

Press Release



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## gamescom congress 2020 - completely online and completely free

- Europe's leading conference on the potential of games
- gamescom congress online on Friday, 28 August 2020
- Over 20 programme sessions streamed live
- Focus on "Digital Learning with Games" in everyday school life

Due to the restrictions imposed by the Corona pandemic, the gamescom congress will take place on Friday, 28 August 2020 from 11:00 a.m. to 7:00 p.m. completely online and free of charge.

This is a great opportunity to enjoy the congress content worldwide, no matter where you are. Selected programme sessions will be offered in English and can be followed at gamescom now, the gamescom content hub, and at [www.gamescom-congress.de](http://www.gamescom-congress.de).

As Europe's leading conference on the social, economic and cultural potential of games, the gamescom congress is an annual central component of gamescom, the world's largest event for computer and video games. The programme of the gamescom congress 2020 illustrates the huge potential of games for all aspects of life. This year's focus is on the topic of "digital learning" and how games can enrich everyday school life.

These conference contents are offered in English:

### Games in the climate crisis: Playing for the Planet

Speakers Kati Levoranta (Chief Executive Officer, Rovio), Sam Barret (Chief of Education, Youth & Advocacy, UN Environment) and Kieren Mayers (Director of Environment and Technical Compliance, Sony Interactive Entertainment) will talk about how the games industry addresses the climate crisis in the framework of the UN initiative "Playing For The Planet".

### Video Games, EU Policy Priorities and the Impact of Covid-19

This panel discussion will focus on how Germany intends to move Europe forward during its EU Presidency. It takes a look at EU policy priorities that will influence how the European video games sector grows and creates jobs during the recovery from Covid-19. Speakers are Dr. Olaf Coenen (Chairman of the Board, Interactive Software Federation of Europe (ISFE) and Vice President International Publishing, Electronic Arts), Hendrik Lesser (President, European Game Developers Federation (EGDF) and CEO, Remote Control Productions), Dr. Tobias Miethaner (Head of the department "Digital Society", Federal Ministry of Transport and Digital Infrastructure), Nick Cook (Senior Research Executive, Ipsos MORI) and Eduardo Mena (Research Director, Ipsos MORI). Moderator is Ann Becker (Head of Policy and Public Affairs, Interactive Software Federation of Europe (ISFE)).

gamescom congress 2020

Friday, 28.08.2020

[www.gamescom-congress.de](http://www.gamescom-congress.de)

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Organizers:



Sponsored by:

Der Ministerpräsident  
des Landes Nordrhein-Westfalen



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### **Workshop: Levelling Up Accessibility: From Access to Experience**

In this workshop, Christopher Power will explore the traditional approaches to accessibility and discuss how they are currently insufficient to ensure technology is accessible to people with disabilities.

The gamescom congress is aimed at interested parties from the fields of academia, science, culture, politics and journalism as well as business representatives from all commercial sectors.

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### **Further Information:**

#### Stay up to date:

Latest news about the gamescom congress on [Facebook](#), [Twitter](#), and #gcc20

#### Unsubscribe from the press distribution list:

By mail to [unsubscribe-gcc@quinke.com](mailto:unsubscribe-gcc@quinke.com).

### **About the gamescom congress 2020**

The gamescom congress takes place annually as part of the gamescom. In 2020, the congress will be implemented as a purely digital format for the first time due to the restrictions imposed by the Corona pandemic. The congress is Europe's leading conference on the potential of computer games in a digitalised world and offers insights far beyond the digital and media industry. Speakers from Germany and abroad will present in lectures, seminars and panel discussions. The gamescom congress is organized by Koelnmesse GmbH and game e.V., the association of the German games industry. The gamescom congress is sponsored by the state of North Rhine-Westphalia, KölnBusiness Wirtschaftsförderungs-GmbH and the NRW media network. [www.gamescom-congress.de](http://www.gamescom-congress.de)

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