Iran Computer and Video Games Foundation

8TH SERIOUS GAMES PRIZE 2027

The 8th International Serious Games Prize (SeGaP)

School
Serious Game Development Training
October November 2026

Hackathon
Experience Developing a Serious Game
October 2026 January 2027

Festival
Game and Research Paper of the Year Awards
January February 2027

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Call for the 8th International Serious Games Prize 2027

Call for Participation in the School, Hackathons and Festival

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The central theme of this edition is cultural heritage, tourism, and national identity. .Additionally, a special focus has been given to board games and interactive robots

Introduction to the Event and Serious Games

The 8th International Serious Games Prize 2027, taking place in 2026–2027 under the international name SeGaP 2027, provides a platform for education, ideation, production, presentation and support of serious games. Through the Serious Games School, hackathons and the festival recognizing the year's best serious game, this edition seeks to improve game development skills, develop practical products and strengthen connections among game developers, industry and organizations that use these products.

The Secretariat invites game developers, students, innovative teams, designers, developers, rights holders and organizations that use serious games to participate through educational programs, game ideation and production competitions, and submission of their products.

Notice Regarding the International Serious Games Symposium

The International Serious Games Symposium will be held as an independent event in 2027. A separate call for participation, including the scientific themes, participation requirements, event schedule, and submission guidelines, will be announced in due course through the official event website.

What Is a Serious Game?

A serious game is a game or game-based experience whose primary design and production purpose extends beyond entertainment. It is used for education, skills training, health, treatment, cultural awareness, behavior change, simulation or problem-solving. These works may be digital, board-based, physical or interactive. In addition to technical and artistic game development expertise, their development requires specialist knowledge of the application domain and research and development.

Application	Function	Examples
Theoretical education	Learning scientific and curriculum concepts	Mathematics, physics and foreign languages
Skills training	Practicing personal and professional skills	Management, military training, crisis management, vocational skills and teaching Islamic prayer
Advertising and persuasion	Introducing and promoting concepts	Tourism, political and religious concepts, products and brands
Social reform	Promoting prosocial behavior	The environment, cultural heritage, public health and social responsibility
Wellness	Prevention and health maintenance	Preventing diabetes, obesity and addiction; healthy eating and exercise

Application	Function	Examples
Treatment and rehabilitation	Supporting specialist interventions	Autism, attention deficit and hyperactivity, phobias, stroke and mental disorders

Objectives and Benefits of Participation

Objectives of the Eighth Edition

- Continue supporting the production and commercialization of educational, health and therapeutic games, particularly through advanced technologies.
- Strengthen connections among game developers, industry, universities and user organizations to develop serious games and put them into practice.
- Identify and support development teams and help develop businesses and employment in serious games.
- Help transform education, advertising, treatment and social activities through the potential of games.
- Showcase active game developers and provide role models for young people interested in creating serious games.
- Promote awareness of game applications among policymakers, consumers and other industry audiences.
- Expand the use of serious games to address cities' social, cultural and environmental issues, provide citizenship education and improve urban quality of life.
- Decentralize activities beyond the capital and give attention to developers across Iran.

Opportunities for Participation

- Connect with stakeholders, commissioning organizations and investors in serious games.
- Enable selected participants to benefit from the event's prizes and support programs under the announced rules.
- Join the network of game researchers and serious game developers and contribute to knowledge production in this field.
- Introduce works to incubators and accelerators and explore commercial development opportunities, subject to each program's conditions.
- Use the event's communication channels to introduce works to audiences and investors.
- Gain experience in ideation and prototyping through the hackathons and strengthen skills through the Serious Games School.

Prizes, admission to incubators, investment and commercialization are subject to specialist selection, the relevant organization's conditions and the necessary agreements. Registration alone does not guarantee these benefits.

1 Serious Games School

The Serious Games School aims to teach the design, development and production of serious games and improve the knowledge of those interested in developing game-based products. The program links technical and artistic game development expertise with understanding the problem and specialist knowledge of the application domain.

Audience and Areas of Study

The School is intended for aspiring game developers, students, researchers, designers, programmers, artists and specialists who wish to use games for education, health or solving practical problems.

- Game design and connecting practical objectives with the gameplay experience.
- Technical aspects and technologies used in serious game production.
- Artistic aspects and content production suited to the audience and the problem.
- Understanding the specialist domain of a serious game and approaches to problem-solving in design and production.

The detailed syllabus, instructors, session schedule and participation conditions for each course will be announced on the official event website.

Format and Dates

The School will be held online nationwide from 7 November 2026 to 20 January 2027. Follow the official website and event announcement channel for registration notices and session access information.

Links to the Hackathons and Product Development

The School offers an opportunity to strengthen the knowledge and skills required to develop ideas and create serious games. Participants can apply their learning to hackathon challenges and to developing a serious game prototype or product. Any specific conditions for participation in a hackathon or educational program will be announced in that program's notice.

Registration and curriculum information: the School section of the official event website.

2 Serious Games Hackathons

A Serious Games Hackathon is a three-day event that turns a real-world problem into an idea and a serious game prototype. Applicants may register individually or as a team. With support from game design and production mentors and specialists in the problem domain, they will gain experience in ideation, design and creation of a demonstration prototype.

Hackathon themes are drawn from real-world problems faced by partner organizations and institutions. Previous editions have addressed interaction with people with autism, rational use of medicines, teaching English to children, adolescents and deaf learners, life skills, informed choice, responding to COVID-19, cognitive empowerment and the environment.

Hackathon Program for the Eighth Edition

Event	Status and Dates	Format and Location
First hackathon	Already held	Rasht; environmental theme
Second hackathon	Already held	Shomal University, Amol
Third hackathon	23 October–21 November 2026; exact date to be announced	Semnan
Fourth hackathon	22 November–21 December 2026	Nationwide and online; open across Iran

Participation in the Serious Games Hackathons is free and open to everyone. Each hackathon's registration deadline and form, competition challenge, mentors and output presentation procedure will be announced in its dedicated notice.

Participation Conditions and Next Steps

- At each hackathon, each person may belong to only one team. In provincial hackathons, membership is limited to one team in one province.
- For in-person programs, participants are responsible for production equipment, including laptops, motion sensors and headsets, as well as overnight accommodation.
- Selected works will have the opportunity to be presented to sponsors and investors and considered for further development and commercialization. Support or investment conditions will be announced under the relevant program.

3 Serious Games Prize Festival

The festival of the eighth Serious Games Prize welcomes all eligible serious game works and products across a wide range of themes and applications. Educational, therapeutic, health, social, environmental, management, skills-training, cognitive and cultural games, as well as other relevant applications, may participate in this section.

Individuals and teams holding the rights to their works may submit products from 3 November to 25 December 2026. Evaluation takes place in three stages: production, commercial and scientific. After the initial evaluation, selected teams will be invited to present their full products on 20 January 2027. Following final judging, the winners will be announced and honored at the closing ceremony on 28 January 2027.

Special Theme: Cultural Heritage, Tourism and National Identity

The eighth edition gives special attention to works and products that use the potential of serious games to introduce, protect and represent cultural heritage, develop tourism and strengthen national identity. This priority complements the general acceptance of works across all serious game domains.

Festival Themes

- Cultural heritage, tourism and national identity; the special theme of the eighth edition.
- Cities and urban life; citizenship education, urban management and participation, architecture and urban planning, transport and safety, the environment and waste, crises and resilience, neighborhood identity and urban tourism.
- Education, learning and skills training; general, specialist, personal and professional education.
- Health, treatment and rehabilitation; physical and mental health and specialist interventions.
- Culture, society and behavior change; awareness-raising and social responsibility.
- The environment, sustainable development and crisis management; resource conservation and preparedness for hazards.
- Cognition, technology and simulation; cognitive games, emerging technologies and interactive simulators.
- Other applications of serious games; scientific, industrial, organizational and social domains.
- Cognitive science; strengthening mental abilities, memory, attention, learning, decision-making and cognitive rehabilitation.

- Artificial intelligence; the use of artificial intelligence in serious game design and development, adaptive learning, personalized gameplay experiences and intelligent simulation.

These themes do not restrict the subject matter. All works related to serious games may be submitted and considered if they meet the announced conditions.

Special Formats and Festival Entries

Board Games and Interactive Robots

In addition to digital games, the festival accepts eligible board games, interactive and game-based robots, and other physical and interactive products. The main requirement is that the work has a serious, practical objective or function beyond entertainment alone.

For evaluation of these works, prepare a product introduction, its objective and target audience, instructions for use, performance documentation, and images or video of the product in operation. Practical assessment, demonstration or presentation must be possible in accordance with the Secretariat's instructions. Operational requirements for non-digital products will be announced according to the format of the work.

Prizes, Support and Partner Organizations

3 Billion Tomans

Three billion tomans in total cash prizes for the eighth edition

The 8th International Serious Games Prize 2027 has allocated a total of three billion tomans in cash prizes to support and recognize works and selected participants across the event's sections. Prizes will be awarded in three categories: games pending release, updated games and released games. The allocation to each section, the number of prizes, eligibility conditions and the allocation procedure will be announced later by the official Secretariat.

Game release status: Submissions may fall into one of three categories: **Pending release** (games produced during a hackathon that are being prepared for release), **Updated** (games that have undergone substantial and significant modifications) and **Released** (games released for the first time that have not participated in previous festivals).

This amount represents the event's total prize pool. Festival prizes are considered in the categories of released games, games pending release and updates. Operational details for these categories and special panels will follow the Secretariat's announcement.

Special Support for Priority Themes

Selected works related to cultural heritage, tourism and national identity will receive special support from the Iran National Foundation of Computer Games, the Scientific Vice Presidency and Tehran Municipality, within the event's rules and support programs.

The type, extent and conditions of this support will be announced under the relevant program. Special support, facilities, investment and commercialization services are each subject to their own rules and do not constitute a separate cash prize or a guarantee of investment.

Secretariat

The Iran National Foundation of Computer Games organizes the event, and the Digital Game Research Center (DIREC) serves as its Secretariat. The participation of academic, executive and specialist institutions helps identify problems, expand game applications and connect teams with organizations that use these products.

Partner organizations' logos appear on the official cover poster. Each institution's scope of cooperation, judging panel or support will be announced in the official notice for the relevant program.

Event Schedule and Key Dates

Section	Stage	Date or Status
General	Publication of the call and poster	3 November 2026
School	Online delivery	31 October 2026–20 January 2027
Hackathons	First hackathon; Rasht and the environment	Already held
Hackathons	Second hackathon: Shomal University	Already held
Hackathons	Third hackathon	23 October–21 November 2026; exact date and host city to be announced
Hackathons	Fourth hackathon; nationwide and online	Exact date to be announced
Festival	Opening of game and product submissions	3 November 2026
Festival	Deadline for game and product submissions	25 December 2026
Festival	Presentation of selected products and judging	20 January 2027
Closing ceremony	Announcement of winners and award presentation	28 January 2027

The schedule above provides the dates for this call. Details of the hackathons and special scholarly works will be announced in their dedicated notices.

General Conditions and Festival Rules

General Participation Conditions

- Each team must name an individual as its representative on the registration form. The Secretariat will communicate with the team through this person, who must remain available and responsive from form submission until the end of the event.
- Providing false information will result in disqualification from all sections of the event.
- If an investor or commissioning organization wishes to collaborate, the project will be valued by a specialist selected by the Secretariat. The expert assessment will form the basis for negotiations between the parties.

Rules for Submitting Games and Products

- An unfinished game may enter the competition and may be submitted again in later editions once completed. A completed game may participate in the Prize only once. Games that have previously participated in the Prize may enter only the Best Update category.
- There is no limit on the number of submissions. Each registration form must cover only one game or product.
- The work must have been developed by its rights holders and must not be a copy or a localized version of another game.
- Installing and running a digital game must be quick and easy. Any prerequisites or special installation or execution steps must be explained in the accompanying guide. If the judging team cannot run the game, it will be disqualified from the competition.
- For board games, interactive robots and other physical products, introductory documentation, instructions for use, images or video of their operation, and the ability to conduct a practical assessment are required in accordance with the Secretariat's instructions.
- The development team must provide the Secretariat with all files and documents required for judging. These materials will be used solely for evaluation, and the Secretariat emphasizes the protection of the works' intellectual property rights.

Hackathon-specific rules are provided in the hackathons section. Specific conditions for special scholarly works are or will be set out in that section's notice.

Registration and Submission Guide

For each type of participation, use the form or system specified in the relevant section of the official event website. Participation in multiple sections is permitted, and each type of participation must be registered through its designated route. Links to forms and notices from previous editions are not valid for registration in the eighth edition.

Type of Participation	Required Action
School	Follow the schedule and complete course registration in accordance with the School notice
Hackathons	Select a hackathon and complete the individual or team form in accordance with its dedicated notice
Festival games and products	Complete a festival form for each work and submit the product and documentation

Contact the Secretariat

The Serious Games Prize Secretariat is based at the Digital Game Research Center (DIREC), within the Iran National Foundation of Computer Games, and will answer inquiries on working days.

Official Event Website

www.segap.ir

Secretariat Email

serious.games.prize@gmail.com

Official Announcement Channel

@gameresearch

https://t.me/gameresearch

Telephone

021 88310370 ext. 124

Secretariat Address

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Before Submitting Your Work

- Read the notice for the relevant section and the latest official guide.
- Complete the representative's or corresponding author's details and prepare all required files.
- Ensure that registration is complete and the work can be evaluated.

