



Revival from the Great East Japan Earthquake by “Fukushima Game Jam”

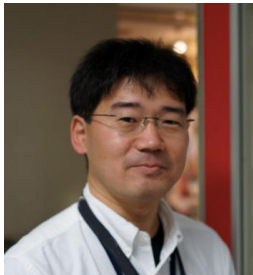
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Vice President, IGDA Japan
CEO, Cyberz Inc.

GAME DEVELOPERS CONFERENCE
SAN FRANCISCO, CA
MARCH 17-21, 2014
EXPO DATES: MARCH 19-21 **2014**

My Profile: Nakabayashi Toshifumi

- Project Leader of the **Fukushima Game Jam** (FGJ)
- Vice President of IGDA Japan
- CEO of Cyberz Inc.

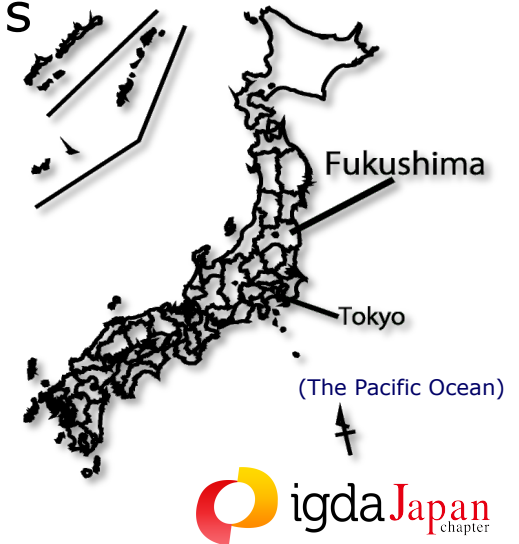


- Project Management/Software Engineer
- Community Management Service
- Technical consultant for online game development



March 11, 2011

- Japan suffered an unprecedented disaster called **the Great East Japan Earthquake**.
- Fukushima I Nuclear Power Plant was damaged by the tsunami and melted down, and clean-up work still continues.
- Around Fukushima, radioactive contamination has damaged the major industries of agriculture and fishing in the area.



Overview of FGJ



1. Professional/amateur/student game developers gather in the main halls in Fukushima, and create games in 30 hours.
2. In cooperation with USTREAM, the event was broadcast within and beyond Japan from the opening ceremony to the closing ceremony.
3. Game Jam participants from Tokyo inspected the tsunami-affected areas before starting.
4. A workshop for children was also conducted.





Timetable of FGJ

Day	Time	Event
1	AM0	The participants from Tokyo leave by bus
	AM6	The participants visits the tsunami-affected areas
	AM8	Participants arrive at the event hall
	AM10	Opening Ceremony/Start Jam (USTREAM begins)
	PM3	Design presentation
	PM11	α (alpha) version presentation
2	AM8	β (beta) version presentation
	PM5	Last Presentation/Closing Ceremony (USTREAM ends)
3	AM0	The participants depart the event hall

$$7\text{Members} \times 30\text{Hours} = 210\text{Hours} \div 30\text{Days}$$

Visiting the tsunami-affected area

August 3, 2013



The guide was also a victim of the disaster

A large number of wrecked cars remain

August 3, 2013



Only house foundations remain after the tsunami

August 3, 2013



Opening Ceremony & Development



The game jam theme and the teams were announced at the opening ceremony



Children came to the hall and received lectures about game development

Staff



A presentation was performed by USTREAM at every phase.

Presentation



Closing Ceremony



FGJ Concept

The basic idea was simple:

Let's contribute to revival
through our favorite activity:

Game Development!

Concept (1/3)

Introduce the present condition of the affected area,
and motivate game developers help with the revival.



Concept (2/3)

- IT/Game industry is not affected as much by the radiation.
- Offer an educational program to local youth to learn game development processes and tools as a long-term profession.
- Students learned all aspects of game development.



Concept (3/3)

- Realize a new IT industry cluster in northeast Japan.
- Participants stay connected via Facebook, etc.
- Long-term cooperation was established through a meeting with the town of Minamisoma.



Circumstances

1. In June 2011, Kiyoshi Shin, former leader of IGDA Japan, was introduced to Minamisoma in Fukushima prefecture by a GGJ journalist.
2. Kiyoshi soon proposed holding a local game jam in Minamisoma on Twitter.
3. In only 40 days following the tweet, IGDA Japan quickly prepared and executed the Fukushima Game Jam.



FGJ Project Team – 40 day Task List

Adjustment and preparation of the infrastructure for offering the FGJ, workshops, and USTREAM:

- Settlement of the event outline
- Budget control / settlement of accounts
- Arrange financing from sponsors
- Negotiation with the local government agency
- Staff adjustments
- Insurance contract
- Creation of press releases
- Creation of workshop
- Act as the MC



Why did I support this project?



- Visited Fukushima for personal travel in December, 2010.
- On March 11, 2011, I experienced the earthquake in Tokyo and fortunately I was safe. But I was shocked by the TV broadcasts showing what happened where I visited just 3 months earlier.
- Then the conversation started on Twitter about what could be done to help the people of Fukushima and Kiyoshi proposed the Game Jam.
- Since IT, community management, and project management are my key skills, I decided immediately that I would support this effort.

Who attended?

- **Industry**

- Professional/Independent Game Developers
- Amateur Developers
- Non-game Developers
- Teachers

- **Students**

- University/College
 - Game Design, Graphic Design
 - Information Science
- High school



Example: an inspired student

2012



2013



- She is an 11th grade student who lives in Minamisoma and started participating in FGJ in 2012 in the 10th grade.
- She is considering attending a university and game development as a career – all because of her experience in the FGJ.
- We expect her to have a bright future!

FGJ Growth in 3 years: 2011-2013

2011



- The first time was in August, 2011 – only 5 months after the tsunami!
- Minamisoma was very cooperative since most revival was focused on only the local businesses.
- Just the ability to hold the event only 40 days after the tweet was a great success.
- The main hall in Minamisoma and 4 satellites were established with a total 120 participants.



2012



- The 2nd FGJ was held in August, 2012.
- The students of Fukushima increased in number by the ability of cooperation of the vocational school as well as the high school.
- The main hall in Minamisoma and 4 satellites (3 in Japan 3, 1 in Taiwan!) were established with a total 170 participants.



November, 2012

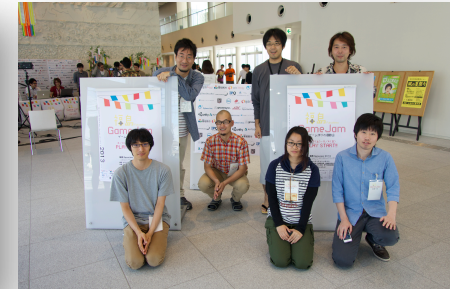


- **IGDA Tohoku was established in Fukushima.**
- No game industry existed in Fukushima Prefecture, and no game developer community.
- Following the momentum of the FGJ, the FGJ staff in Fukushima took the lead and formed an IGDA chapter.
- The chapter holds a 1-day Game Jam every month!



2013

- The 3rd FGJ was held in August, 2013.
- Student participation was especially encouraged; a month beforehand company sponsors provided a seminar about game tools.
- The 2 main halls in Minamisoma and Koriyama (thanks to cooperation between IGDA Japan and Tohoku) and 12 satellites (9 in Japan, 3 foreign – Taiwan, Colombia and Chile!) were established with a total 531 participants.



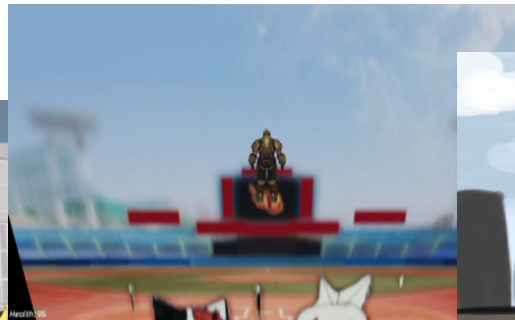
FGJ Locations in 2013

- Fukushima Main Halls
 - Minamisoma, Fukushima
 - Koriyama, Fukushima
- Japan Satellites
 - Hatchioji (Tokyo), Shinjuku (Tokyo), Kanagawa, Nagoya, Ishikawa, Kyoto, Okinawa
- Overseas Satellites
 - Taiwan, Bogota (Colombia), Medellin (Colombia), Chile



2013 Results

- 16 games completed at the Fukushima sites.
- All the games are hosted on the official FGJ site
- One of the games was released by the AppStore!



<http://fgj.igda.jp/>

FGJ Timeline & North East Japan

Aug, 2011 Fukushima Game Jam 2011

Jan, 2012 GGJ (Global Game Jam) Sendai, Miyagi Satellite (1st)

Aug, 2012 Fukushima Game Jam 2012

Nov, 2012 Koriyama, Fukushima 1-day Game Jam (1st)/monthly
IGDA Tohoku chapter formed

Jan, 2013 GGJ Koriyama, Fukushima Satellite (1st)

Jun, 2013 Sendai, Miyagi 1-day Game Jam (1st)

Aug, 2013 Fukushima Game Jam 2013

Jan, 2014 GGJ Koriyama (2nd)

Future We have high hopes!

FGJ's Growing Scale

	2011	2012	2013
Countries/ Regions:	1	2	4
Halls:	5	5	14
Participants:	120	170	531
Theme:	Connection	Rise	Jump

**Personnel
Training**



**Consulting
Service**



**System/Infrastructure
Provider**



Development Tool / Middleware



Promotion



Community



Game Creators

**The FGJ was a professional partnership
across many different functions.**

Conclusion

- People perceive the FGJ to be very hard work.
- But for me, it's a pleasure to be involved, and I really enjoy the hackathon process for establishing the FGJ.
- The FGJ organizers really enjoy the event as much as the participants!
- The revival of Fukushima will be long, but our sacrifice of time and effort can help them endure.



Game developers have a lot to contribute, even to the revival from a major natural disaster.

Let's continue to support the effort!



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