

# ACTIVE YOUTH



**A MORE PROSPEROUS FUTURE IN CITIES WITH  
PROVEN BUSINESS-DRIVEN INNOVATION MODEL  
AND MOTIVATIONAL GAME “THE HIDDEN CITY”**

Interreg Baltic Sea Region core project application, deadline 21 June 2024

Confidential, April 2024



# CHALLENGE



**Mental health problems, obesity, loneliness and inability to participate in society** – investing in the physical, mental and social well-being of urban dwellers is vital for global social development. Increasing inequalities and poorer health inevitably have a negative impact on business opportunities for companies and on the economic potential of European countries more broadly. Combating the challenges of human wellbeing will therefore require new innovative product and service solutions that can be integrated into urban environments, have business value and strengthen the resilience of society's stakeholders.

# OPPORTUNITY



Implementing innovative solutions in a fragmented and ever-changing world is not easy. But there are lessons to be learned from the game industry, which is one of the fastest growing creative business areas globally. Companies in different sectors have still made relatively little use of digital games and gaming-related know-how, even though research has shown that the use of the features of gamification approaches, has an impact on, for example, the physical activity of young people. Games and gaming offers a lot of untapped potential for companies' varying needs in product, service and process development. Enabling companies to develop innovation processes linked to different game and gaming elements will at the same time provide municipalities and cities with the opportunity to integrate their innovation processes.

# *THE PROJECT IDEA*

The aim of the project is to decrease inactivity of young people and young adults through cross-sector cooperation and gamification. Project combines expertise from gaming companies, research institutions and municipalities.

- **A platform for RDI of gaming and sport growth**

The project pilots a proven business-driven innovation model aiming to increase the capacity to develop new business-generated innovations in a cross-section of the sports and games sector. In the project, the City of Jyväskylä together with the partner cities set up a competence network to strengthen business conditions in the sports and gaming sector, as well as research and innovation activities. The joint project will develop cooperation between cities, SMEs, and universities by creating new operations and channels based on regional strengths. The ecosystem's vision is that the partner cities will be internationally renowned innovation platforms in sports and gaming, where companies grow internationally and sustainably. As ecosystem cooperation, new operating models, product and services are created that strengthen the game, sports and wellness business, as well as research and innovation activities locally, nationally and internationally. The project thus strengthens the shared knowledge and co-development of the project partner regions and increases their international visibility in the gaming sector.

- **A motivational game "the hidden city"**

The project develops a motivational game, "the hidden city", that functions as project communication tool. In the project, Psyon Games and Fennoscandic Simulation Systems (Cityspotting) together with stakeholders will develop and pilot a location-based motivational game featuring e.g. sport facilities, outdoor gyms, routes and trails for outdoor activities and recreation areas. In the game, the gameplay evolves and progresses via a player's location in a way that motivates movement, aiming to change behaviour in physical activity. The game features location-based content and rewards, for example, players can check in to nearby business locations to receive rewards such as coupons. The purpose is to integrate other motivational elements into the game, which at the same time increase the game's potential for commercial continuity and scalability. Possible integrations could be, for example, links with different types of e-games or wearable measurement devices such as smart watches.

# *A PLATFORM FOR RDI OF GAMING AND SPORT GROWTH*



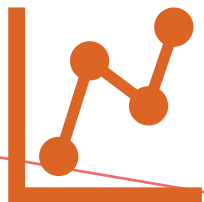
## **More together**

Bringing together, collect and develop national and international business and research expertise on the themes of sport, physical activity, wellbeing, games and gaming from partner cities. Building a common operating model for the operation, maintenance and development of the innovation processes in the platform by taking forward the operating model and expertise used in the national innovation network for sport, health and wellbeing, i.e. Sport Finland project and by identifying thematic expertise in the region, sharing of good practices and strengthening emerging cooperation.



## **A more incentivized capacity for innovation**

Using co-development and gamification to create innovative outputs that motivate people to move and increase their integration in the target city areas. In terms of innovation processes this means combining and assembling thematic competences into novel products, services or other activities and processes, which are piloted in optimal testing environments i.e. testbeds in cooperation with regional companies, universities, research organizations and other RDI actors.



## **More results to RDI activities**

Outputs from collaborative innovation processes open up opportunities for scalable growth for businesses and strengthen the regions' research efforts and their global impact. Assisting the transfer of innovation-enriched product, service and process offerings to markets and other business activities of enterprises by using the expertise of the regions' business accelerators and incubators. Building new partnerships to leverage EU funding in the future.

# *A MOTIVATIONAL GAME*

## *“THE HIDDEN CITY”*

The project develops a motivational game, “the hidden city”. The hidden city offers a completely new kind of urban adventure that combines nature, exercise, and urban knowledge. The game functions as an interactive city guide as well as an innovative platform for local businesses to connect. The hidden city offers a chance to reimagine and enrich the notion of civic participation, enhancing our connection to a specific sense of belonging.



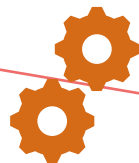
### General guidelines

- Let’s go out. Site-specific content is necessary to create pervasive real-world experiences and interactions between the participants. In the world of a "dopamine culture" we would like to find a path less travelled (both figuratively and concretely).
- Low hanging fruits. The production value for the participants and the production cost of the content creators must be optimized for a balanced result. Content should be created with the participant demographics in mind, but with a simple production model to keep the project manageable.
- Content is king. Gamification, features and other tools should be used in a moderate way as we want to keep the learning curve as user-friendly and inclusive as possible. We propose less effects, less AR and more easter eggs – as an example.



### Three examples

- Outdoors sports grounds: "A celebrity gamer/singer/athlete giving site-specific training and dance instructions to follow." Collect all of them, create your own music video and post it to the guest book. An easy way to have a strong local effect.
- Students create an adventure of their own: "Local schools' students create adventures around their campus grounds." Includes free hot chocolate from the school restaurant. Student creation underlines inclusiveness, can be integrated to school curriculum.
- A mystery to copy – Traitors: "A mystery tv-program/escape room fusion with local points of interest." An escape room story outdoors, based on common but local points of interest. Easy to include local businesses.



### Implementation

- The solutions can be done with the existing Fennoscandic Simulation Systems (Cityspotting) app white label version.
- Strong cooperation with local communities and their PR channels is important for a good end result.
- Inclusive content creation/guest book function is important.

# *WHAT'S IN IT FOR STAKEHOLDERS*

- **For public authorities:**

- Learn from your peers on how to combat the challenges of human wellbeing using gaming-related know-how.
- Pilot a low-cost, high-impact strategy to tackle social challenges.
- Become pioneers in gaming, sports and physical activities.
- Improved utilization rates of the recreation, nature and sports facilities in the city.

- **For citizens:**

- Improved activity through innovative gaming approach.

- **For businesses:**

- Improved innovation processes linked to different game and gaming elements.



# WORKPACKAGES

## WP1 Preparing solutions

- **Creating a platform for RDI of gaming and sport growth**
  - Guiding actors in innovation processes of the gaming and sports sectors, i.e. identifying capable companies, universities and research organizations and forming effective partnerships with them
  - Scaling up the operating model of the Sport Finland project
- **Creating a motivational game "the hidden city"**
  - Feasibility study, market survey, concept design, stakeholder engagement, tech integration

## WP2 Piloting and evaluating solutions

- **Creating a platform for RDI of gaming and sport growth**
  - Implementing innovation processes with stakeholders, i.e. achieving innovative solutions in support of gaming and sport through co-creation methods in workshops and putting them into practice in appropriate pilot environments
  - Scaling up the operating model of the Sport Finland project
- **Creating a motivational game "the hidden city"**
  - Pre-production
  - Main production
  - Soft launch in partner cities

## WP3 Transferring solutions

- **Creating a platform for RDI of gaming and sport growth**
  - Exploiting the results of the innovation processes in the business of the participating companies, i.e. helping to bring the product, service or process offer complemented by the innovation to the market through various accelerator services.
  - Scaling up the operating model of the Sport Finland project
- **Creating a motivational game "the hidden city"**
  - Move the game application towards international markets



# CONFIRMED PROJECT PARTNERS

## City of Jyväskylä (FI)

### Role in the project: Lead Partner

Jyväskylä can be considered a pioneer in sports and physical activities in Finland and it is also called for [the Capital of Sport in Finland](#). Sports and physical activities are an integral part of Jyväskylä.

Jyväskylä is a lively and welcoming city, where the belief in collaboration between people is emphasized alongside growth and development. Our actions are guided by humanity, as we understand that well-being and skilled people create future businesses. It does not happen on its own. It is done together.

The City of Jyväskylä has the experience and know how needed to execute EU projects related to gaming and sports. The City of Jyväskylä leads [Sport Finland project](#), aiming to establish Finland as the pioneer of research and business expertise in sports and well-being.

The City of Jyväskylä's Economic Development Services acted as the main coordinator of the project. The business-related expertise will also be complemented by, for example, substantive expertise related to sports by the city's sports services.

[More information](#)

## Jamk University of Applied Sciences (FI)

### Role in the project: RDI Partner

Sport Business School and co-operation with LIKES by Jamk:

Sport Business School has strong business and impact research know-how (sports organizations, institutes, leagues and events e.g. Secto Rally) related to physical activity and creating open data related development and innovation work. LIKES have a large national action programmes. In this project Jamk UAS will collect data to promote citizens wellbeing and physical activities and develop sport business opportunities through the app/game-based data. In addition, Jamk UAS will develop network activities in Baltic Sea Region together with City of Jyväskylä.

Business Information Technology – Game Production:

Business Information Technology has strong expertise in gamification (education, RDI, service sales) as well as international video game development and production. The project provides opportunities for students and especially SME's to be part of UAS student-based platforms in game development and innovation processes.

[More information](#)

# *CONFIRMED PROJECT PARTNERS*

## **Psyon Games Ltd (FI)**

### **Role in the project: Game Development Partner**

Psyon Games is one of the world's leading health game companies, based in Finland. Customers include TOP 10 pharmaceutical companies such as GSK, and Takeda and NGOs such as WHO, Gavi, Unicef, and the Ministry of Social Affairs and Health of Finland.

In this project Psyon Games will take the lead in sustainable business development, stakeholder management and feasibility analysis along with the creation of the digital game app's functionality and visual design. The game mechanics are designed together with other stakeholders based on identified client and end-user needs and the market conditions of potential target cities.

[More information](#)

## **Fennoscandic Simulation Systems Ltd (FI)**

### **Role in the project: Game Development Partner**

Fennoscandic Simulation Systems Ltd (Cityspotting) is a digital urban adventure concept available in 16 cities in Finland. In Cityspotting, users see "spots" on a map, and location-based content opens up when they arrive at the location. The content often consists of videos that are unexpectedly and inspiringly related to the specific place.

Cityspotting's target audience is primarily local residents in their own city. In addition to Cityspotting's core team of three, there is also a group of local content makers working on the concept. The company intends to expand the concept internationally during the current year.

Cityspotting writes, dramatizes and produces a pilot game "The Hidden City" together with Psyon Games and other stakeholders. Technically The Hidden City can be achieved with the Cityspotting platform and can be achieved with the Cityspotting "handbook".

[More information](#)

# PARTNERS WE ARE LOOKING FOR

We are looking for partner cities that want to bring a positive change to social challenges using games and gaming features.

Partner cities should be willing to pilot the motivational game “the hidden city” developed in the project.

- The game will be adapted to local needs and contexts. Part of the game production process is to create a localization tool, with which the game can be easily implemented to any town or city nationally or internationally.
- For instance, the local schools can be part of the production process and can thus have a version made for them. Sounds fancy but can be achieved with a very simple copying process. The workload for schools is also very moderate and can be achieved within a single course curriculum.
- The project team runs the pilot production.

City of Jyväskylä and Jamk University of Applied Sciences are coordinating the full proposal application. Each project partner is expected to provide input to the project development phase, but no financial contribution is requested.

An external expert will be hired to write the full project application and the related costs will be covered by the City of Jyväskylä.

# INTERREG BALTIC SEA REGION FUNDING PROGRAMME

- Project consists of 7-8 partners from 3 different countries in the Baltic Sea Region (Denmark, Estonia, Finland, Germany, Latvia, Lithuania, Poland and Sweden)
- **Interreg Baltic Sea Region priorities:**
  - 1.1: Resilient economies and communities
  - (1.2: Responsive public services)
- **Deadline:** April 17<sup>th</sup> (project idea forms) June 21<sup>th</sup> (project application)
- Funding rate: 80%



# PROJECT DEVELOPMENT

- Deadline for initial expressions of interests from project partners 12 April 2024, expression of interest does not create any obligations on and is not binding
- Deadline for submitting project idea forms 17 April 2024
- Deadline for submitting project application 21 June 2024

# *EXPECTED BUDGET (~€3 M, 3 YEARS)*

- For partner cities

	Budget	IBSR funding
Staff	€100k	€80k
Office and administration costs	€15k	€12k
Travel and Accomodations	€15k	€12k
Equipment	€20k	€16k
External Expertise and service	€55k	€44k
80% funding	€200k	€160k

# *THANK YOU – GET IN TOUCH!*



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# ATTACHMENTS



Programme objectives:  
Resilient economies and communities



# PROGRAMME OBJECTIVE 1.1 RESILIENT ECONOMIES AND COMMUNITIES

- <https://interreg-baltic.eu/wp-content/uploads/2022/07/Approved-2021-27-IBSR-Programme-document.pdf>
- [https://interreg-baltic.eu/wp-content/uploads/2022/04/2023.02.10\\_IBSR\\_Programme-document\\_SUMMARY.pdf](https://interreg-baltic.eu/wp-content/uploads/2022/04/2023.02.10_IBSR_Programme-document_SUMMARY.pdf)
- [Consultations - Interreg Baltic Sea Region \(interreg-baltic.eu\)](https://interreg-baltic.eu/consultations)

# PROGRAMME OBJECTIVE 1.1 RESILIENT ECONOMIES AND COMMUNITIES

## **Programme objective 1.1 Resilient economies and communities**

### **Introduction to actions**

Innovative and resilient economies and societies are necessary for the long-term prosperity of the Baltic Sea region. In this objective, the Programme supports actions that make both economies and societies more resilient. Resilience is understood as the ability to respond to external disturbances such as severe recessions and financial crises, downturns of particular industries or major health crises. Resilience also refers to a society characterised by strong social cohesion and a shared system of values. As unexpected shocks can create tremendous and persistent damage to the region, the Programme encourages actions that help to avoid unwanted external impacts, withstand them or recover quickly from them. This also implies being able to monitor potential vulnerabilities. Building BSR resilience is understood as part of European efforts to achieve higher level of self-sufficiency in the critical sectors and strengthening identity based on common European values, culture and heritage.

Since the Baltic Sea region increasingly needs to cope with interlinked challenges, the Programme encourages experimentation, “thinking outside the box” and working across different sectors to find suitable solutions. The solutions developed within this objective need to contribute to increasing innovativeness of the region. Wherever appropriate, the actions should consider uneven territorial developments, e.g. different effects of a disturbance on the urban and rural areas. Where suitable, the actions should untap the potential of digitalisation to increase adaptability of the region.

Furthermore, the Programme pays special attention to adjustments of the innovation ecosystems to support resilience building. The ecosystem is understood as ability of multiple and interconnected stakeholders to work together effectively using available resources e.g. financial and human. Existing policies and regulations as well as culture supportive to innovation are other important elements of the ecosystem. Furthermore, the solutions developed by projects should adapt smart specialisation approaches to reinforcing the region’s resilience at the macro scale. This implies finding the right balance between reducing dependency and connecting to global supply and value chains.

### **Non-exhaustive list of example actions:**

- Developing models that reduce the dependency of the BSR on global supply chains and increase the ability to produce critical goods in the region;
- Redesigning smart specialisation approaches and redefining connections to global value chains to strengthen resilience of the Baltic Sea as a macro-region;

- Developing and testing mechanisms that manage economic and societal challenges in the BSR macro-region in a coordinated fashion, e.g. piloting smart health solutions;
- Exploring the potential of sustainable consumption patterns based on local services and goods and strengthening a common identity of the BSR as a source of these goods and services;
- Exploring solutions (e.g. digital) that enable services and production in the BSR to scale and shrink in response to sudden demand fluctuations, minimising negative impact on human welfare;
- Exploring solutions to assist business with recovery following unexpected external disturbances, e.g. developing new or adapting existing business support programmes, implementing efforts to diversify the industrial base, developing risk management tools for whole sectors (e.g. creative industries) and risk response strategies;
- Piloting actions that strengthen societal resilience through cultural change, behavioural shifts and mobilising creativity, e.g. promoting smart working solutions, testing mechanisms supporting vulnerable social groups;
- Piloting actions that strengthen cohesion and regional identity by using culture as means for social inclusion and social innovation;
- Piloting actions solving specific challenge in building resilience through better connections between research and regional innovation systems.

#### **Expected results and their contribution to the selected specific objective**

The Programme's main target groups increase their capacities for applying smart specialisation approaches, industrial and societal transition as well as entrepreneurship. The supported actions foster new understanding of skills required to develop and test solutions sustaining BSR economy long-term and under pressure of rapidly changing external circumstances. They particularly increase capacity to avoid unwanted impacts from external disturbances, withstand them or recover quickly. The actions recognise importance of building skills of all players in the innovation ecosystem. They particularly reinforce meaning of communities in the innovation processes. This contributes to building resilience of the Baltic Sea region taking into account uneven territorial developments and unequal impacts on different social groups.

#### **Contribution to the EU Strategy for the Baltic Sea Region**

The types of actions supported by the Programme contribute to the objectives of the EUSBSR to increase prosperity and connect the region. In particular, they support the policy area (PA) Innovation by promoting new approaches to smart specialisation, ecosystem thinking and digitalisation. Furthermore, the actions aim to turn challenges into opportunities for sustainable growth in the Baltic Sea region. In line with the expectation of PA Innovation, they address the need for coordinated macroregional responses going beyond any specific crisis and creating a long-term vision for innovation policy in the region.

The objectives of the Programme take into account the "do no significant harm" principle

### 2.1.1.2. Indicators

Reference: point (e)(ii) of Article 17(3), point (c)(iii) of Article 17(9)

Table 2 - Output indicators

Priority	Specific objective	ID	Indicator	Measurement unit	Milestone (2024)	Target (2029)
1	RSO1.4	RCO84	Pilot actions developed jointly and implemented in projects	pilot actions	1	34
1	RSO1.4	RCO87	Organisations cooperating across borders	organisations	21	343
1	RSO1.4	RCO116	Jointly developed solutions	solutions	1	18

Table 3 - Result indicators

Priority	Specific objective	ID	Indicator	Measurement unit	Baseline	Reference year	Target (2029)	Source of data	Comments
1	RSO1.4	PSR1	Organisations with increased institutional capacity due to their participation in cooperation activities across borders	Organisation	0.00	2022	468.00	Progress reports of projects	
1	RSO1.4	RCR104	Solutions taken up or up-scaled by organisations	solutions	0.00	2021	12.00	Progress reports of projects	

### 2.1.1.3. Main target groups

Reference: point (e)(iii) of Article 17(3), point (c)(iv) of Article 17(9)

The Programme targets public authorities at local, regional and national levels, business support organisations, specialised agencies, and infrastructure and service providers as the main forces responsible for the structural transition into a more resilient and innovative region. The Programme encourages citizen involvement through specific NGOs. Wherever appropriate, e.g. for the purposes of practical testing of the solution, the Programme supports directly involving enterprises. Higher education and research institutions as well as education and training centres may join transnational cooperation actions to support the main target groups with additional expertise and competence. This particularly concerns building structures to strengthen the innovative potential of the Baltic Sea region. Furthermore, the Programme supports linking competences across different sectors.