

CiTi to host R1m serious games challenge in CPT

 By Tom Jackson

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The Cape Innovation and Technology Initiative (CiTi) is to host a serious games competition that will reward the best game for reimagining communities with R1 million for further development.



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CiTi has partnered Serious About Games, Interactive Entertainment South Africa (IESA), 67Games, the Cape Craft and Design Institute (CCDI), and the Western Cape Government's Department of Economic Development and Tourism to host the competition.

The challenge – for which an [introductory event](#) will take place on 16 November – is looking for gamers interested in bringing about social impact and innovation to develop games to engage communities in reimagining their spaces for economic prosperity.

“Apartheid urban planning has led to a highly divided society and huge socio-economic challenges across the Western Cape. Let's create a game that allows poor communities to think innovatively and reimagine their neighbourhoods for economic growth,” CiTi said.

Serious About Games will be hosting a series of workshops and gaming popup events over the next few months aimed at equipping teams with knowledge on serious games and relevant business acumen, and allowing them to engage with their audience.

Current or aspiring game developers, digital creatives and designers are challenged to use a user-centred design approach to conceptualise a game that addresses the challenge, with the winning team to receive R1 million to develop their game in 2017.

ABOUT TOM JACKSON

Co-founder @DisruptAfrica. Tech and business journalist in Africa. Passionate about the vibrant tech startups scene in Africa, Tom can usually be found sniffing out the continent's most exciting new companies and entrepreneurs, funding rounds and any other developments within the growing ecosystem

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