

Interreg



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InnoGS

25 years of cooperation

...CONNECTING THE DOTS

INNOGS - PROJECT SESSION

#InterregNPA25

SAVONIA



UNIVERSITY
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region
västerbotten



Using gamified methods, processes and digital tools to co- create solutions about regional issues

InnoGS

Bodø, 2nd October 2025

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**How game thinking can
help us connect the dots,
reach out to youth and
inspire community based
innovation?**

#InterregNPA25



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Why this project?

The Problems We Address

Many rural areas hold immense potential – creativity, skills, and strong communities – but often such areas lack access to digital solutions, expertise, and networks.

This prevents young people, businesses, and public actors from realizing their full potential.

What We Aim to Change?

The InnoGS project brings together public and private actors, education providers, and communities to co-develop digital, gamified solutions that support:

- ✓ Inclusion and community engagement
- ✓ Skills development and employment
- ✓ Innovative services and business models

Why now?

Digitalization is advancing rapidly – but its benefits are not evenly distributed.

InnoGS can help ensure that even remote areas and underrepresented groups are part of the transformation – not just as users, but as active contributors.

Meet our International Team

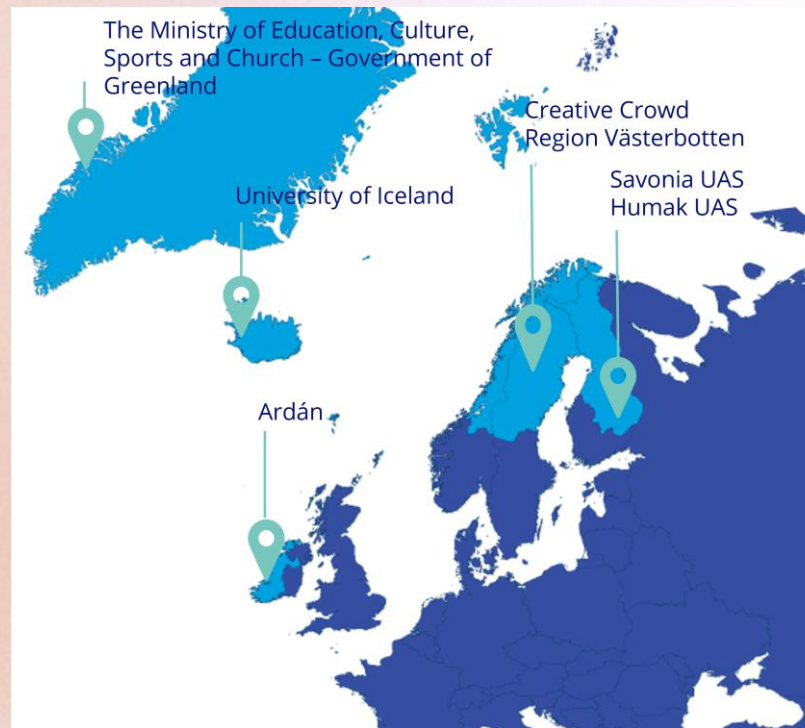
7 partners from Finland, Iceland, Sweden, Greenland and Ireland

Brings together:

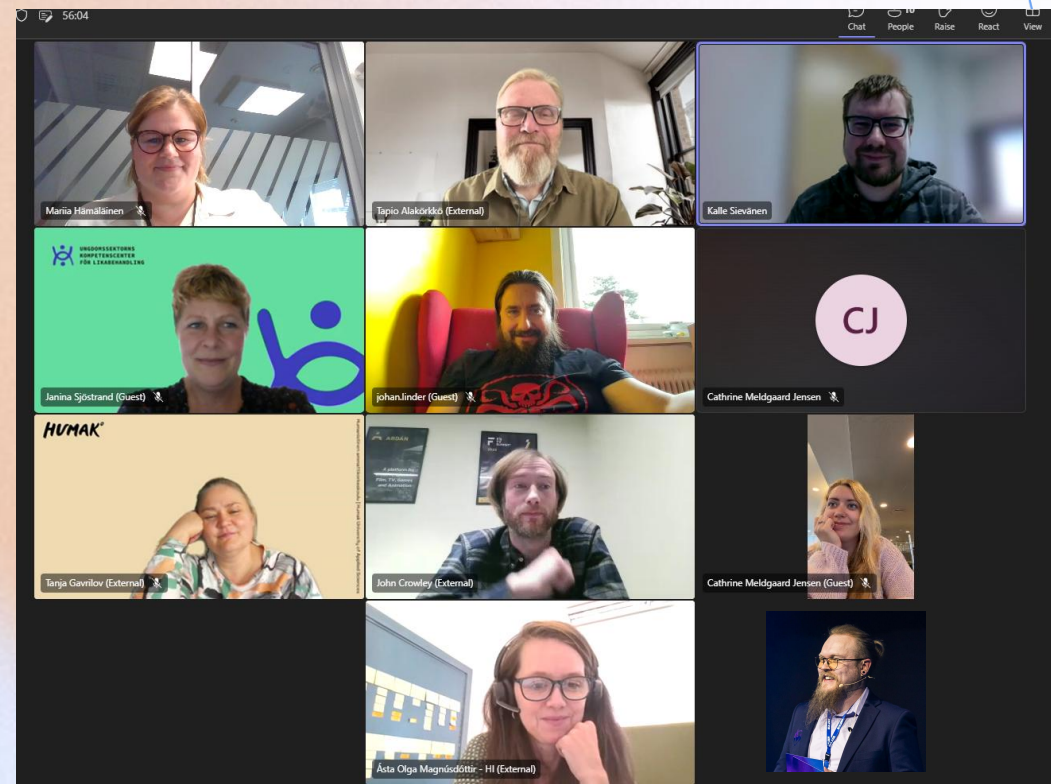
- Universities of applied sciences (Finland)
- A university on a national level (Iceland)
- A regional authority and an SME (Sweden)
- A national ministry (Greenland)
- A Non-Profit Organization (Ireland)

Unique mix: public and private, local and national levels, across five countries

Working together makes our results stronger and more meaningful



*“In the digital spaces we
meet as one team – no
borders, just
collaboration”*



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Lets talk about games!



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Different genres - for example

Strategy games

Strategy games challenge players to plan ahead, make decisions, and balance resources. They encourage critical thinking, foresight, and collaboration when working toward shared goals.

- ✓ **Critical thinking**

Adventure games

Adventure games invite players to explore new places, face challenges, and uncover stories. They encourage curiosity, problem-solving, and stepping into unknown territory with a sense of discovery.

- ✓ **Rich storytelling**

Role play games

Roleplay games create a safe space to step outside everyday thinking, experiment with new ideas, and express yourself freely without fear of judgment.

- ✓ **Team play and collaboration**

Setting the stage

Games

Structured play with rules, goals, and feedback systems, designed for fun, challenge, or learning. *Gamers* are those who actively play and engage in games. **Digital games**, **IRL** (in real life) games and **hybrid games** all share the same fundamental ideas.

Gamification

A broader mindset that draws on **principles of game design** - such as storytelling, challenge, collaboration, and feedback loops — to design engaging experiences, strategies, or systems, whether or not the outcome will be a traditional game.

Game thinking

The use of game elements (such as points, badges, levels, or leaderboards) in non-game contexts to increase motivation, engagement, or learning. A process, product, or service can be described as *gamified* when these elements are integrated.



Gamification

**Gamification elements
can be used as ingredients
in a design process**

**Are you developing
a digital tool?**

**Do any of these
approaches apply in your
context?**

Narrative & Imagination

- ✓ Storytelling
- ✓ Fantasy
- ✓ Role-play
- ✓ Exploration
- ✓ Discovery

Motivation & Feedback

- ✓ Immediate feedback
- ✓ Rewards
- ✓ Unlockable
- ✓ Personal rewards

Structure & Flow

- ✓ Challenges & Quests
- ✓ Levels
- ✓ Progression
- ✓ Rules
- ✓ Constraints

Social and Collaboration

- ✓ Shared Goals
- ✓ Co-creation
- ✓ Peer Recognition
- ✓ Safe Space

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Lets hear a messages and examples from our consortium..

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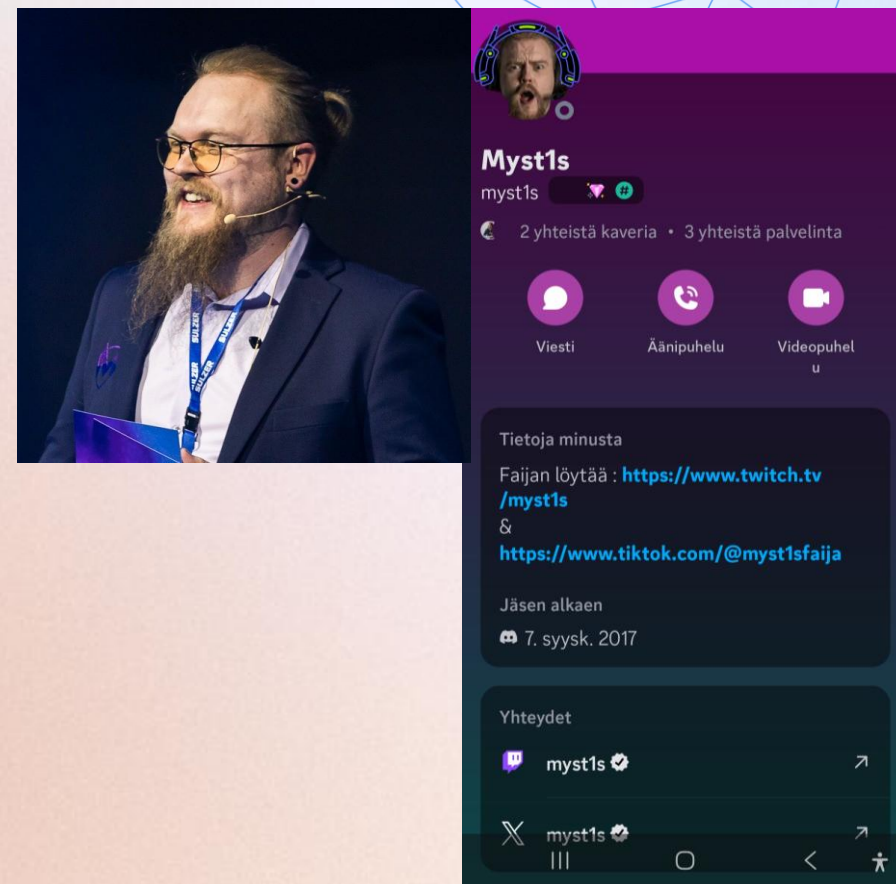


How can gameplay support cross-generational dialogue?

Case: Myst1s – streamer, 35k Twitch followers

- Safe online community across generations
- Games & livestreams → space for everyday & difficult dialogues
- Must be active on many platforms → competition is high

Lesson: Play builds trust, inclusion, and connection beyond age



Lets go on
with the game!



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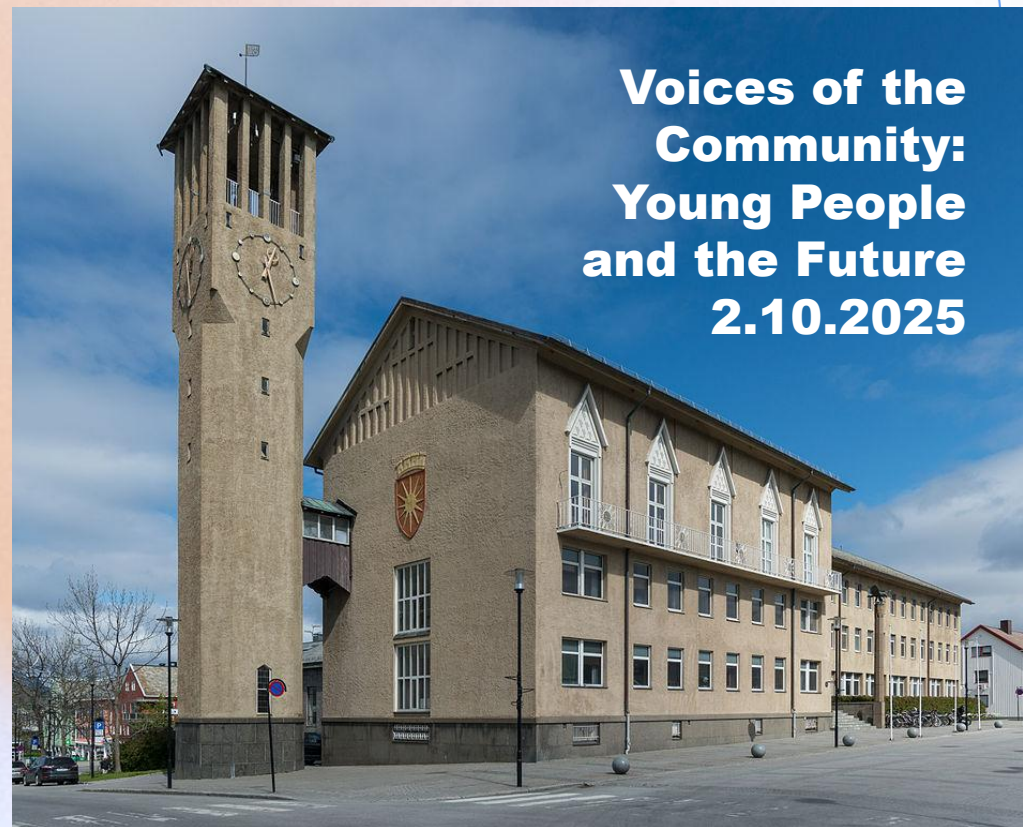
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Welcome to the townhall!

You have been invited to the event:
“Future of Our Region – Youth and
Opportunities”

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Why are we here?

Our town is facing a challenge: **young people are moving away.**

The community has gathered to discuss the future.

Each of you represents a different perspective:
young person, parent, entrepreneur, municipal official, youth worker, external investor...

Together we will search for **new ideas** to make our region a place where young people want to live and work.



What we will do today

Imagine different perspectives

Discuss regional challenges

Find **2-3 ideas for solutions**



Structure of the Game

Introduction (5 min)

- read your role, situation is explained

Discussion (15 min)

- each role shares what they want / fear / propose

Summary (10 min)

- agree on 2–3 ideas

Roles

Young person

Parent

Local entrepreneur

Municipal official

Youth worker / game developer

External investor (optional)

(You will receive your role card in the group.)

Closing the Town Hall

At the end of the discussion, your group should prepare:

1 main challenge you identified

1-2 ideas for solutions to keep young people in the region

Each group will briefly share their results with everyone.



Congratulations!

You have just used gamified methods to
co-create solutions about regional issues.





Concluding remarks

- To create a game and to play a game are not that different activities
- Games can be designed to tell stories and address local issues
- Knowledge sharing between game designers, game developers and gamers can be part of connecting the dots between sectors, between generations!

We hope to see you in the playfield 😊



“While every poem or every song is certainly a system, games are to get more inspiration,
dynamic systems in a much more literal sense”

For more, check out *Eric Zimmerman's* writing and talks on game design.

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<https://www.interreg-npa.eu/projects/innogs/>

Thank you!

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