



# Action Plan to Strengthen Norddjurs' Games Industry

The 'bgi' logo consists of the lowercase letters 'bgi' in a bold, dark blue, sans-serif font. Above the 'i' are four small circles in yellow, orange, green, and blue, arranged in a slightly curved line.

This “Action Plan to Strengthen Norddjurs’ Games Industry” is part of the Baltic Game Industry Project, aimed at strengthening the regional games industry and fostering a balanced and sustainable ecosystem.

This action plan is the result of the innovation dialogues that we carried out throughout 2018 which are documented [here](#) and where you can also find an English summary of the action plan.

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## **ACTION AREA 1: PUBLIC-PRIVATE PARTNERSHIP**

### **1. Background:**

The game development industry in Norddjurs Municipality is relatively strong compared to the national average, and with a solid potential for development. The gaming community encompasses the entire education system, from primary school to bachelor degrees, and extending into a working game incubator, the Game Hub Denmark. The gaming sector in Denmark on a national level resides under the ministry of culture, which impacts the national agenda regarding the development of gaming in the country. The national status of the gaming sector is developing on all parameters, while not being a significant large-scale industry on a national level.

This results in a lack of awareness and support infrastructure within the national and regional business development schemes. Combined with no big gaming companies in Denmark, who could potentially support gaming development, there is a lack of support for gaming incubation.

### **2. Action:**

Norddjurs Municipality

- Mapped the existing gaming business support infrastructure, and gaps within it
- Started an informal dialogue with Game Hub Denmark, the local gaming incubation environment
- Created a formal partnership on developing Game Hub Denmark according to their strategy
- Financially supporting the formal partnership for a 3-year period

### **3. Targeted outcome:**

- A stronger Game Hub Denmark with more resources towards game incubation activities
- Sign of support from local public authorities as a showcase towards regional and national stakeholders

### **4. Players involved:**

- Norddjurs Municipality
- Game Hub Denmark

### **5. Timeframe:**

January 2019 – December 2021

## **6. Costs:**

Norddjurs Municipality – 1,2 mio. DKK. = 161.000 Euro

## **7. Funding sources:**

Norddjurs Municipality

## **ACTION AREA 2: DEVELOPMENT OF PHYSICAL INFRASTRUCTURE**

### **1. Background:**

The main topic of “The Gaming Mile - Visualizing the Future” is to create a physical strip of road where all the gaming educations, incubators and established gaming companies all develop their organizations in synergy and strong partnerships - As a fully-fledged gaming cluster. The background for the action plan and the theme was the lack of cooperation between the individual organizations working with gaming education and incubation in Norddjurs, despite being located next to one another. Furthermore, despite an active gaming community is located on the same street, there is no indication for visitors that the area is the foremost gaming community in Denmark. The participants were during the innovation dialogue asked to bring their own thoughts and ideas to the table through a workshop, thereby trying to establish a common ground for areas to focus on in the physical development of the “Gaming Mile” and have a proper action plan to be executed.

### **2. Action:**

- Continuous meetings with representatives from stakeholder organizations regarding the “Gaming Mile”
- Developing early sketches of the possibilities for the “Gaming Mile”
- Encourage stakeholders to incorporate gaming in their visual representation and physical infrastructure development

### **3. Targeted Outcome:**

- Early stages of an agreed-upon vision for the “Gaming Mile” between the relevant stakeholders
- Early draft for funding-seeking towards implementing the vision

### **4. Players involved:**

- Norddjurs Municipality,
- Game Hub Denmark
- VidenDjurs
- A series of other educational organizations

## **5. Timeframe**

Step 1: Present Norddjurs Municipality draft map to key stakeholders – *Q3 2019*

Step 2: Incorporate ideas, actions and key components from meetings with key stakeholders into vision draft  
– *Q4 2019-Q1 2020*

## **6. Costs (if relevant)**

## **7. Funding sources (if relevant)**

# **ACTION AREA 3 – CREATIVE TALENTS FOR THE FUTURE**

### **1. Background:**

Norddjurs Municipality has held a vast number of informal meetings with counterparts in neighboring municipalities and business organizations, as well as Business Region Aarhus and Game Hub Denmark, in order to create the best set-up for bringing together stakeholders from the financing community and business talents, including the gaming community.

This dialogue showed a need for various stakeholders within the national gaming community work on defining the role of the gaming sector within the broader business community – In order to have a clear profile towards both public and private funding.

### **2. Action:**

- Incorporate the ideas and wishes of the gaming community in Norddjurs into the regional and national stakeholder strategies, i.e. Interactive Denmark and Vision Denmark, trade associations for gaming among other business areas
- Discuss and lobby towards gaming being placed correctly as a business within business support schemes on both a regional and national level

### **3. Targeted Outcome:**

- The strategy and vision for gaming development matches the national strategies, as well as having influenced the national strategy in a positive way for game business development
- National awareness of the gaming community flourishing in Norddjurs

**4. Players involved:**

- Norddjurs Municipality,
- Game Hub Denmark
- Interactive Denmark
- Vision Denmark

**5. Timeframe**

Step 1: Meetings with Interactive Denmark regarding national gaming policy – Q3 2019

**6. Costs (if relevant)****7. Funding sources (if relevant)****ACTION AREA 4 – CLUSTER DEVELOPMENT****1. Background:**

Despite having an entire gaming eco-system located within a small geographical area, the various gaming educations and incubator still have a large potential for cooperation within the group, as well as outside the group. This do require a stronger level of branding and awareness raising, as well as more cooperation, in order to develop into a national gaming cluster.

The Cluster Development workshop, which was held during innovation dialogue, was an event focused on getting both theoretical and practical knowledge of what business clusters are, how they operate, and how to support them. With expert speaker and selected knowledge persons participating, the workshop aimed to discuss how to work with potential clusters that exists outside the current framework for business development. Based on this, the following action will be taken:

**2. Action:**

- Map and locate highly professional business clusters that has grown strong from a bottom-up perspective and outside the traditional business support schemes
- Study trip to visit and have best-practice discussions
- Create a best-practice report on how to develop an autonomous business cluster

**3. Targeted Outcome:**

- A roadmap towards becoming a national gaming cluster
- Strong branding and marketing of the gaming cluster on an international scale

**4. Players involved:**

- Norddjurs Municipality,
- Game Hub Denmark
- External international cluster (not yet found)

**5. Timeframe**

Step 1: Locating a potential cluster to visit – *Q3 2019*

Step 2: Visit potential cluster, best practice discussions – *Q1 2020*

Step 3: Best-practice report written – *Q2 2020*

**6. Costs (if relevant)****7. Funding sources (if relevant)**