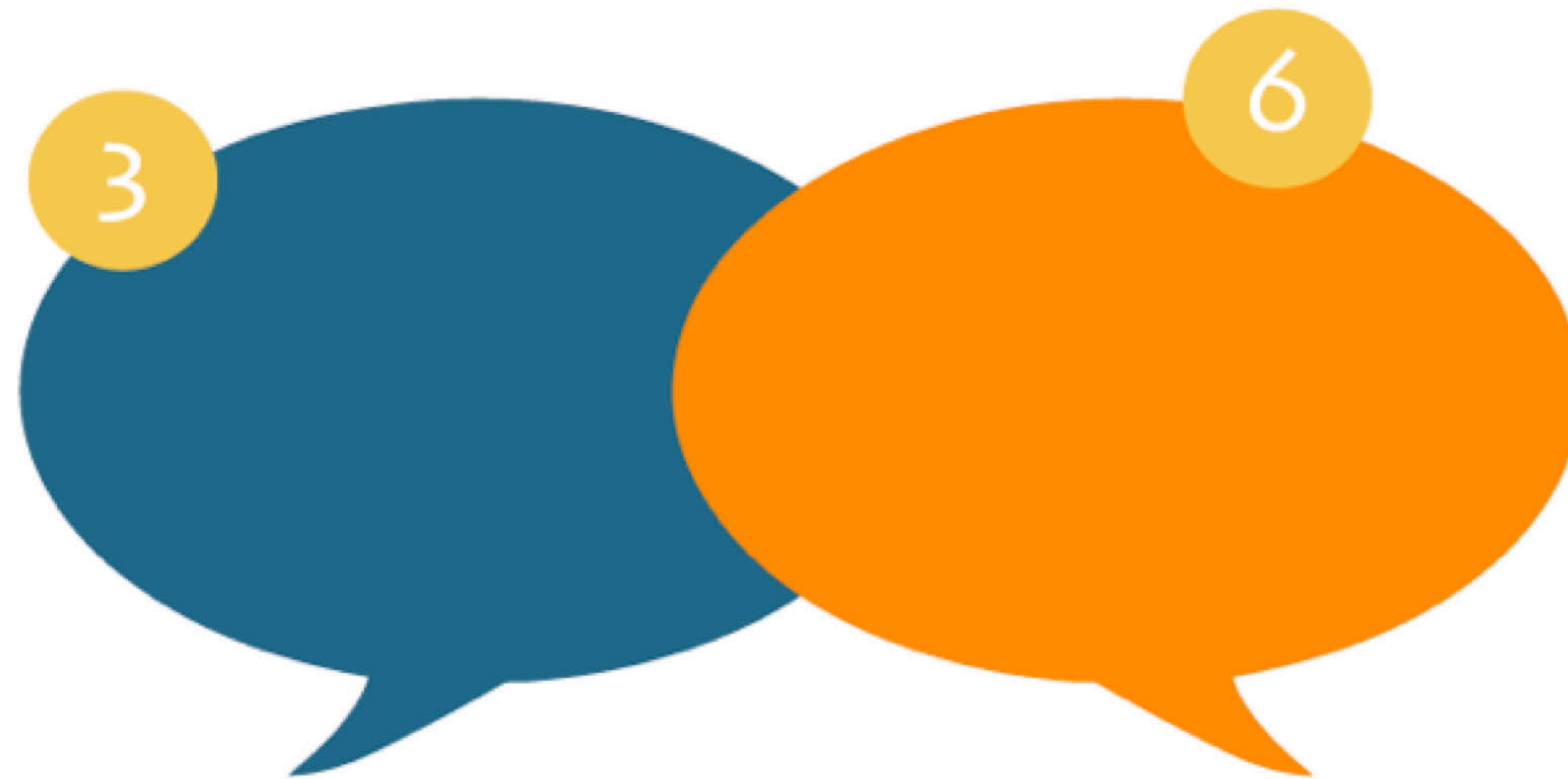


Is it possible..
to engage professionals..
with different goals..
to cooperate?

XMEDIWORKS
presents



non zero sum
a serious game about coalitions

Korean Serious Games festival 2012

Who is xmediaworks?

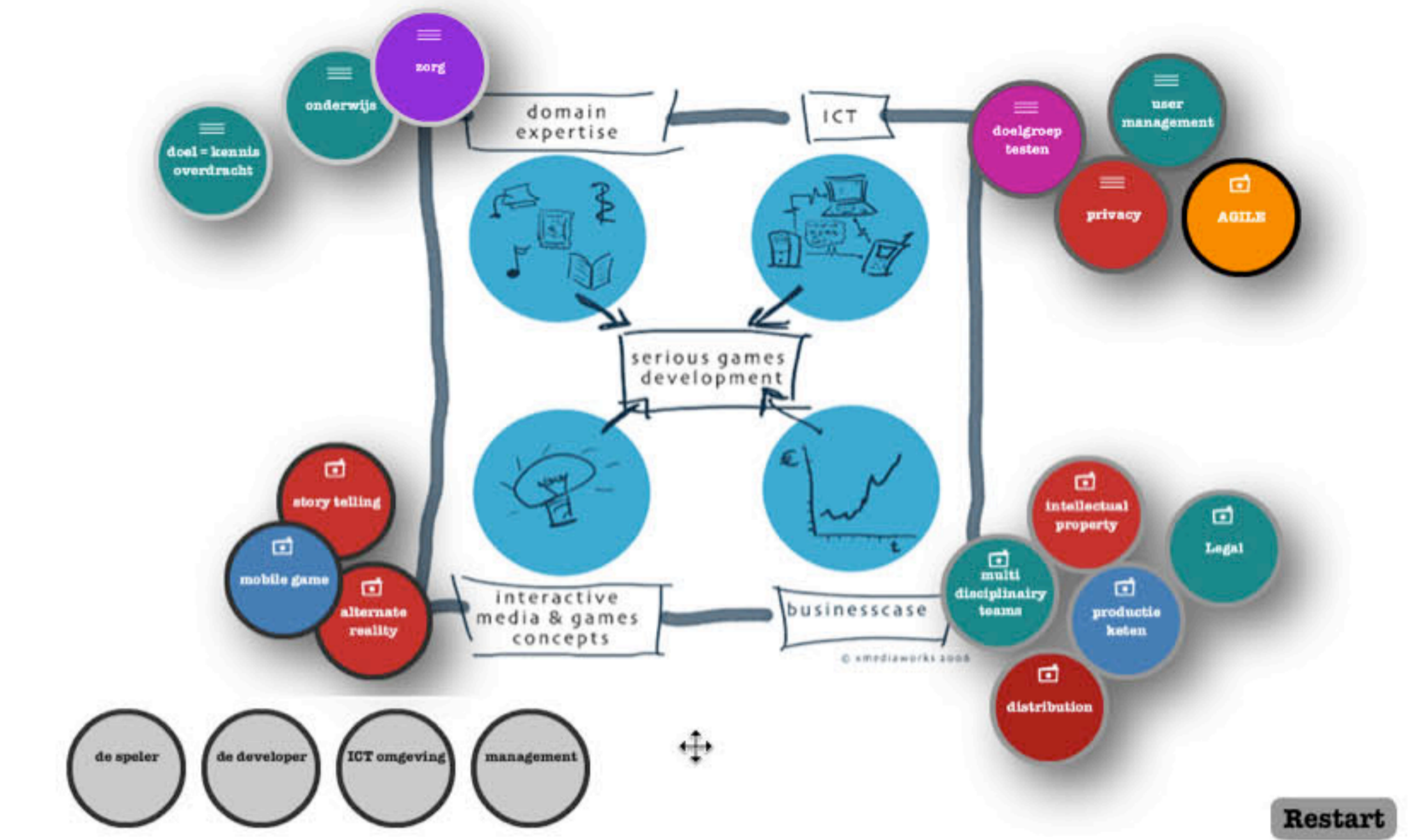
Facebook
or
Fearbook?

do's & don'ts of social media

presentation



consultancy



concept



production



valorise



distribution



What is non zero sum?

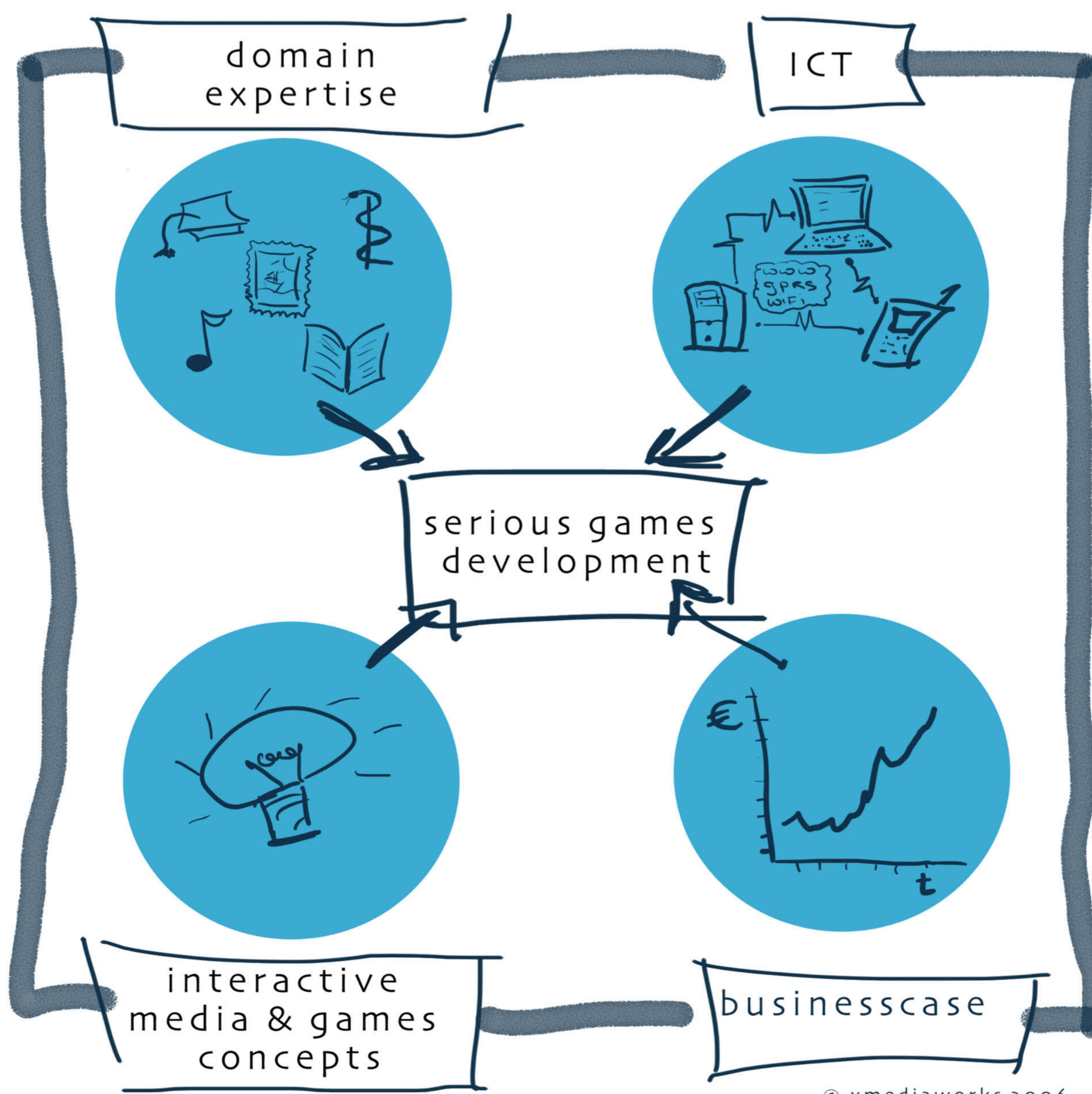
In a complex world..

organisations need to work together..

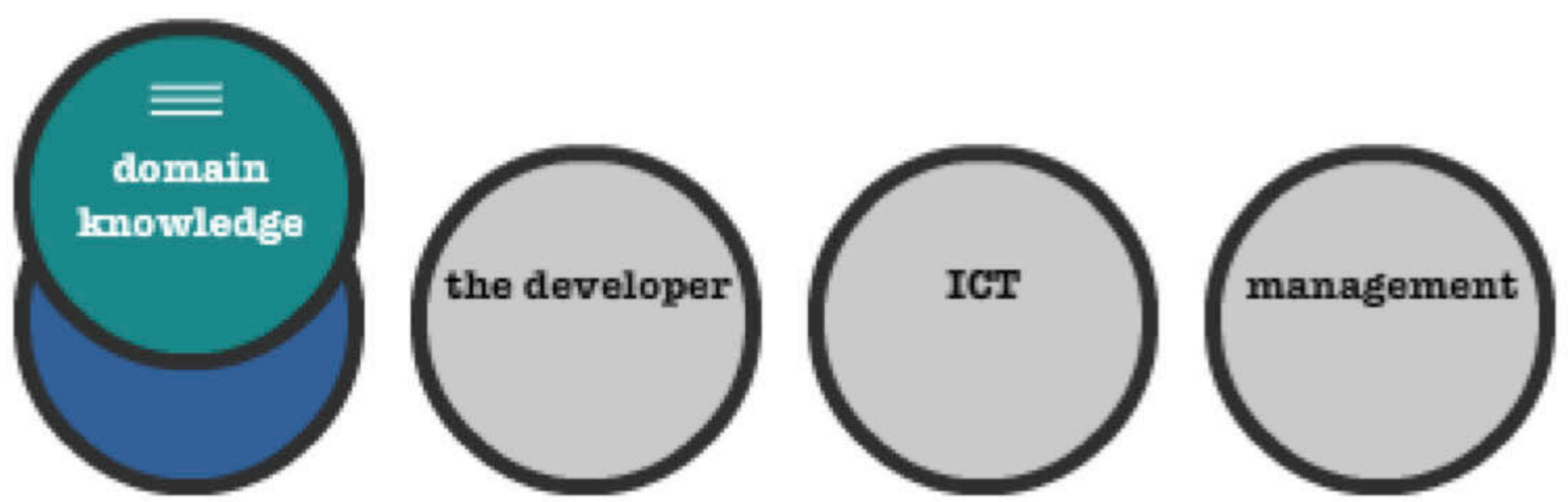
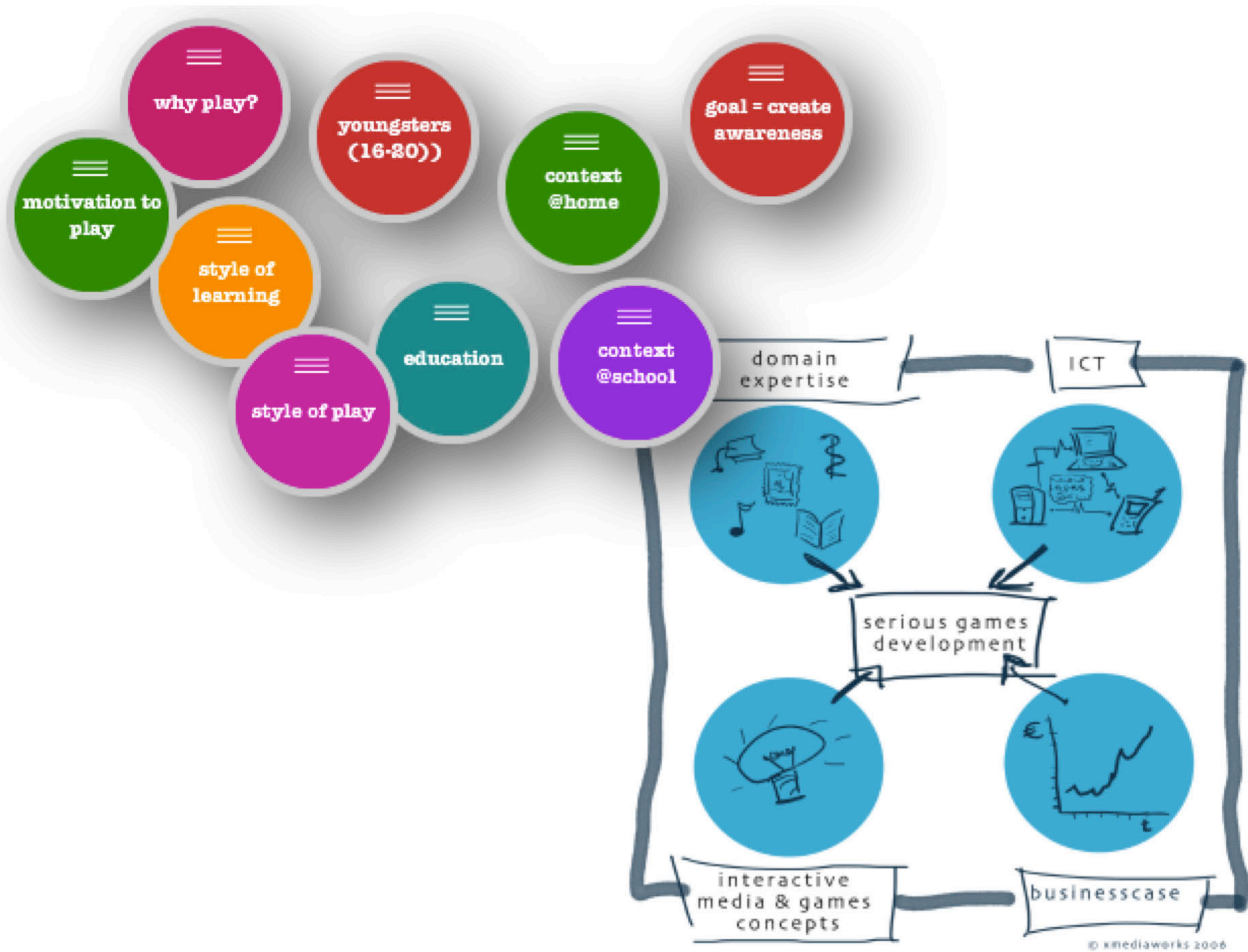
in order to create a win – win situation



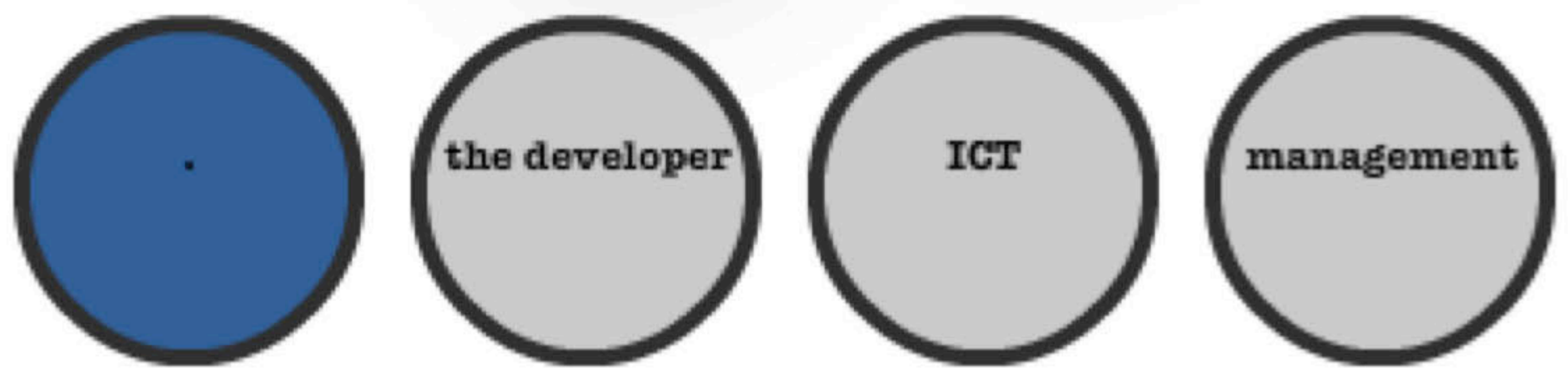
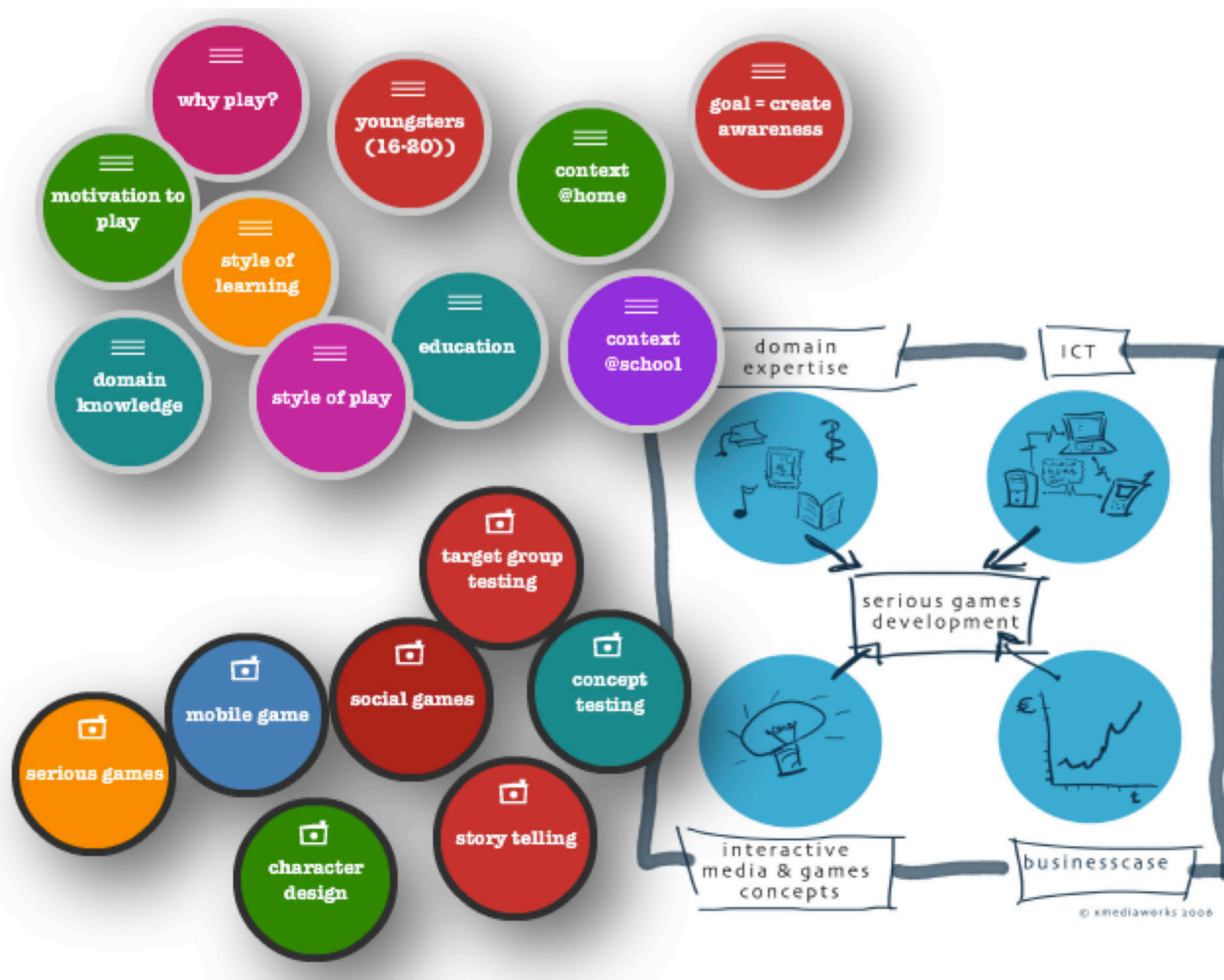
ROBERT WRIGHT
한 18분 동안 저는



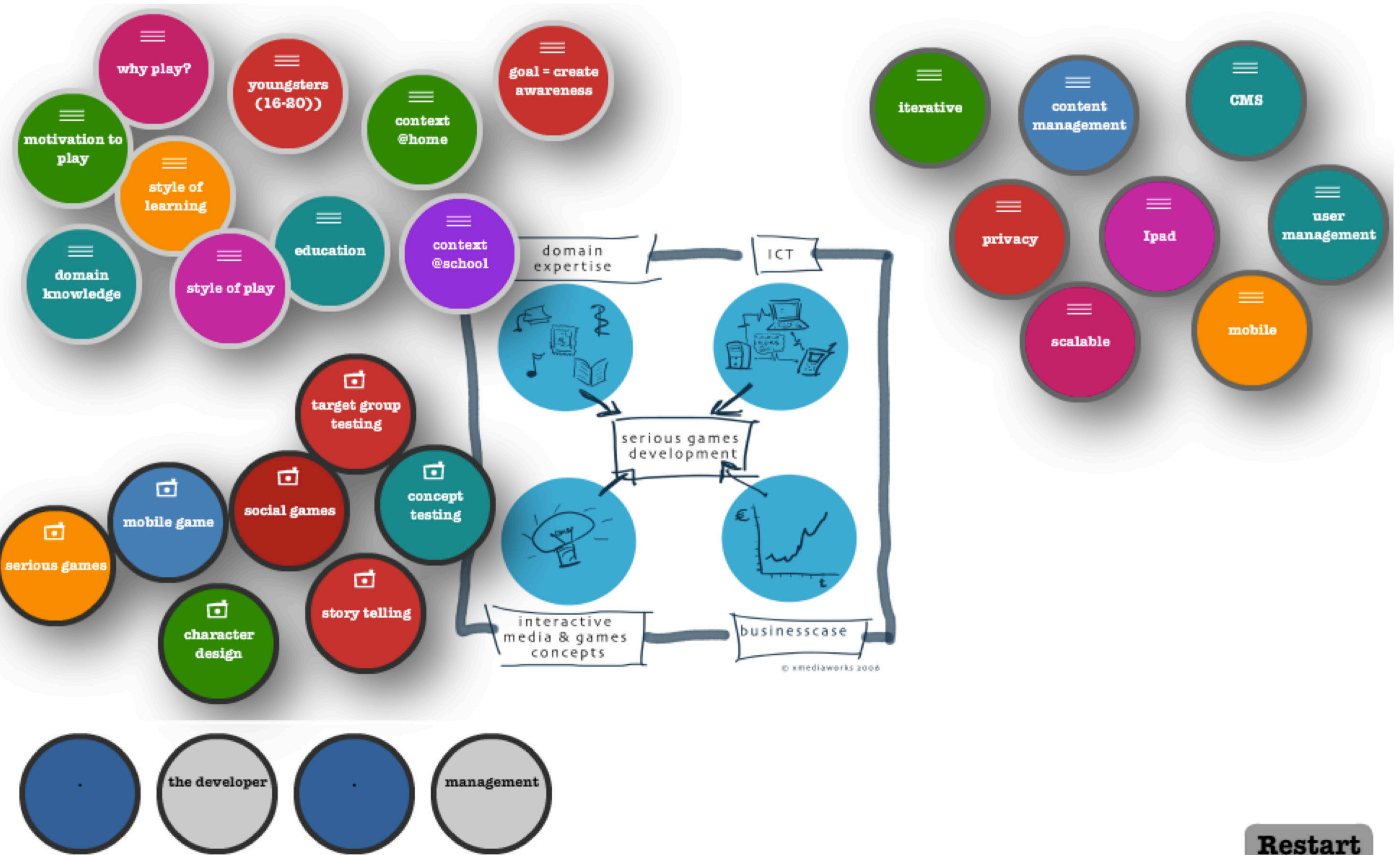
© xmediaworks 2006



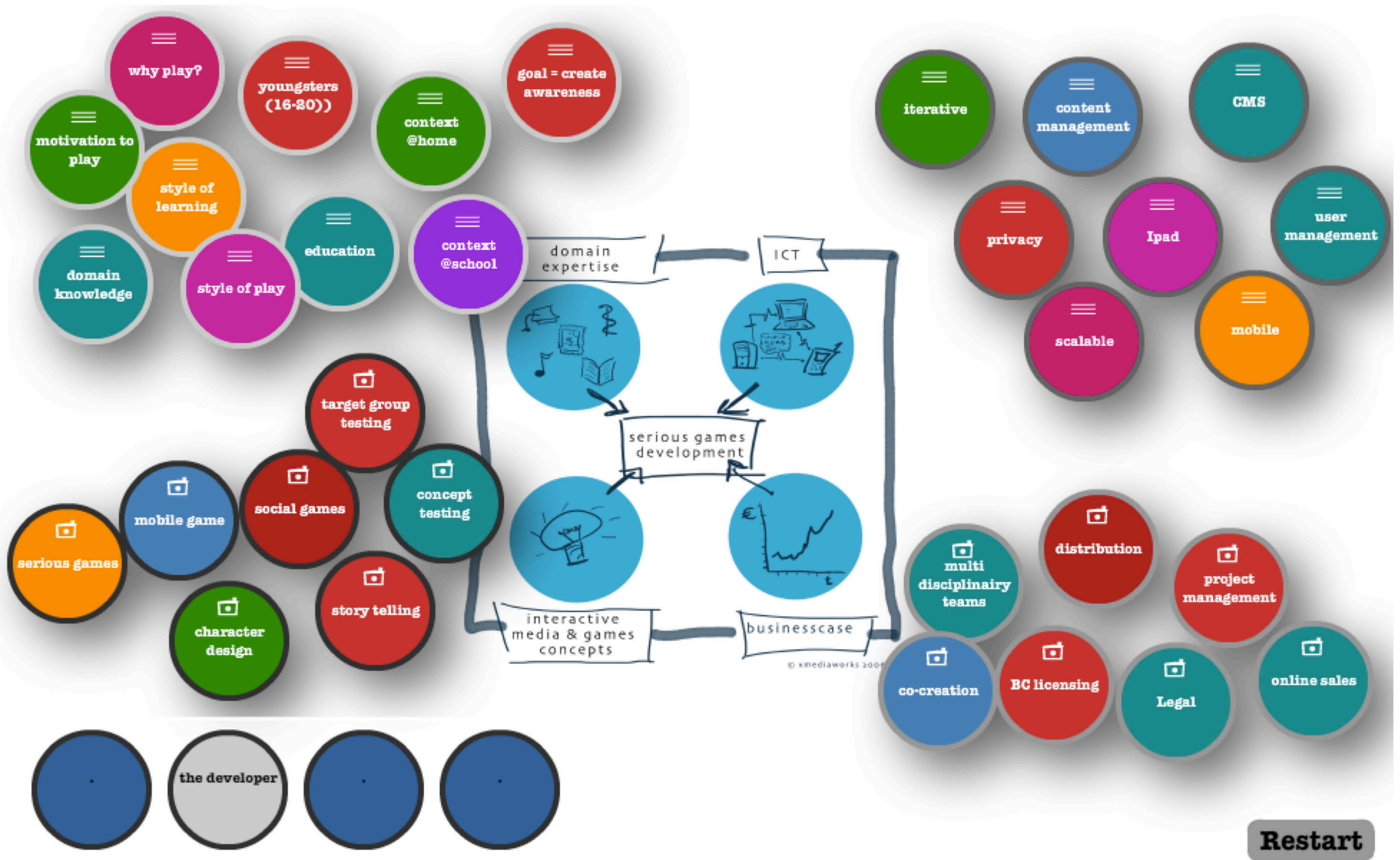
Restart



Restart



Restart





the classroom = workplace

the computer / tablet = virtual workspace

(smart) phone = alert messages

players are:

triggered by social media
motivated by the group process
inspired by the debate
fascinated by story telling



Business case Sharkworld



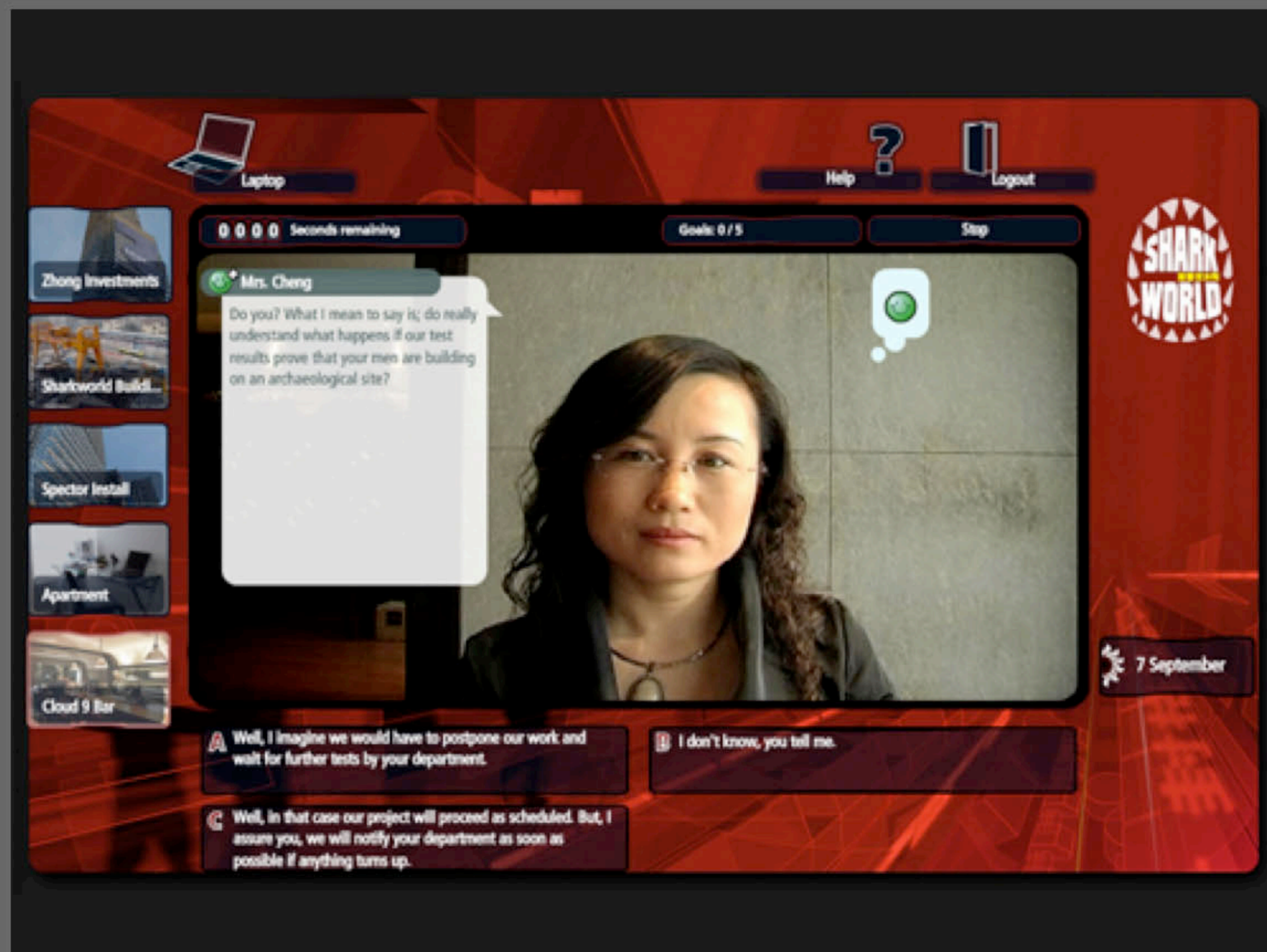
www.sharkworld-game.com



Sharkworld

The Project Management Game

The game covers **economic aspects** of project management, and also **social aspects**, such as **conflict management**, **cultural sensitivity** and **diplomatic skills**. Interaction takes place in real life, by real life means.





xmediaworks

Ranj

- Knowledge of serious games development

Otib

- Dutch training & development organisation for technical installation

xmediaworks

- knowledge of serious gaming business consultancy
- knowledge of implementation project management

joined vision

- Games for education
- Make money in business training



Netherlands



Belgium



Germany



Canada



Mexico



Russia



Finland



India



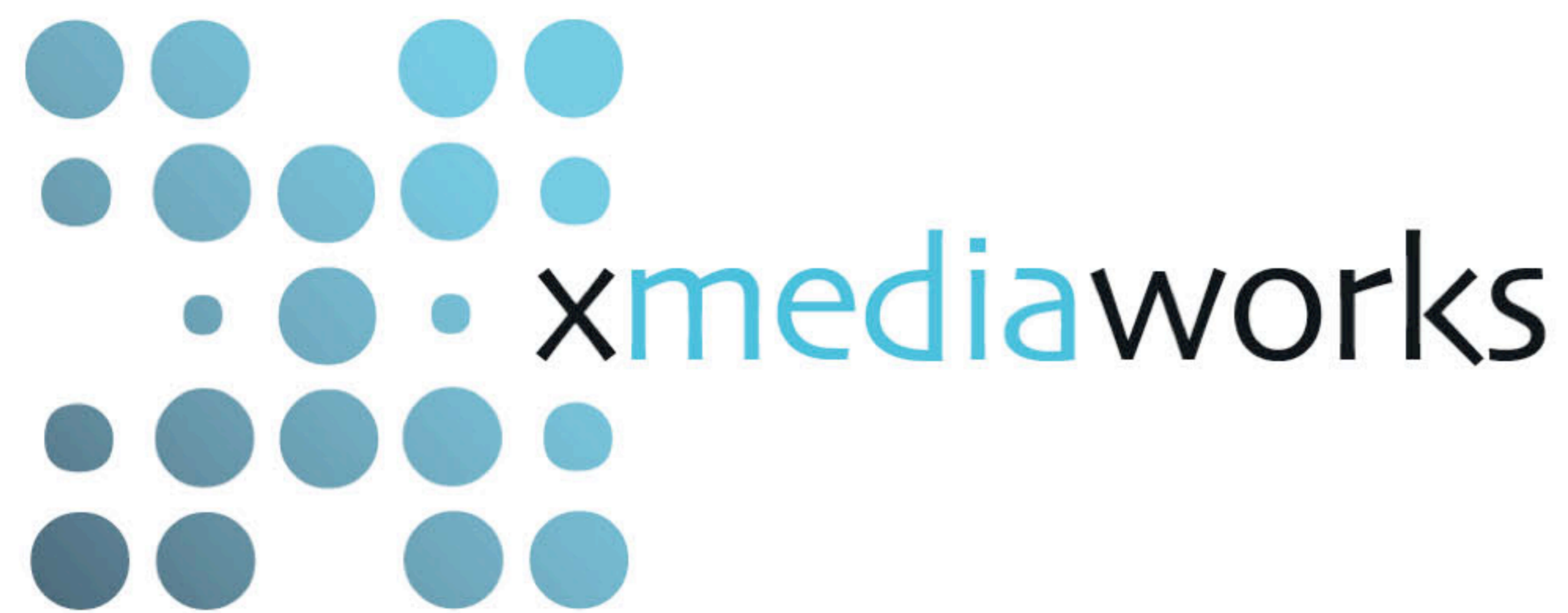
USA

?



Worldwide clients

Business case Non Zero Sum



www.xmediaworks.nl



the
political
collaboration
game



Professionals & students learn @work, @school and @home

Where they are triggered by social media, motivated by the group process, inspired by the debate, fascinated by story telling

The classroom is board room.

The computer or tablet is virtual office

The mobile for alert messages.

It's a real live experience.



Education

Non Zero Sum engine

Battle of the Laws



New Voting Foundation

- knowledge of politics & democracy & EU
- urgency to create awareness for and knowledge about democracy among youngsters

xmediaworks

- knowledge of serious games & social media
- knowledge of online & offline learning

joined vision

- Games for Change
- use your professional knowledge for social issues

Two organisations joined forces

EU politicians
EU experts
teachers & students

consult domain experts



lots of development brainstorm

How does the teacher teach?
How does the student learn?
How does the school manager manage?

consult ICT infrastructure



Ministry of Foreign Affairs of the Netherlands

funding



Battle of the Laws

students explore in a safe learning environment

@school and @home

in a rich media environment

an online game

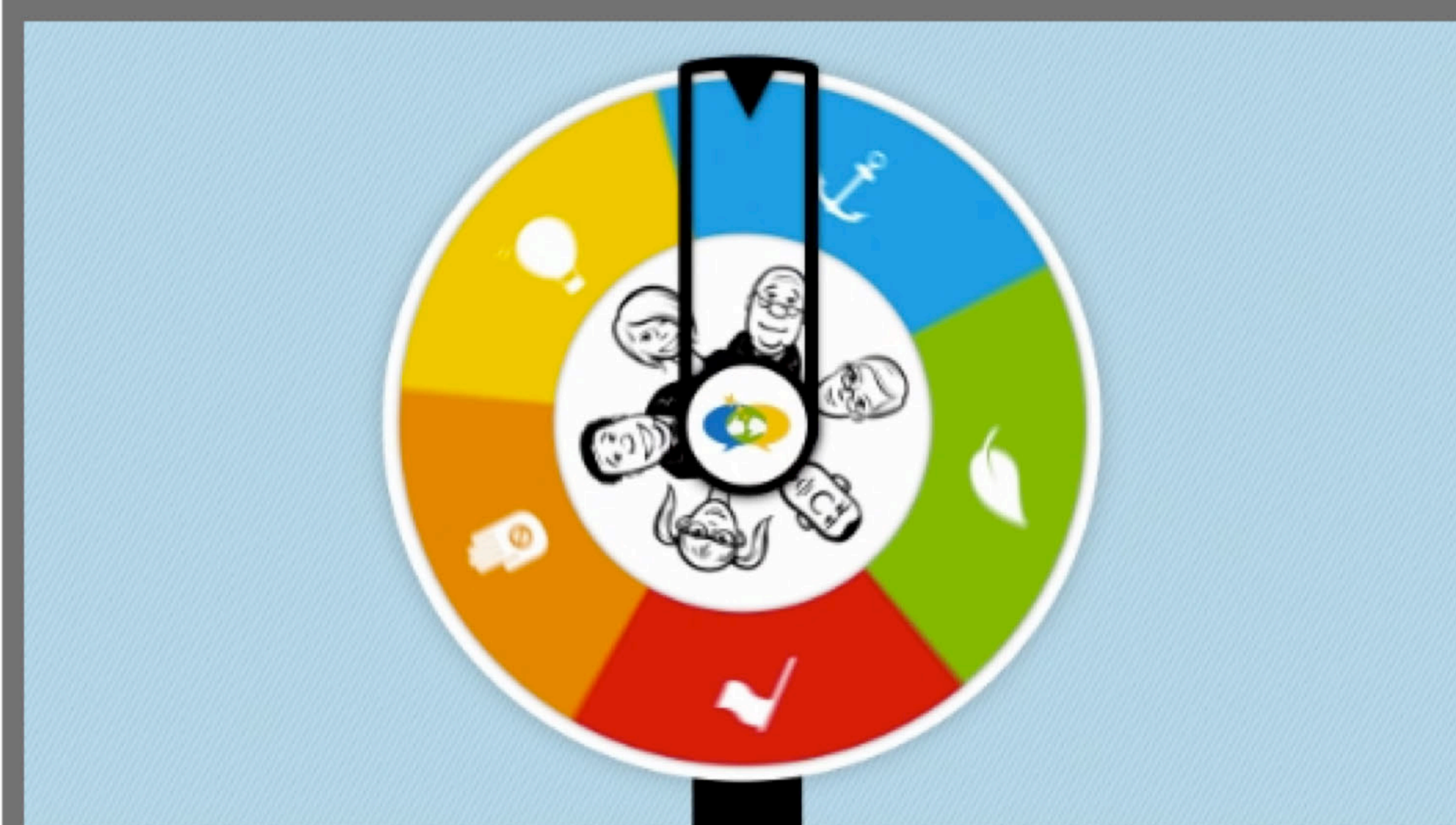
about European politics & coalitions



The result: Battle of the laws



you are a member of parliament



you are 'chosen' into parliament



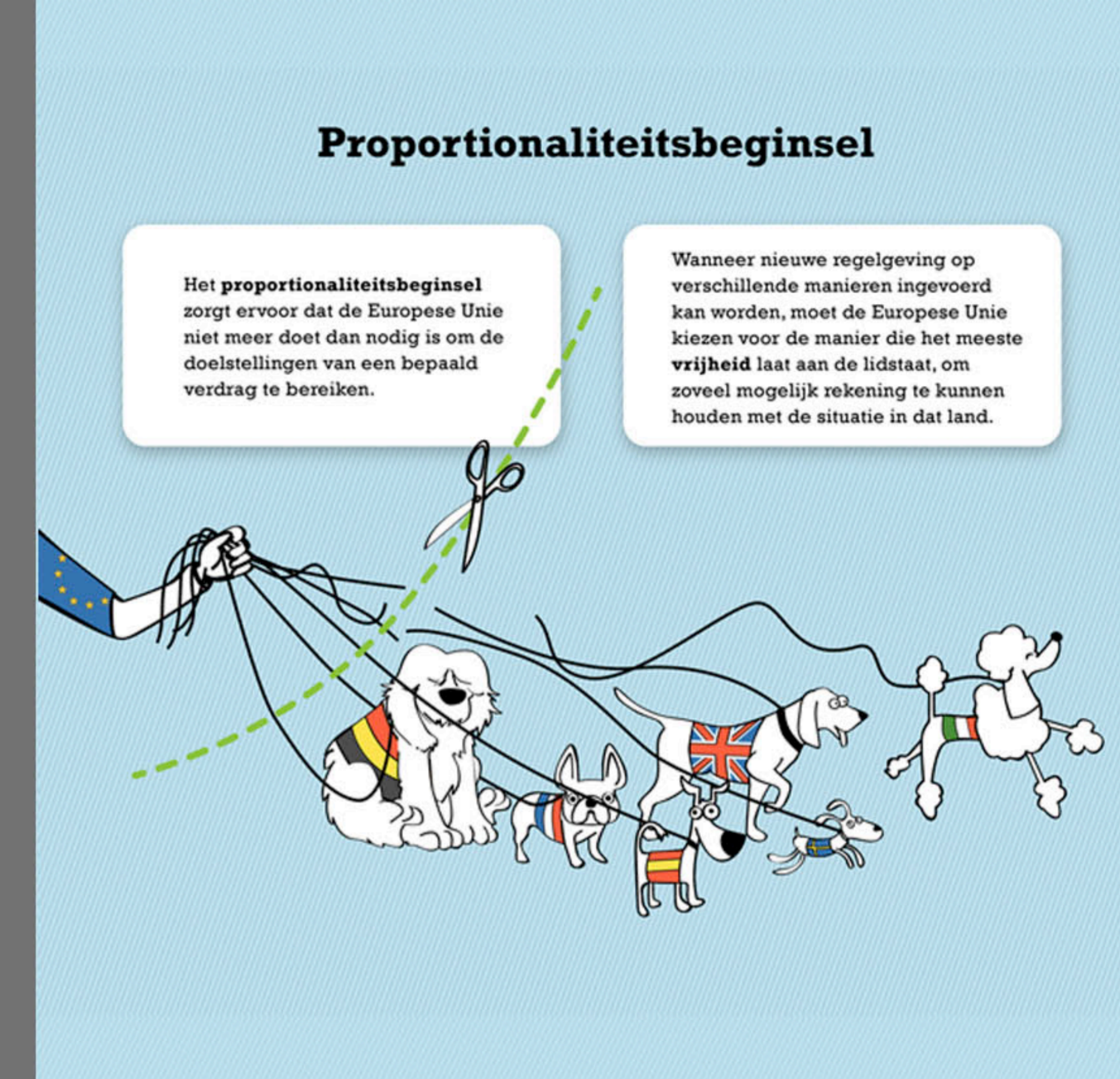
score & bonus



five different European parties



your personal assistent helps



introduction in EU terminology



twitter – mail - newsfeed



practice debate



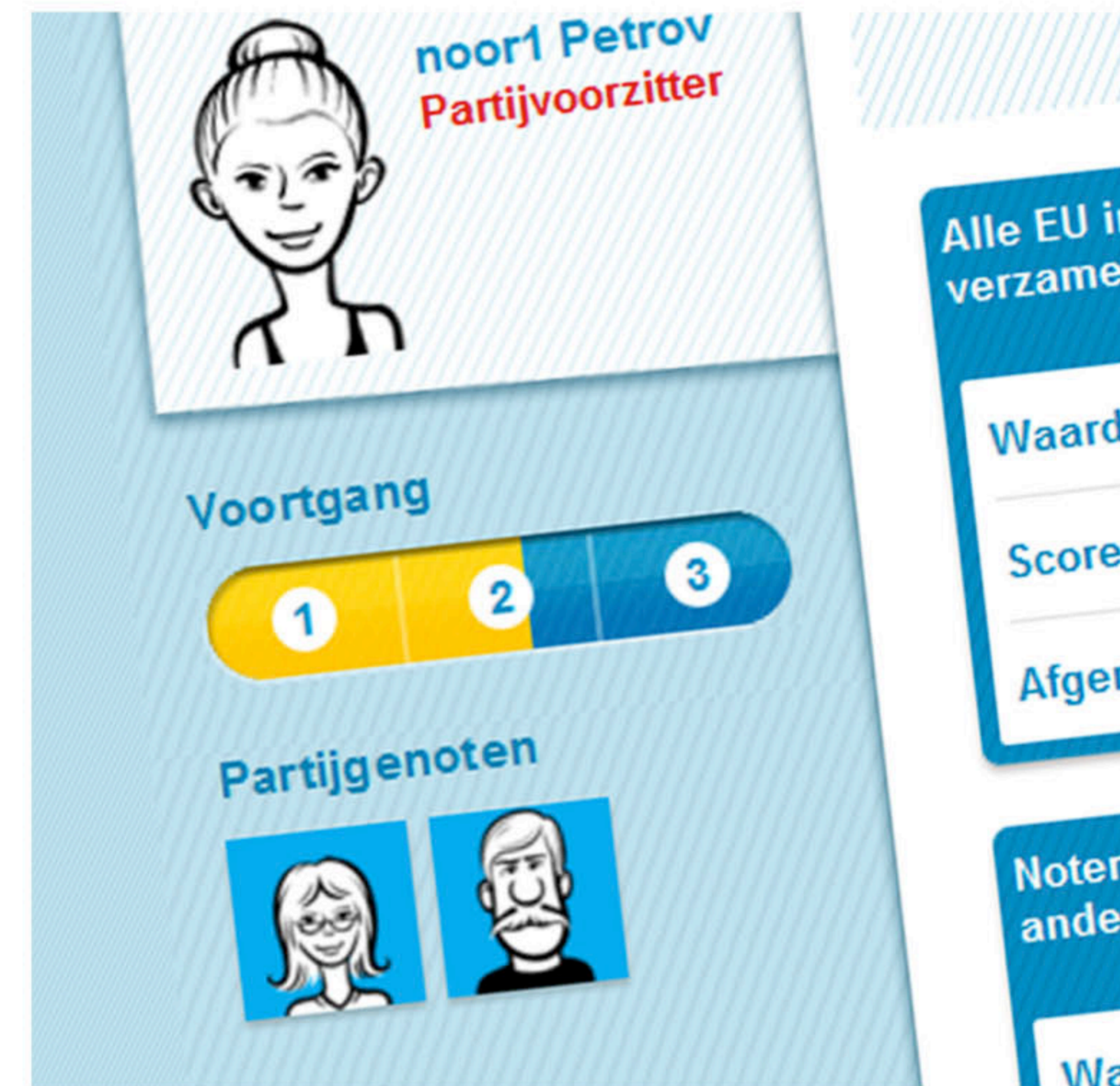
assessments



develop an opion



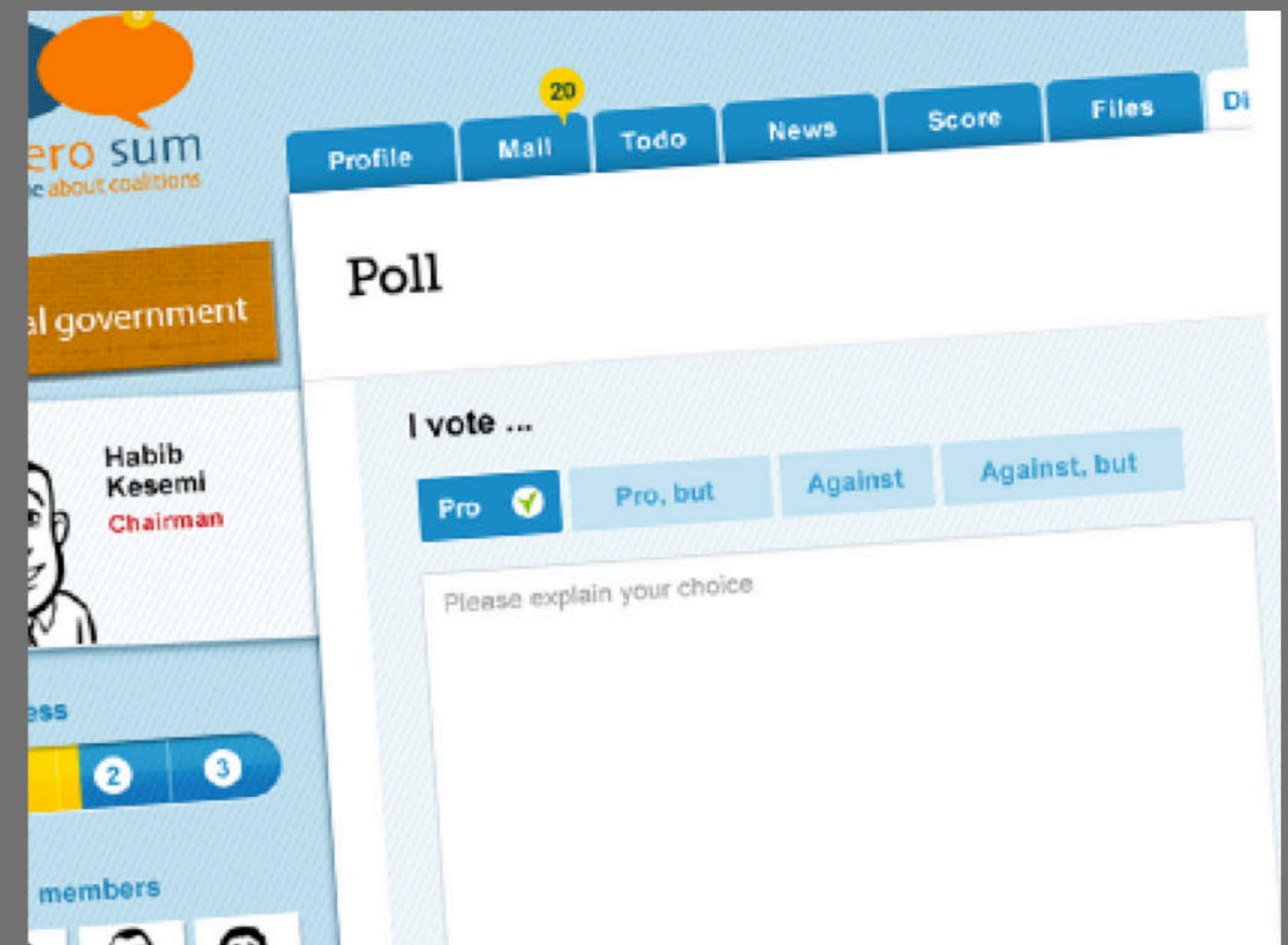
analyze sources & social issues



prepare a debate with party members



present party position in teams



poll



debate



vote

flexible time line

- level 1: 5 - 45 minutes
- level 2: 5 - 45 minutes
- level 3: 5 - 45 minutes

flexibel basic & thematic content

flexible content management

- visuals & characters
- html, video, photo
- game elements (assessments, polls, etc)

The teacher is in control

- starts
- stops
- pause

at any moment

gain insight process of decision making

develop skills in analyzing sources

develop attitudes as empathy and respect

generate interest in advocacy & coalitions

educational & business license

scalable to different curricula

part of profit back to
educational version

benefits all

Games for business & politics



the public service cooperation game

Ministerie van
Infrastructuur en Milieu

Ministerie van
Economische Zaken,
Landbouw en Innovatie

bedrijfsleven

maatschappelijke
organisaties

provinciale &
regionale overheid



Ministry of the Interior and
Kingdom Relations



xmediaworks

Ministry of the Interior and Kingdom Relations

- Yuen Yen Tsai – Serious games for government training
- Knowledge of government organisations

xmediaworks

- knowledge of serious games & social media
- knowledge of online & offline learning

joined vision

- Games for Change
- urgency to create awareness for cooperation & diversity in public service with serious games

More information

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I: www.xmediaworks.nl