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Call for Content
The 8th Annual Games for Change Festival, June 20-22 2011
INTRODUCTION

Games for Change is happy to announce the official call for content for the 8th Annual Games for Change Festival taking place in NYC June 20-22. Often referred to as the “Sundance of Video Games,” it is the largest gaming event in New York City.

We are looking to engage organizations and individuals from the social impact sector, gaming industry, media, arts, government, NGO community, academia, journalism, among others. We are now accepting nominations and submissions in the following tracks:

1- Presentation: speaking, panels, case studies
2- Annual Game Awards
3- Demo Spotlight

- Deadline: March 14, 2011 -

Accepted speakers, award finalists and demo presenters receive one free admission for the Games for Change Festival. Criteria and guidelines for each track are detailed below, and applications are being evaluated as they arrive.

1 | PRESENTATIONS (speaking, panels, case studies)

We aim to create a vibrant and fresh discussion around games that make the world a better place: by addressing pressing issues, and producing sustainable and positive impact on society. We are also interested in the larger conversation around their cultural context and the future of this emerging space.

Some suggested topics are: games to promote real-world action, transmedia, games for underserved communities, games in education, political and news games, games as art and an expressive medium, measuring and assessing social change, distribution, skepticism around the premise of Games for Change, and more. We are also interested in creative approaches around the format of the session.
GUIDELINES:
Submit a 1-2 page description of your suggested presentation, including:
- Title
- Format & length (15 / 30 / 60 / 90 min)
- Session focus (300 words or less)
- Expected take-away (100 words or less)
- Proposed list of speakers / presenters with links to bios and relevant credits (along with the realistic potential for you to confirm any of these speakers)

Please send proposals to speakers@gamesforchange.org

2 | 2nd ANNUAL GAMES FOR CHANGE AWARDS

We are open for submissions of playable and released games. The game should have been released to its intended audience between June 2009 and June 2011. We accept games in the following four award categories:

- **Direct Impact** – games targeted at specific audiences with proven outcomes
- **Learning & Education** – games designed to highlight and/or teach specific topics in the classroom or in informal learning environments
- **Transmedia** – games that are part of larger cross-media campaigns (books, movies or other forms of traditional media)
- **Knight News Game Award** – games that relate to current and historical “news worthy” events (supported by the John S. and James L. Knight Foundation)

All games must fall broadly within the confines of being a “game for change.”

Finalists will be announced prior to the festival and a distinguished jury of game makers, funders, researchers and talent will select the winner in each category. The award ceremony will take place on June 22nd in New York City and will be streamed live and covered by international and national media.

GUIDELINES:
Submit a 1-2 page PDF that includes:
- Game title
- Release date
- Genre & platform
- Intended audience, context and objectives
- Developer and designer(s)
- Funder
- Abstract (300 words or less)
- Evidence for impact and real-world play
- If submitting in the Direct Impact category, feel free to include any case studies or metrics to underscore the direct impact of the game.
- If submitting in the Educational category, feel free to send along relevant curriculum materials.
- If submitting in the Transmedia category, feel free to send along the other parts of the overall project.
- Link to play or download a version of the game. Physical submissions can also be sent to: Games for Change Awards, c/o EMPAX, 78 5th Avenue 5th Floor, New York, NY 10011
- Video trailer (optional)

Please send proposals to awards@gamesforchange.org

3 | DEMO SPOTLIGHT

This year we will highlight 5-7 game projects in progress that have the potential to become the next success stories in the space. Each demo will be presented by its developer to the Games for Change audience. **This is an opportunity to receive feedback and share unfinished work.** A panel of funders and designers will provide live feedback for each demo.

**GUIDELINES:**
Submit a 1-2 page PDF that includes:
- Game title
- Genre & platform
- Intended audience, context and objectives
- Developer and designer(s)
- Funder
- Planned release date
- Abstract (300 words or less)
- Visual materials, ideally an option to play or view an early version.
- Video trailer (optional)

Please send proposals to demo@gamesforchange.org