



Harnesses the power of games to empower, engage and educate you

USAID Initiative

Innovations for Youth Capacity and Engagement, “**IYCE**”, is an initiative funded by the United States Agency for International Development (USAID) that strengthens youth programs by developing tools and effective models utilizing the **power of innovative technology**, including serious games, to **empower, engage and educate youth** and assist them in their transition to adulthood.

IYCE meets young people where they are, capturing their interest with gaming and other new media that they consider relevant, interesting and ‘cool’. This venue offers a safe, fun, and challenging space where youth can develop the skills necessary to become more engaged, responsible, and productive citizens. IYCE targets youth in the regions in which USAID operates, including the Middle East, Africa, Europe and Eurasia, and Latin America and the Caribbean.

Through IYCE, USAID is forging unique public-private alliances to bring together the ICT and Gaming worlds with the world of international development in order to creatively address critical youth development challenges.

Why Social Games?

Social city-building games are one of the worlds **fastest growing** game genres with **hundreds of millions** of players globally ...



Top 3 city building Facebook Games:

Rank by: Monthly Active Users (MAU)

- | | |
|------------------|------------|
| 1.CityVille | 10,247,130 |
| 2.CastleVille | 8,544,732 |
| 3.Social Empires | 6,000,000 |

AppData: April, 2013

These social games are fun, engaging and **rigorously optimized** every week for viral propagation & free to play conversion

Social Game: Our City

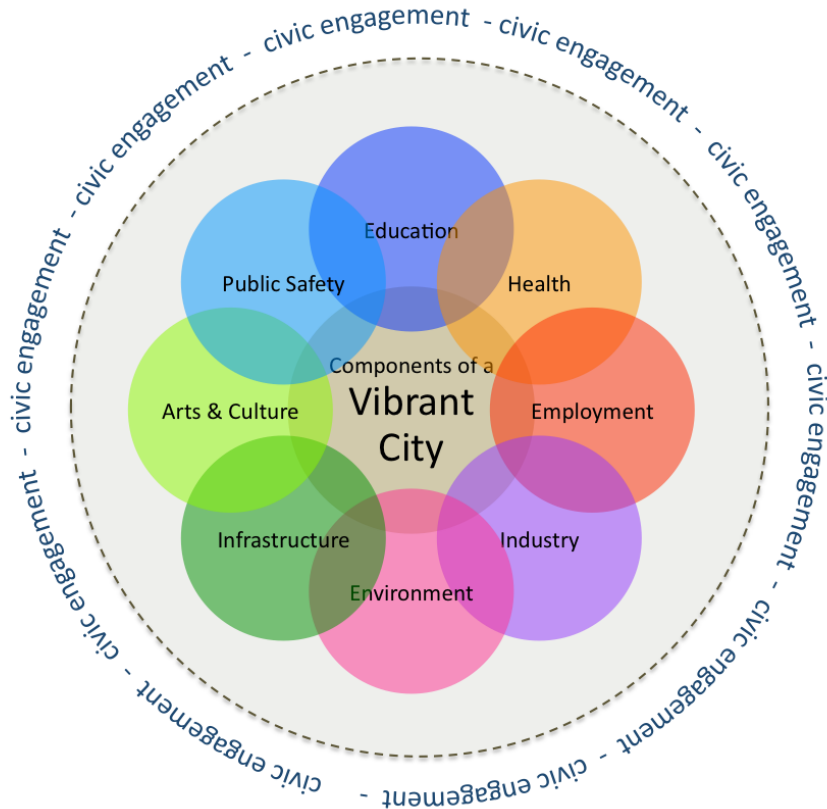
IYCE Pilot Game: **Our City** Concept overview



- City building Facebook game
- Our City will be localized to Jordanian context both in art and content
- Players will focus on building and managing a healthy and vibrant city
- **Micro-engagement models** will provide opportunities to advance more rapidly in the game by interacting with mini-games, videos, online content and surveys that are linked to digital content from IYCE partner NGOs
- **Real-world/Virtual-world integrations:** real world activities such as volunteering opportunities which will be offered by partnering NGOs to engage deeper and accelerate game play
- **Mobile component:** through mobile plug-ins such as reminders and updates, players will be able connect and engage with the game while being away from their PC. Also, a mobile function will provide a check-in mechanism to integrate into the game players' participation in real-world activities

Social Game: Our City

IYCE Pilot Game: Our City Concept overview



The game will focus on the **challenges of building a vibrant city** and will help the player **understand the systems** that must be managed to **grow and manage a city**. Players will face concrete challenges, such as energy shortages, diminishing access to water, a growing population, and a challenging economic environment, for which they will develop appropriate solutions.

Note: the game will not focus on building the specific governing models and infrastructure

Social Game: Our City

IYCE Learning and Impact Objectives

1. Youth understand the components of a healthy city and increases capacity for *Systems Thinking*

2. Youth *make decisions* around those components from a civic perspective fostering *effective civic engagement*

3. Youth understand how they can *apply* what they learn in the game to help make a difference in the *real world*

- ✓ Increase importance of a sense of community. Compete, collaborate, socialize, and connect with other players
- ✓ Fixing problems and solving conflicts as important learning mechanics in the game
- ✓ Strong social mechanics as part of quests structure: sharing, reciprocity, gift-giving, community development, player reputation level, friendly competition
- ✓ The player should have the opportunity to make bad decisions. Since the best instruction is through failure