



## EUROPEAN YOUTH AWARD

ICNM - International Center for New Media  
Leopoldskronstrasse 30, 5020 Salzburg, Austria  
+43.660 63 04 082 | [kolb@icnm.net](mailto:kolb@icnm.net)

[www.eu-youthaward.org](http://www.eu-youthaward.org)  
<http://www.facebook.com/EuropeanYouthAward>  
<http://www.twitter.com/EYAgraz> | #EYA2015

## From Play to Societal Innovation

*European Youth Award developers-marathon gathered 41 creative minds from 7 nations in Graz last weekend.*

Graz, 31th of May 2015. Servers instead of sun, coding games instead of swimming. 41 computer designers participated in the first European Youth Award (EYA) gaming session on a hot May weekend, and used their creativity to develop new apps for PC or smartphone. In a so called Game Jam, they evolved 8 new and creative game prototypes in less than 48 hours.

The game development-marathon started Friday evening with inspiring keynotes, held by professional developers, who pumped up the energy. After that, young creatives from 7 nations started through at the Game Jam.

The attendees could choose one of three special categories: with eHealth, Go Green und Modern Family Life, the main focus of the event - as for the European Youth Award in general - was targeted on social impact.

There was creativity and energy right from the start: more than 15 concepts got prepared and presented by the participants and 8 of them were selected for further development. Also the mix of the attendees was very exciting: professional software developers, sound designers, students from different faculties as well as creative minds, artists and designers attended the event and did their best to bring in their expertise.

On Sunday the newly developed games were presented at the FH Joanneum. Amongst them for example „Tag Hunter“, a game using NFC-Tags to motivate people to run frequently. Or the Marital Fight Simulator, dealing with the subject of marital conflict - a problem known in many modern families nowadays.

After 48 hours the proud but tired developers, also called jammers, came to one conclusion: It was a unique experience to create something new in such a short period of time. Especially if it's something that has a real social impact and with that has a true meaning.

All games with short description on (partially downloadable): [eu-youthaward.org/game-jam-games](http://eu-youthaward.org/game-jam-games)

**For more information please contact:**

Dr. Birgit Kolb, +43.660 63 04 082 | [kolb@icnm.net](mailto:kolb@icnm.net)

The EYA Game Jam was organized in cooperation with [Games Austria](#), [Austria Game Jam](#), [Jam Today](#), [Spraylight](#), [TU Graz](#), [FH Joanneum](#) and [Campus02](#).

### Supporters:

