living labs, and so far there is a close relation between Coventry and Bremen, even though the application domain is different.

The nodes in Genoa and Madrid cover have the main focus on testing and evaluation of SG in different application areay, where as the Paris node emphasises on the ideation space, contact persons and main area are outlined below.

### Coventry node

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The focus of Coventry is health realted and and integrated part of the Health 2.0 initiative in Birmingham as well as a part of EnoLL. It boasts a Serious Games company spun off from the Serious Games Institute. The Living lab emphasises on having a very open environment to promote infusion and diffusion of knowledge, and thus organises several open meetings, the attendance of which varies depending on the topic. It has a high number of participants, and thus it is also expected that not all will attend every meeting. The Coventry LL offers regularly events that are open for new and old members. Next meeting will be in February 2015

### Bremen Node

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The focus in Bremen is on SG application for manufacturing and logistics and its activities are carried out in close relation with the university and local gaming companies. Both nodes have for the evaluation and testing area established further collaboration with branch specific organisations. The long term strategy is to profit from synergies, also between the living labs, and so far there is a close relation between Coventry and Bremen, even though the application domain is different. This node organises some closed events mostly devoted to taking initial ideas one step further in the innovation process organised by smaller group. The Bremen node also regularly offer several open events for interested stakeholders.

Next open meeting will be in January 2015

### Madrid node

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The Madrid node of the Gala SG living labs focuses on testing and evaluation of SG different gaming applications within the health domain. The feedback collected is used for improving the specific games, but also for giving more insight in specific relation between different gaming elements and the learning outcome. Furthermore, it helps in spreading information on serious games among a large number of stakeholders. The large scale of testing however also contributes to several of the activities carried out within the GALA project. The ideas developed have been used as input for new proposal ideas.

### Paris Node, France

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The Paris node of a living lab has a core group and additional participants following the topic to be discussed. The core group consists of people from the industry, mostly developers, and people from education and research field. The core group has regular meetings at Cap Digital, one of major European clusters dedicated to the digital creative industries. The aim is to build strong relationships with International clusters through EU initiatives, R&D and innovation programs. The Paris node is strengthening the network among the different SG stakeholders community. Additional experts and stakeholders are invited to discuss specific topics. The goal of the Living Lab node in Paris is discussion of topics relatives to the SG field, developing new ideas, co-creation, be a test bed for evaluation of games. Paris node is fostering discussions, dialogue and trying to reach interesting points.

The Paris living lab on Serious Games has regularly meetings throughout the academic year



Genoa node

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The living lab in Genoa focuses on the testing and evaluation of the learning outcome through serious games for primary education. Currently, the main activities are related to education of English as second language through Serious Games. In addition, this LL is aiming at also promoting the use of SG in schools in the Liguria district by informing teachers about the potential of the SGs in the learning process as well as to provide them with list of existing well tested games. Furthermore the Genoa node is also promoting the use of SGs also at different levels like secondary schools, universities, etc.

