

# Game Hub Scandinavia

## Game Jam in Viborg: “Green Jam”

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<b>Project title</b>	Green Jam
<b>Project managers</b>	Coordinator: Hannibal Glaser Communication: Bue Fyhn
<b>Objective</b>	Create relations between individuals connected to the different education- and incubation programs in Viborg, Grenå and Aalborg. By reinforcing the local web of existing and potential game developers, we seek to improve the conditions for future recruitment in the Danish games industry.
<b>Why</b>	Denmark is too small for internal competition. It is imperative we ensure an exchange of information, knowledge and skills. We need stronger relations and networks.
<b>Vision</b>	Scandinavia shall be an attractive place for the games industry to settle and grow in.
<b>Mission</b>	We help talented young game development companies grow because we believe Scandinavian developers can contribute with unique experiences in the global game market.

**What:** Local 48-hour Game Jam

**Theme:** “Sustainability”

**When:** September 13 to September 15

**Where:** Arsenalet, Kasernevej 8-10, 8800 Viborg DK

## Motives and objectives

Game Hub Scandinavia is one of the Northern players promoting the Scandinavian games industry. We unite academia, business and government sectors in a project where the objective is to create a critical mass of game development companies in Denmark and Sweden. One of the first challenges we face is improving the conditions for recruitment.

The business sector recognized the potential of the global market in the games industry long ago, and the educational institutions have answered the growing demand with competent work force. However, the games industry is still associated with myths and stereotypes, as well as a lack of awareness about the industry amongst political and sociological layers. These issues obstruct growth. The conditions for the games industry will improve by promoting awareness and establishing venues where people can connect and create communities.

Game Jams are an amazing opportunity for individuals who are interested in games to become familiar with the games industry, as well as an opportunity for existing game developers to create new relations with skilled individuals. Furthermore, one can consider Game Jams as among the best learning platforms in game development.

Therefore, Arsenalet in Viborg opens its doors for a Game Jam in Viborg. The participants will be people related to the games industry and people who are not aware of the games industry as a potential career, yet possessing attractive skills related to the games industry.

## Time schedule for the project

The Game Jam event will run from Sept. 13 to Sept. 15:

Sept 15, late afternoon	End
Sept. 15, early afternoon	Games are tested and judged anonymously by all participants
Sept. 15, midday	Games are uploaded
Sept. 14	Jamming all day
Sept. 13, late evening	Pitches
Sept. 13, afternoon-evening	Icebreaker events, dinner and potential challenges announcement.

Activities leading up to the Game Jam event

<b>Sept. 7</b>	Coding course for beginners at TAW: local event for TAW-students in Viborg
<b>Late August – Early September</b>	TAW-talk for current and new students: “Introductions to Game Jams”
<b>May 27</b>	TAW-talk for current studies about the games industry’s impact on film production and animation

Marketing leading up to the Game Jam event

<b>Late July – early September</b>	The Facebook site and the website will be posting new content to create hype for the event.
<b>Aug. 19 – Sept. 13</b>	Internal reminders for students after the about the Game Jam event
<b>June 14</b>	Announcement of the Game Jam on: Facebook Itch.io (invitation only) Print
<b>June 13</b>	Website is published

## Practical info

During the Game Jam

- Breakfast, dinner and fruit will be arranged during all Game Jam days
- Barbeque pit will be arranged for dinner
- Places to sleep will be arranged across the TAW-facilities
- Bathing accommodations will be accessible during the Game Jam event

The game jammer needs to bring their own:

- PC / laptop
- Sleeping bag and pillow
- Sleeping mat

The Game Jam rules, judging criteria, further practical information as well as code of conduct will be published on the website June 13.