Workshop (W 1.8) Call for Papers

"How are Services and Industry gamifying themselves? Why gamify?"

Madeira Island, Portugal

www.ice-conference.org

The leisure video games business is growing fast. Its technological and methodological underpinnings have been laid down in years of research and development. At a significantly lower scale, they are now finding their way into non-leisure contexts, helping deliver substantial benefits, particularly in education, training, research and health. Recent European research projects have identified comprehensive roadmaps and are creating resources and state-of-the-art knowledge for European players to develop applied games more easily, faster and more cost-effectively. The challenge is to mainstream the application of gaming technologies, design and aesthetics to non-leisure contexts, for social and economic benefits. Supporting the expansion of applied gaming and gamification will not only create new solutions and methodologies to address societal issues, but it will also help Large Corporations and a wide range of SMEs to seize new business opportunities.

This workshop aims to investigate the state of the art of game technologies and its adoption to different service and industry sectors. To what extent advanced game design methodologies and technologies be helpful to healthcare, education, transportation, energy or manufacturing sectors? Are services and industry stakeholders aware of the possibilities that these methodologies and technologies could bring along? We will discuss the current and future developments in the games domain, bringing together researchers, gaming companies, industry associations and IT solution providers.

We are inviting researchers and practitioners to present the results of their research, case studies and views on the subject. In the light of the upcoming new work H2020 programme, this workshop will also promote a roundtable session with people currently involved in H2020 funded projects.

Target Attendees

- Researchers, Industry and Academia

Chairs:

- **António Grilo**, CEO Knowledgebiz & Assistant Professor at FCT NOVA Portugal
  Coordinator of the SMARTLIFE (project funded by H2020), antonio.grilo@knowledgebiz.pt
- **Wim Westera**, Full Professor at The Open University of the Netherlands
  Coordinator of the RAGE project (funded by H2020), wim.westera@ou.nl

To Participate:

- Academic Papers should be submitted for peer review according to the ICE Conference instructions (https://www.conftool.pro/ice-conference-2017/) and send an email with a copy of the paper to the Chairs of the Workshop
- Oral presentations only or posters should submit a 1 page abstract with the content of the presentation
- **Deadline for submission of both the academic papers and abstracts is 15th of April 2017**.

Organizing Committee: