Invitation

Serious Games, Education and Economic Development (SGEED-2011)
26, 27 May 2011
*A European conference organized in the context of the LUDUS project*
(www.ludus-project.eu)
Organization: Politecnico di Milano, Centro METID, Milan, Italy

The “Serious Games, Education and Economic Development – SGEED-2011” Conference, the 2nd European conference organised in the context of the LUDUS Project, will be held in Milan, Italy, in May 26-27, 2011 at the METID Centre of the Polytechnic School of Milan.

The Conference will follow up on the discussions and the results of the SGEED 2010, organised in Ioannina, Greece. This year, the focus is on creating an event around the issue of Serious Games, presenting the different points of view of companies, universities and regional institutions. The purpose is to organise an interactive event, involving the participants actively, through workshop sessions.

The conference is open to all interested parties; organizations, companies, public administrations, policy makers, educators, academics, researchers, students and learners, designers and developers, innovators and other stakeholders in the innovative field of serious games.

The conference topics and presentations will revolve around the following thematic areas:

a - Companies: How SG can be integrated in the training processes related to specific business areas or to soft skills development;

b - Educational: The use of SG for motivating and stimulating student’s interest and curiosity, above all for the critical disciplines (such as scientific culture);

c - Psychological: What kind of emotional and cognitive implications are related to the learning process that occurs through a SG and why they are so effective;

d - Institutional: Do Educational Institutions and Development Agencies invest on SG or innovative approaches?

The SGEED-2011 agenda will be made available on the LUDUS knowledge node (http://www.serious-gaming.info/), in March 2011. The official language of the 2nd LUDUS Conference is English.

The 2nd European Best Learning Game Competition
During the Conference a special ceremony will be held announcing and awarding the winners of the 2nd European Best Learning Game Competition (EBLGC-2011). The Competition seeks to incite, encourage and accelerate the development of high-quality Serious Games. For further information, please visit the following webpage: http://www.serious-gaming.info/6_-_Best_Learning_Game_Competition.

Confirmed speakers:
- **David Wortley** (Serious Games Institute)
- **Lucia Pannese** (Imaginary srl)
- **Sonia Hetzner** (University of Erlangen)
### Venue

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<tr>
<th>University of Milan-Bicocca</th>
<th>Politecnico di Milano</th>
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<tr>
<td>Room “Riccardo Massa”, Edificio U6, IV floor &amp; Piazza dell’Ateneo Nuovo, 1</td>
<td>Centro METID &amp; P. Leonardo da Vinci, 32</td>
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<td>Milan, Italy</td>
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### Registration and fee

Registration to SGEED-2011 is free of charge. Further information on how to register can be found on the SGEED-2011 web-page on: [http://www.serious-gaming.info/](http://www.serious-gaming.info/)

### Contact details

Centro METID – Politecnico di Milano  
P. Leonardo da Vinci, 32  
20133 Milano  
Italy  
Mr Matteo Uggeri, matteo.uggeri@polimi.it  
Mr. Nicola Padovani, nicola.padovani@polimi.it

### About LUDUS

This conference is being organized in the context of the LUDUS project (in Latin, “game”) whose objective is the creation of a European network for the transfer of knowledge and dissemination of best practices in the innovative field of Serious Games.

Serious games comprise an innovative field of research and economic activity, which attracts the interest of a diverse range of stakeholders. The potential of Serious Games is high but it has not yet fully materialized. This is even more the case in South East Europe, where the LUDUS project ([www.ludus-project.eu](http://www.ludus-project.eu)) focuses on. The reluctance to develop or use Serious Games is due to a number of reasons, such as common misperceptions about the benefits of Serious Games, the lack of aggregate data on the potential market share of the sector and the lack of interest from the public sector and from the majority of corporations (either in the side of supply or in the side of demand).

The LUDUS project is co-funded by the South East Europe Programme ([www.southeast-europe.net](http://www.southeast-europe.net)).