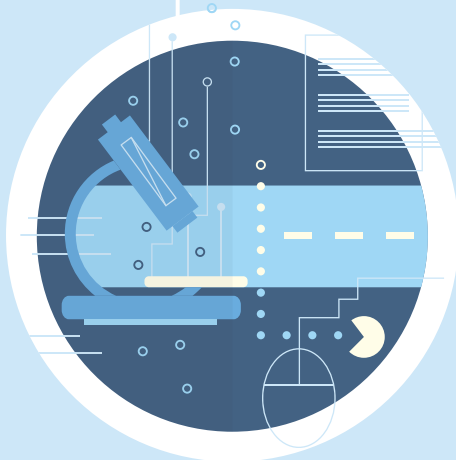
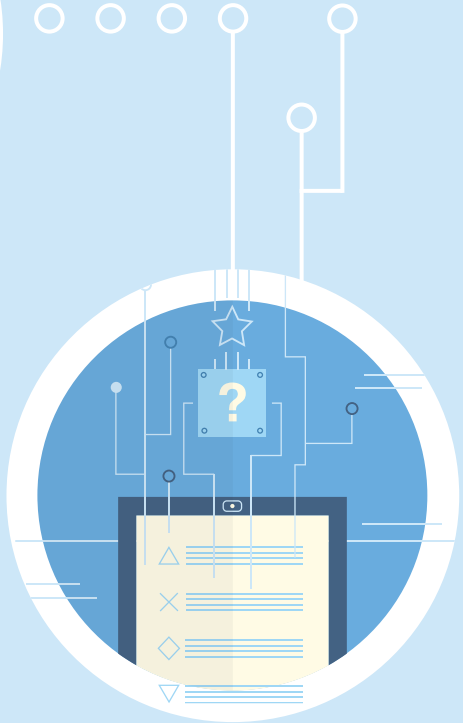
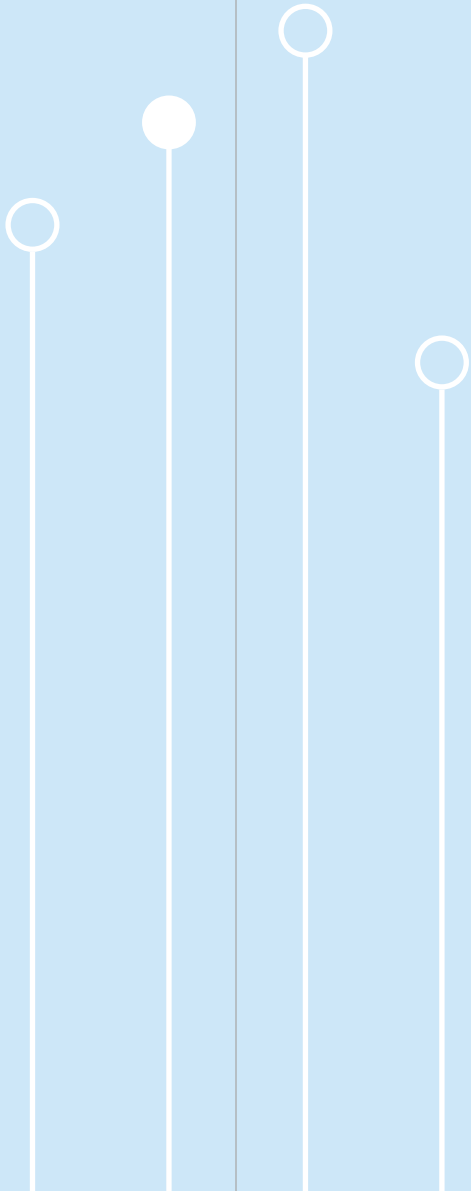


WE ILLUSTRATE THE OPPORTUNITIES OF GAMES





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INTRODUCTION

DEAR READERS,

When you hear or read the term 'games', a whole series of images and concepts probably spring to mind: colourful worlds, fantastical characters, and people who are dab hands with a keyboard, mouse and gamepad. You might even think about the debates surrounding media effects, protection of minors and what it is like to grow up with games today. However, the technological advancements behind games, their steadily rising economic importance as well as their role as a driving force for the digital progress of our society, are also inextricably linked to the term.

Today, games are much more than just entertainment. Directly or indirectly, they drive innovation that impacts many different areas of society. The evolution of games over the last few decades is closely tied to developments in information technology and digitalisation. If knowledge is applied correctly and the right conditions are in place, we can use games technology and content to shape the digital transformation of our society.

The Foundation for Digital Games Culture has set itself the task of exploring and highlighting such potential and solutions. Our three main areas of engagement are culture, education and research. Via a range of different projects, formats and studies we demonstrate how and to what end games can be used within these fields. We receive support from a range of funders and partners in the sectors of politics, business and civil society. This brochure will provide you with insight into our work and show you the innovative ways games can be used to benefit our society.

Games have many exciting facets that are sure to inspire you! I hope you find this brochure to be an enjoyable read.

Kind regards,

Çiğdem Uzunoğlu

Managing Director | Foundation for Digital Games Culture



ABOUT US



We are the foundation of the German games industry. We serve as an ambassador for the world of games and the opportunities they offer. Our foundation was jointly initiated by the German Bundestag and the German games industry in 2012. 'game – the German Games Industry Association' is our shareholder.

As a non-profit foundation we always operate with our social responsibilities in mind. We develop projects, provide inspiration at conferences and conventions, and conduct studies on the subject of games and their potential for society.

Games are already an integral part of our culture and our everyday lives. They inspire and bring people together. They make it easier to learn new skills, to treat illnesses and to convey different world views and ways of thinking. In short: games are more than just entertainment. They lay the groundwork for digital innovation that can – and should – benefit society.

As an ambassador for this colourful, modern industry, we want to promote and raise awareness of the added value games offer. Thus, we build bridges to transport our knowledge of games to our partners in education, educational theory, youth protection, culture, media, politics, administration, science and civil society. In the process, we always work towards expanding our network of partners so more and more people can benefit from the added value of games.

To achieve this goal, we set topics, highlight opportunities and expedite ideas that shine a light on the potential of games for culture, education and research. As part of these three areas of focus, we work with our partners to develop innovative approaches and formats. Our advisory board of top-ranking professionals guarantees the utmost independence and transparency.

Our advisory board includes representatives of the Federal Government Commissioner for Culture and the Media (BKM); the Federal Ministry for Family Affairs, Senior Citizens, Women and Youth (BMFSFJ); the Federal Ministry of Transport and Digital Infrastructure (BMVI); the Federal Agency for Civic Education; the Directors' Conference of the State Media Authorities; the Supreme Youth Protection Authorities of the German Federal States; the German Cultural Council and the Entertainment Software Self-Regulation Body (USK).

USING GAMES TO CHANGE SOCIETY

GAMES ARE MORE THAN MERE ENTERTAINMENT.

The diversity of games makes them the perfect facilitator to bridge the gap between different worlds and different perspectives. Video games are the logical digital evolution of traditional games, and they have an enormous range offering something for every family member. They can educate and even change hearts and minds.

Games allow us to slip into the roles of other people and experience extreme situations without risking our own lives – such as the horrifying consequences of war and forced migration or the repercussions of resisting an authoritarian regime. Additionally, they can serve as a conduit for imparting the importance of democratic values, particularly among younger generations.

At the same time, games are drivers of innovation. Network technologies, virtual reality, haptic feedback – many of these technologies were developed for or perfected in games and only later found their way into our everyday lives. In modern clinical diagnostics, games help patients recoup from a stroke. Studies also suggest games' huge potential in geriatrics.

Furthermore, games connect people of different backgrounds and create new meeting spaces. They are conduits to the digital world that can be used intuitively and without any previous knowledge – meaning that they can bridge distances that might otherwise seem insurmountable.

The Foundation for Digital Games has dedicated itself to nurturing the potential of games and providing society with the tools to recognise and utilise it.



WE ESTABLISH TOPICS

With support from our partners, we take on responsibility for numerous projects in the three fields of culture, education and research to tap the potential of games and transport it into society.

01 CULTURE



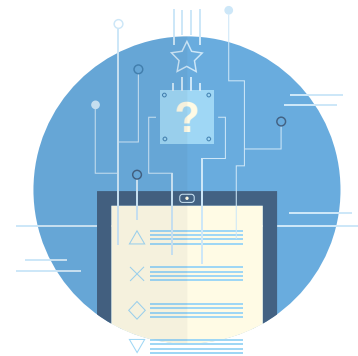
Games are a recognised cultural asset, and as such, they serve as a bridge to other areas of the cultural and creative industries. They combine narrative and directorial approaches from literature, theatre and film, and by the addition of gameplay mechanics create interactive works and worlds.

As part of our cultural work, we are proud to be responsible for the submissions and jury selection process for renowned awards such as the German Computer Games Awards and the gamescom award for many years.

With financial support from the Federal Government Commissioner for Culture and the Media (BKM), we also developed the Quartet of Game Culture, a format that raised the visibility of the cultural influence of games. This changing group of renowned experts discussed games from a range of different perspectives – often with a tongue-in-cheek attitude.

In addition, we have partnered with the Goethe-Institut for the exchange programme Game Mixer, which highlights the role games can play in the cultural dialogue between game creators from different countries.

02 EDUCATION



Games fascinate people, making them an ideal medium for educational content. Regardless of age, educational background or level of interest in technology: games always find a way to touch people and to convey their message in a playful way.

Our educational schemes and initiatives comprise workshops, projects at schools, holiday camps, academies and much more. Under the title *Games machen Schule* (Games for school lessons) the foundation runs two separate research projects at schools in the states of Berlin and North Rhine-Westphalia. Their aim is to demonstrate if and how curricular learning objectives can be achieved with the help of games. The pilot project in Berlin is funded by the Senate Department for Education, Youth and Family, whilst the feasibility study in North Rhine-Westphalia is funded by the state's Ministry of Schools and Education.

Furthermore, we are supporting educationally disadvantaged children and teenagers through initiatives such as *Stärker mit Games* (Stronger with games) funded by the Federal Ministry of Education and Research (BMBF). We also foster young talents as part of the *GamesTalente* scheme carried out in partnership with *Bildung & Begabung*, as well as helping to provide career advice for high school students through the *Projektstage Games Berlin-Brandenburg* (Games project days Berlin-Brandenburg) funded by Medienboard Berlin-Brandenburg.

03 RESEARCH



The innovative power of the games industry drives advancements in digital technologies that are becoming increasingly important to many areas of our lives. The enormous reach and cultural relevance of games also make it possible to connect with new target groups outside the range of traditional communication channels and media.

To highlight this potential, we organise symposia on new ways to apply games and arrange talks by experts from the games industry, the research sector and civil society.

We also develop game jams and other creative formats on socially relevant topics such as democratisation or the culture of remembrance – recently, for example, the Foundation ‘Remembrance, Responsibility and Future’ (EVZ) funded Pitch Jam: Memory Culture with Games, an ideas competition which has been part of our initiative *Erinnern mit Games* (Remembering with games).

DO YOU WANT TO SHAPE THE FUTURE WITH US?

Our work is financed in part through partner institutions and subsidy schemes. Our creativity, expertise and cross-industry networks are the capital that we contribute to our partnerships and cooperative projects.

If you would like to learn more about how games can improve our shared future or benefit the digital transition of our society, or if you are looking for expertise in the planning and implementation of innovative game formats and projects, please feel free to get in touch with us!



STATEMENTS

OLAF ZIMMERMANN,

Chairman of the Advisory Board at the Foundation for Digital Games Culture and Chief Executive Officer of the German Cultural Council



The importance of games within society has increased significantly within the last ten years. As CEO of the German Cultural Council, I am very pleased that games and their industry have been recognised as cultural assets during that time. This development is also reflected in the cultural discourse about games. As the importance of games has grown, their influence on many different areas of society has naturally increased as well. Thus, an organisation like the Foundation for Digital Games Culture is invaluable. It does more than just observe the growing relevance of games for society but uses creative methods to steer that relevance in new cultural directions. Games have a lot to offer – and not just in terms of their artistry. They also present immense potential for the digital transformation of education and research. In that sense, the foundation's projects and formats are exemplary, and I am honoured to have a hand in this work as the chairman of the foundation's advisory board.

FELIX FALK,

Managing Director of the foundation's shareholder 'game – The German Games Industry Association'



The Foundation for Digital Games Culture is a one-of-a-kind organisation in Germany and beyond. It gathers stakeholders from many important aspects of society to foster the potential of games. As the shareholder of the foundation, we at 'game – the German Games Industry Association' are committed to living up to our social responsibilities and to tackling the challenges facing society today. We support the basic principles of the foundation's work by providing content and financing; we also serve as a member of the foundation's advisory board. With its numerous projects, cooperative endeavours and partners, the foundation helps to embed games within society, culture, and education. It provides the diverse range of games industry stakeholders with a platform to actively engage with innovative ideas. The foundation's work is therefore essential, and I expect we will be hearing a great deal more from it in the future.

LEGAL INFORMATION

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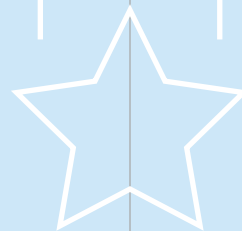
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