



MED GAIMS

Pre-announcement for sub-grant applicants

A_A_1 3_0209 MED GAIMS

Reference: MEDGAIMS-2020-01



The MED GAIMS project is a 3-year project financed by the European Union's ENI CBC Med Programme, implemented from September 2019 to August 2022, in Lebanon, Jordan, Spain and Italy by a consortium of 7 organizations.

The MED GAIMS project develops games to revolutionize the tourist site experience by gamifying it with both physical and virtual applications, thus increasing tourism flows to the destinations, and creating jobs and start-ups for game entrepreneurs. The project applies game design to create experiences for tourists, and as a result gives a necessary competitive edge to the attractiveness of less known sites.

MED GAIMS aims to encourage the creative freedom of game designers to propose a variation of innovative, original and creative ideas, under a broad thematic umbrella. The broad theme for all games is **Discovery**, as all games shall contribute to helping visitors discover and experience the site beyond simple observation of the site.

MED GAIMS will be launching a competition to offer **20 funded grants for game development** at selected tourism sites. (5 per partner country). Grant size will be between 10,000-15,000 euro per game, depending on the type of game proposed.

All proposed projects must contribute to the following general objectives:

- Increase the attractiveness of the chosen tourism destination and site
- Increase the diversification of the tourism offer at the chosen tourism destination and site, through the promotion of local and territorial assets, especially in the off-season periods
- Encourage a longer duration of stay of the visitor in the destination

Locations:

Actions must take place in one of the following countries: Italy, Jordan, Lebanon, Spain. The managing team has selected the following sites for each country. Proposed games must be playable at one of these sites at least.

Italy:

- (1) City Fortification: <https://goo.gl/maps/73kSnxjJknidtpcJ6>
- (2) City Archeological Museum: <https://goo.gl/maps/Af2VLwgtxrBbrbrn9>
- (3) Coral Museum: <https://goo.gl/maps/vmXvPVh5bii11fLc7>
- (4) Archeological Park: <https://goo.gl/maps/QmdTe7Nr9eTG8D6MA>

Jordan:

- (1) Umm-Qais (Gadara): <https://goo.gl/maps/pDYMECaA5F7FQZxS9>
- (2) Ajloun Castle: <https://goo.gl/maps/trf3BxrtBMHM7JEm8>

Lebanon:

- (1) Msaylha castle: https://en.wikipedia.org/wiki/Mseilha_Fort
- (2) Saida sea castle: https://en.wikipedia.org/wiki/Sidon_Sea_Castle
- (3) Fidar Fortress: <http://www.enicbcmed.eu/lebanons-med-gaims-touristic-sites-announcement>

Spain:

- (1) Museu Víctor Balaguer: <https://www.google.com/maps/@41.2213782,1.7294355,2a,75y,252.09h,96.56t/data=!3m6!1e1!3m4!1sjZ-hernRweQM7J6lOdVLQ!2e0!7i13312!8i6656>
- (2) Casa Papiol: <https://goo.gl/maps/6qemnwKZZjQFDwMV8>
- (3) Plaça de la Vila: <https://goo.gl/maps/wpTJxXHh9cebW6Fr8>
- (4) Espai Far: <https://goo.gl/maps/SaniHsYuX8U3SsUe6>
- (5) Passeig del Carme: <https://goo.gl/maps/anSuPNuV4kBozvDf8>

Types of actions

Analog games: we define an analog game in the framework of MED GAIMS activities as a game that is played by and/or between people physically, on a board or not, with very little (if any) digital component, competitive or not, for individuals, groups or by teams. Examples of physical games include, target shooting, vacate the room, card games, live action role play (LARP), treasure hunt, etc...

Digital games: we define a digital game in the framework of MED GAIMS activities as a game that is played by and/or between people digitally, by means of a personal computer, a mobile phone, or a headset. Other types of digital devices will also be considered (e.g., smartwatch, projectors, etc.). All games that use a digital display and a screen to interact with the end user are considered digital games.

Although hybrid games can be proposed and consist of games that have both a digital and analog component, the applicants must decide on the category of game to submit to based on the predominant nature of their game.

The following types of action are ineligible: games involving violence, games that do not have cultural heritage as the underlying theme, games that have NO components played at the site. Games that involve gambling. Games of an indecent and offensive nature (sexual, religiously offensive...).

Terms of Reference:

A Terms of Reference (ToR) document will be launched within the next couple of months, as soon as the COVID-19 confinement is relaxed. Applicants will be invited to submit an application using a sub-grant application form. The ToR will include detailed information regarding (1) the financial allocation (2) eligibility criteria, (3) the application procedure, (4) the evaluation procedure, and (5) the timeline for grant allocation and project completion. The ToR will also include examples of games currently being developed in-house by project partners.

Expected timeframe:

Depending on the duration of COVID-19 restrictions, the indicative timeframe between award of grant and finalization of the game is approximately 6 months. This will be confirmed or modified in the Terms of Reference.

What to do now?

We are launching this pre-announcement to allow teams to get prepared for the official call for proposals. Until that time, it is recommended that teams take advantage of the lead time by brainstorming ideas of either an analog or digital nature, and maybe even start developing story narratives and game prototypes.

It is recommended that, once COVID-19 restrictions are lifted, candidates visit the sites in person to ensure their game ideas are practical and possible in the site.