

The background of the image is a dark, vibrant display of light trails and bokeh. The lights are primarily in shades of blue, green, and purple, with some red and orange highlights. The trails are vertical and appear to be moving downwards, creating a sense of dynamic energy and digital connectivity.

# CI/C

Empowering Immersive Creativity

Training, Tools & Education  
Games for Health – Monday 30 March 2026

# invest in talent



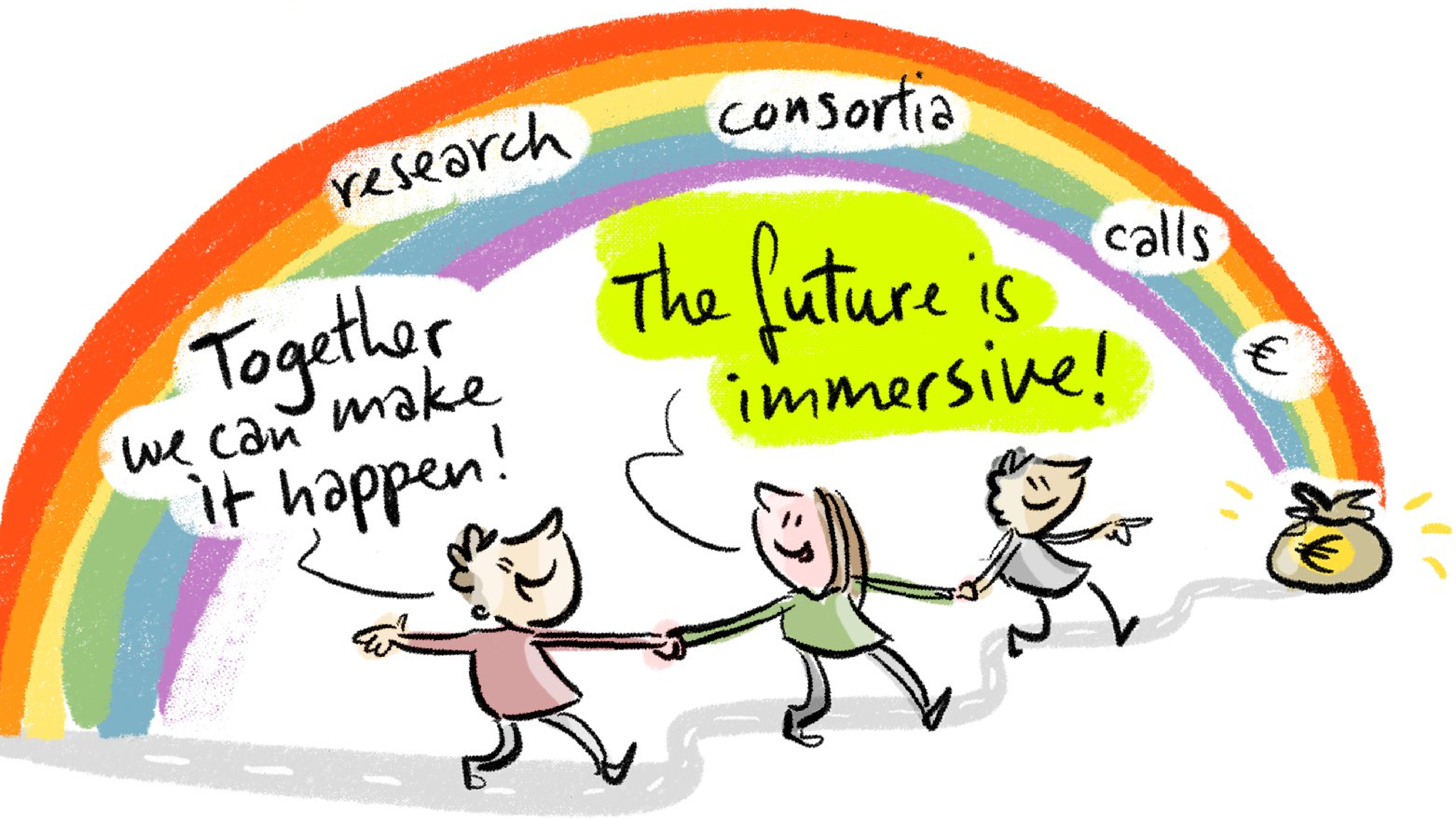
## What is CIIC?

A government programme funded by the National Growth Fund in the Netherlands, initiated by the Ministry of Education, Culture and Science.

Over five years, we invest €200 million in an interconnected programme aimed at strengthening the immersive (IX) ecosystem, improving its earning capacity, and driving societal impact.

“Story living means giving people radical agency,  
a hyper-reactive world, and deep personalization”

*Joshua Rubin*



research

consortia

calls

Together we can make it happen!

The future is immersive!

€



“We often think we agree,....  
until we start working together

*Patrick Lencioni*



So how can we make this work?

# CIIC helps to

- ✓ Collaborate across silos: museums, tourism, cities, brands, education, and healthcare. These partners have different budget structures and longer timelines, but they offer scale and impact.
- ✓ Support innovative research through collaborative applied research calls.
- ✓ Explore scaling and business models: which components are reproducible, which experiences can be offered modularly, and what is the revenue model (licensing, subscription, location-based experiences, gamified e-learning).





Innovation:

Technique does not have to be the starting point

*There are many questions from the field*

- Solving staff shortages
- Safeguarding public values
- Effectively applying IX



Innovation:

The question behind the question is missing  
*Which limitation(s) enforce that*

- Too solution-driven
- Context is missing
- The question is not yet clear



Innovation:

Innovation starts with exploration

*In collaboration we can overcome the limitations*

- Makers ask different questions
- They think by making
- They make context visible



Innovation:

Space to define the right question

*Support the the KERN call of CIIC provides*

- Research on applying IX
- Consortia: research + SMEs + public sector
- Focus on co-creation
- Max per project: €300.000
- Total call budget: ± €5.000.000
- Co-finance: partners ~50%
- Duration: ± 1,5–2 jaar



Innovation:

This is for you if...

*When does KERN apply to you*

- You work with IX or want to attribute it
- Your question is not yet clear and IX could be the answer
- You are looking for partners in attributing IX

Alternative paths:

- START → ± €50K (exploration)
- ADRIE → tot ± €1,3M (artistic)

Questions through notes

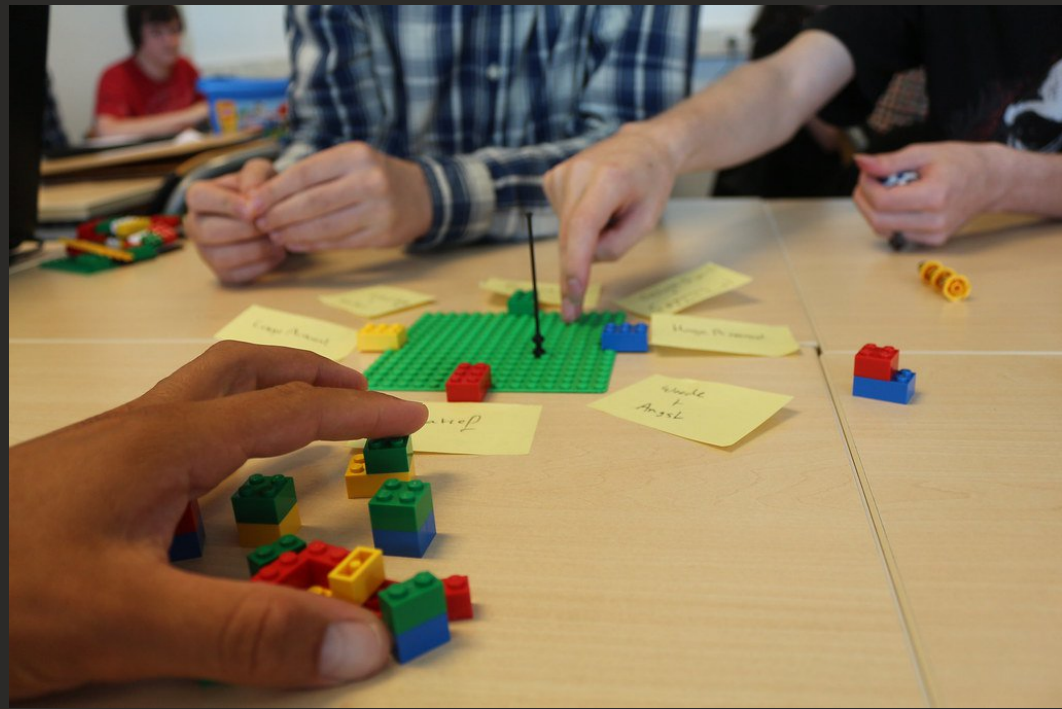
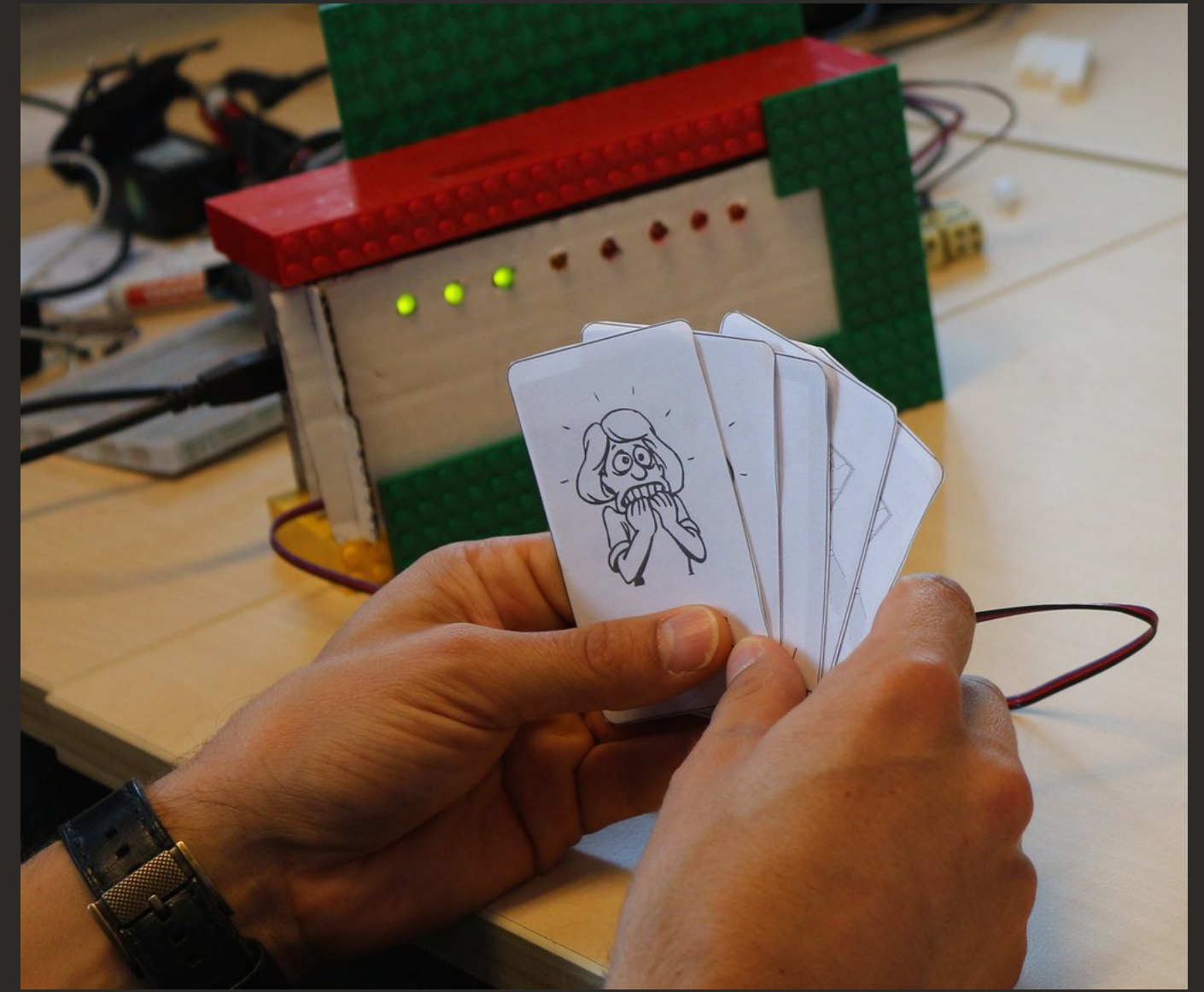
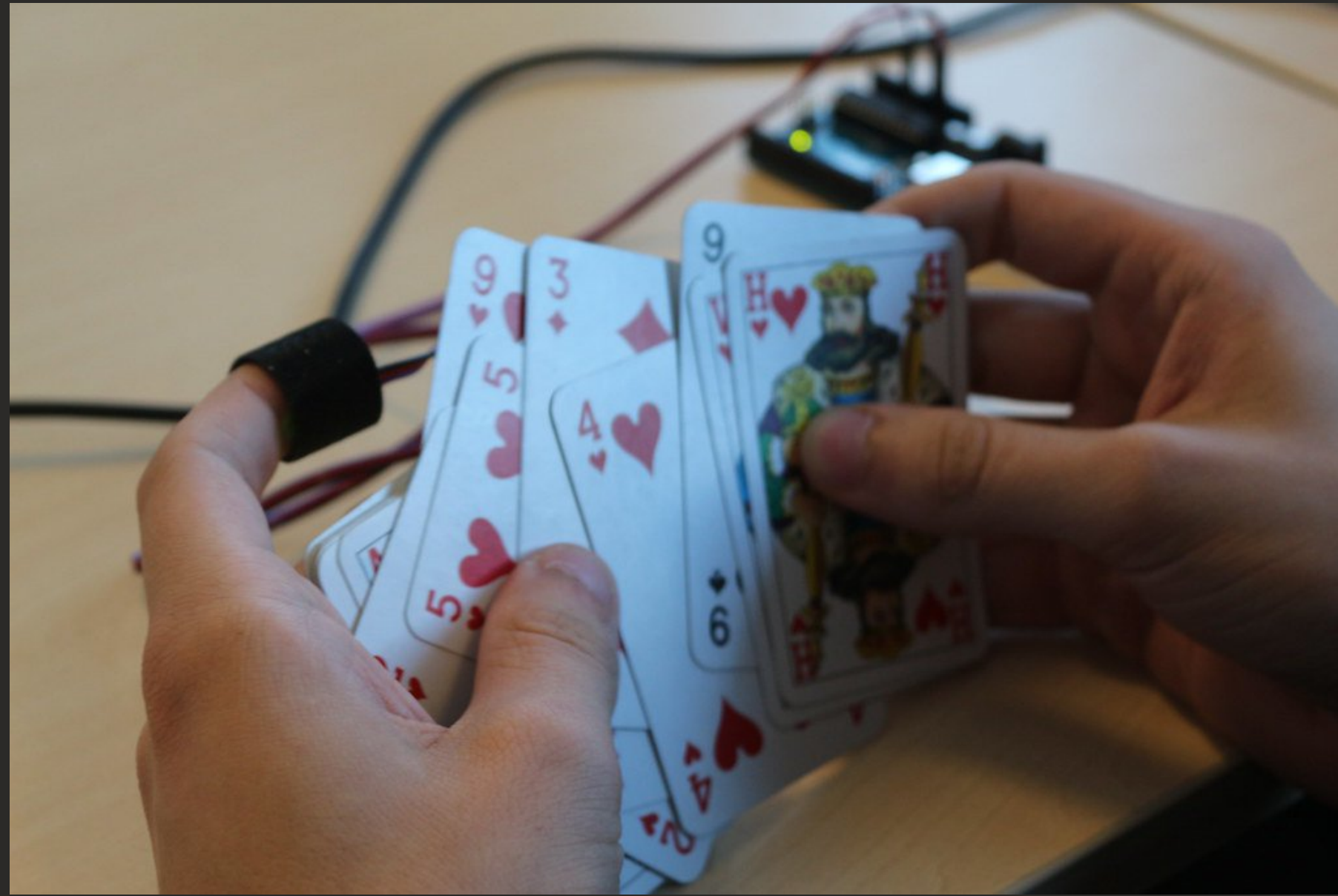
Dr. Menno Deen

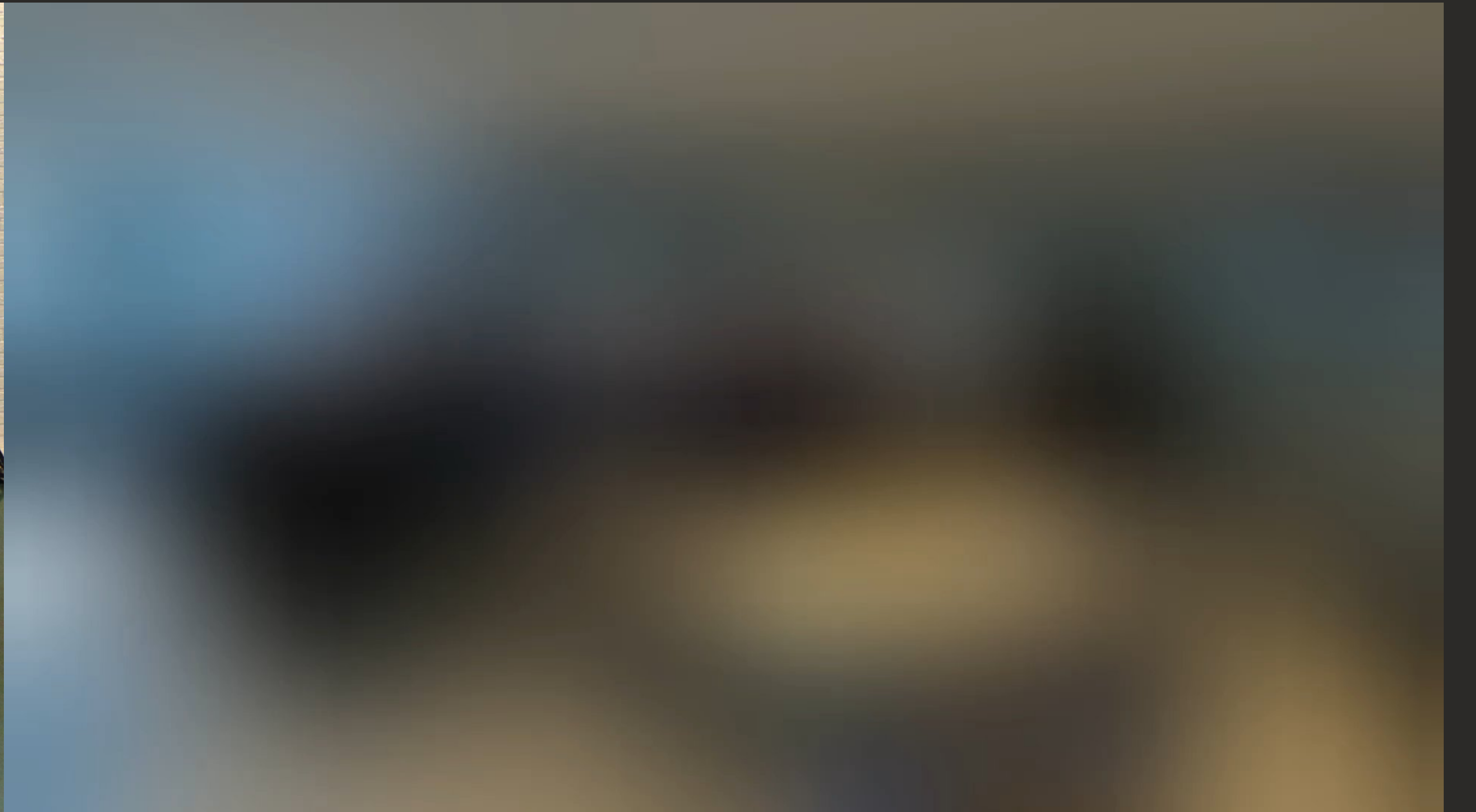
HAN University of Applied Sciences

*Social Impact Game Designer & Researcher*

# Games for Health = Innovation

- Implementation
- Design
- Impact



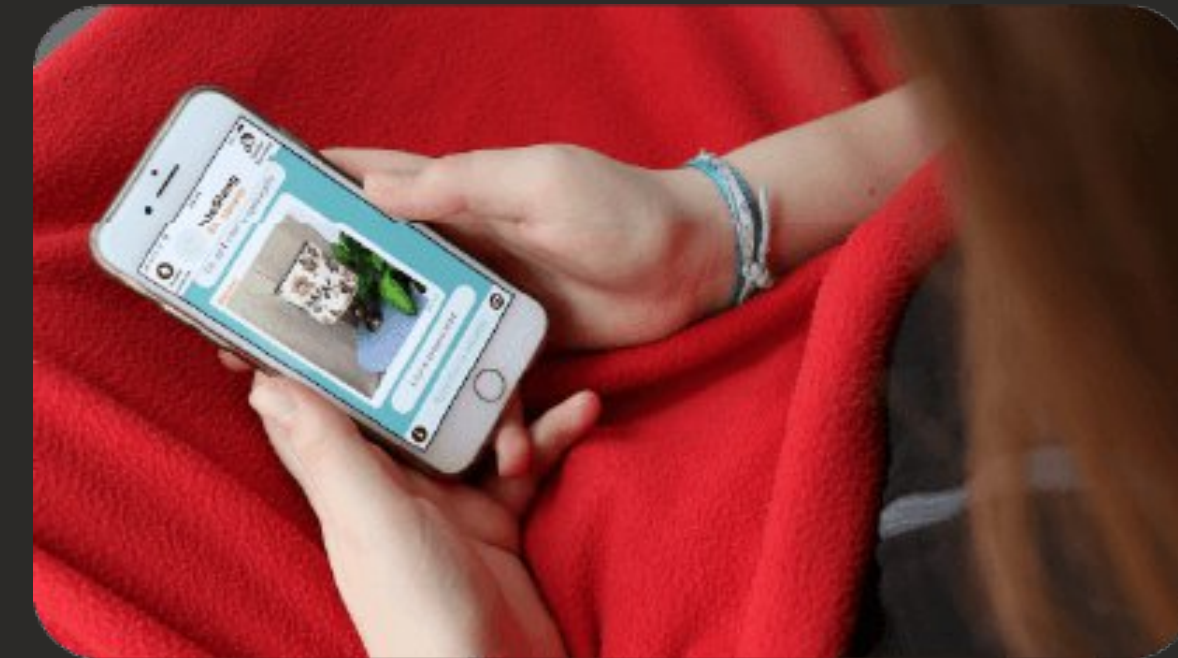
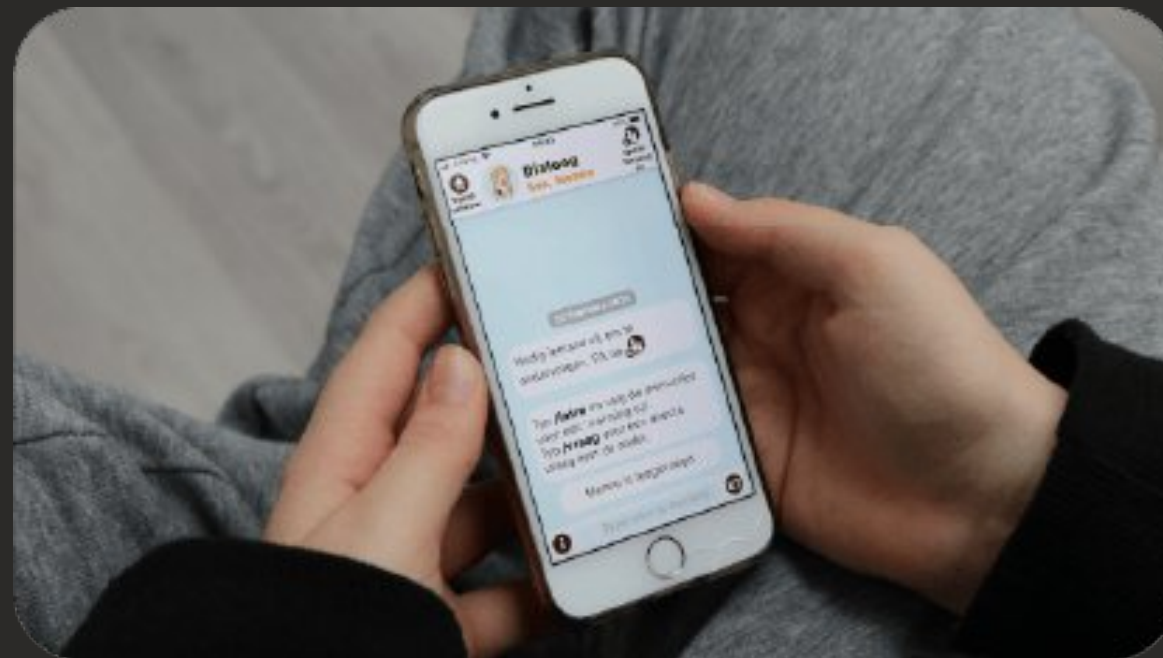
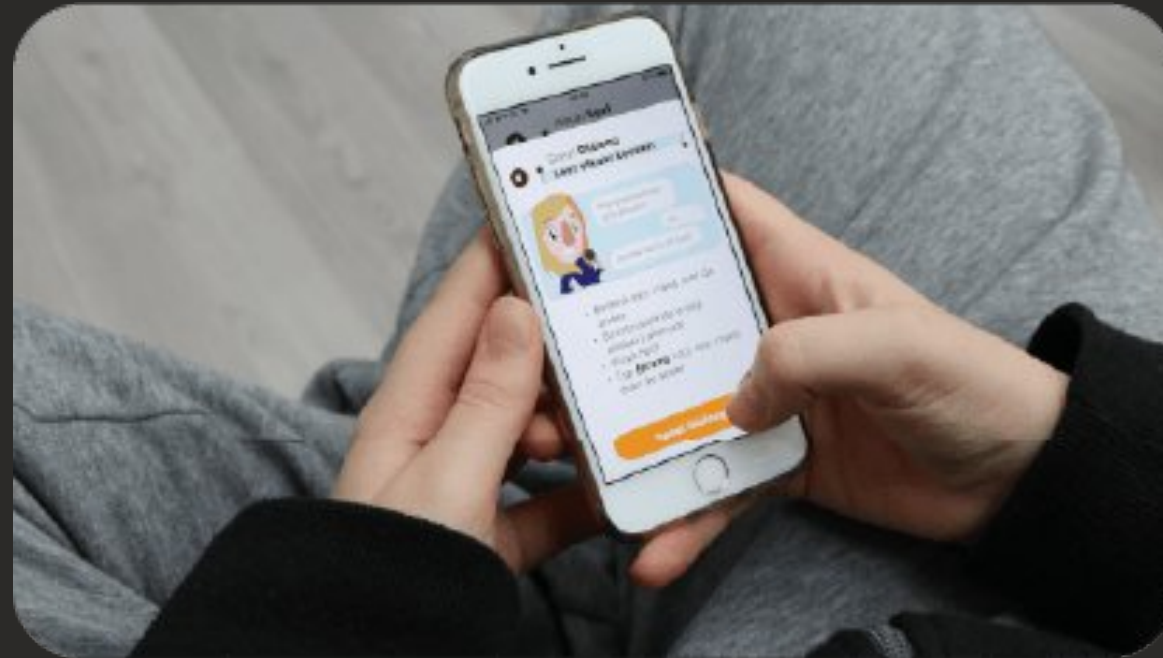
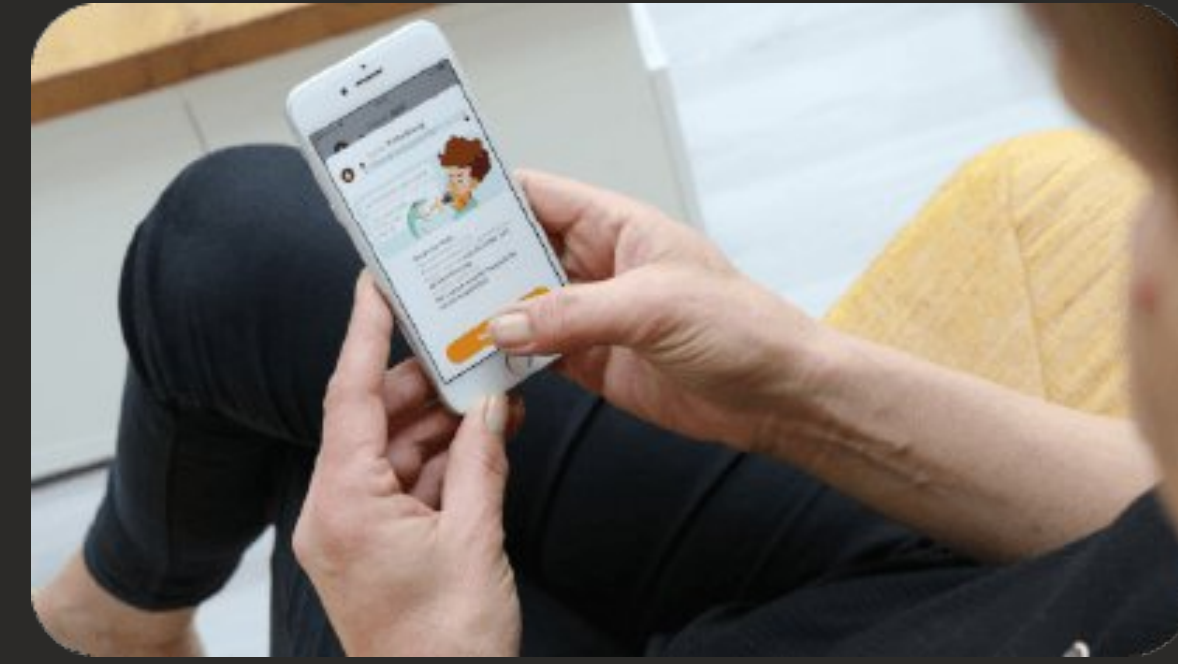


**Innovation = implementation = stakeholder management**  
*Bard Wartena offers a tool to align expectations*

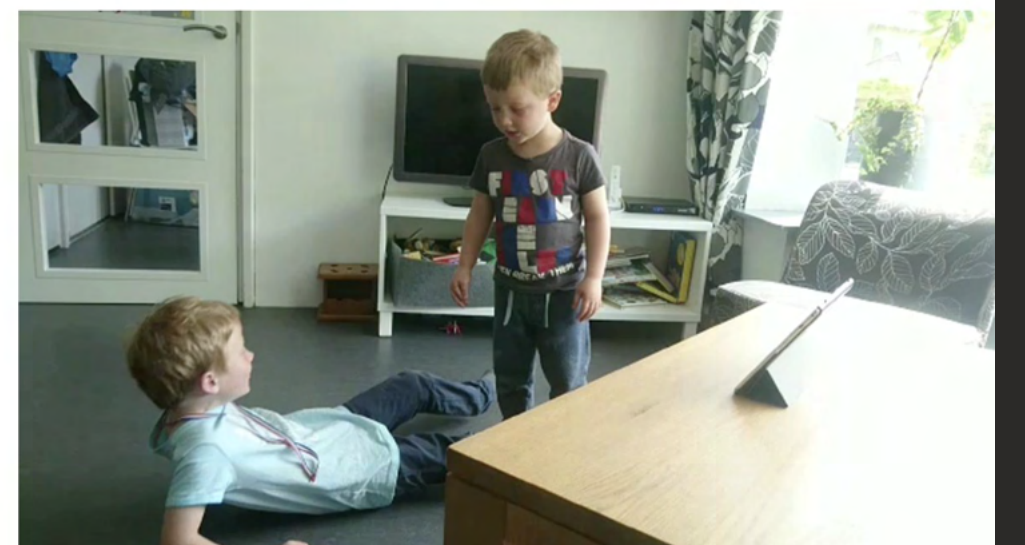
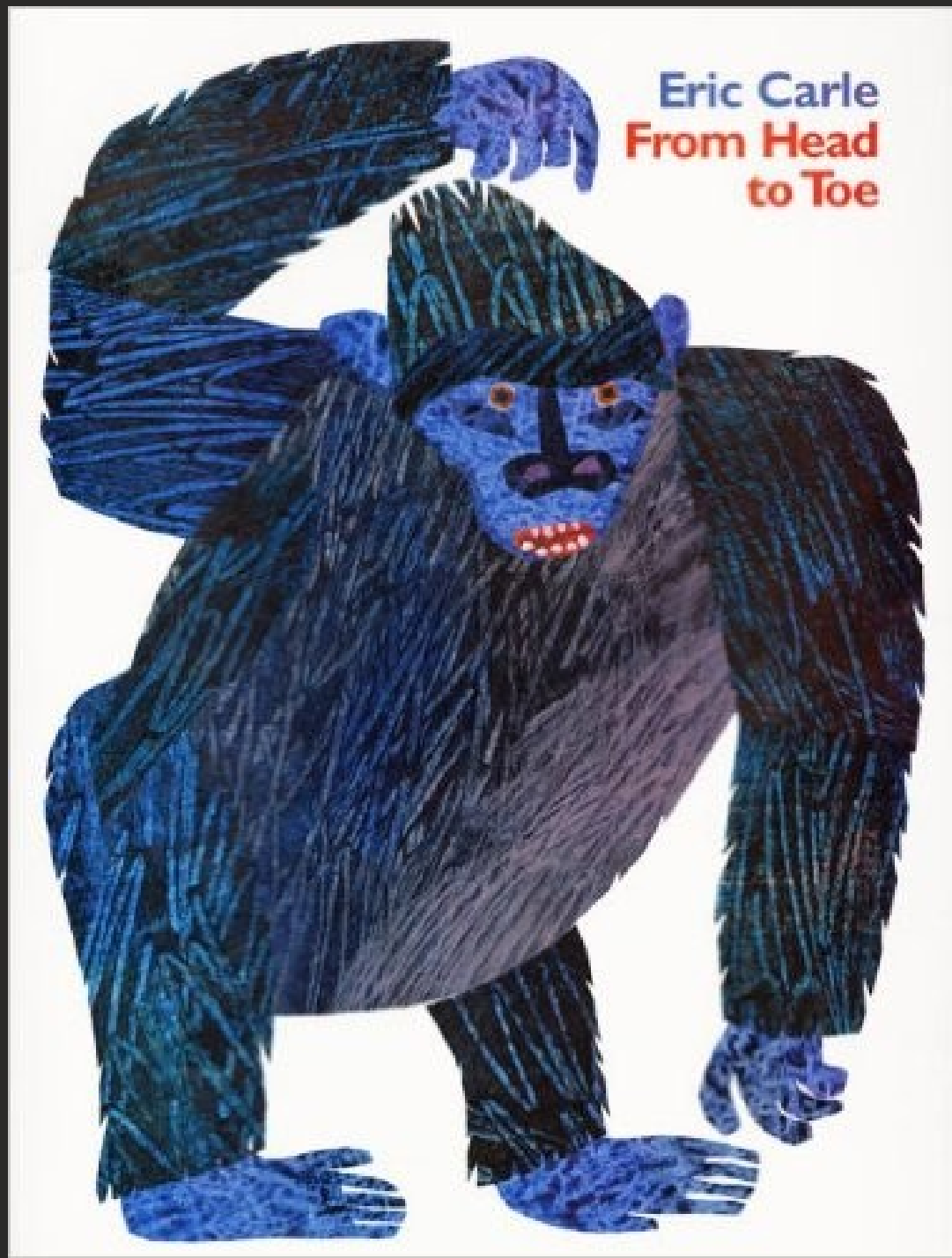
SamenSpelen  
door berichtjes te sturen...



DELA GAMES FOR HEALTH Radboudumc



**Innovation = design = an iterative process + focus**  
*Emre Mor shows how this can fit an RCT*



**Innovation = impact = measured during development**  
*Uli Strauch explains how impact can be measured*

Emre Mor

Koç University

*PhD Researcher & Teaching Assistant / Game Director @Pleasant Studios*

**Bard Wartena**

NHL Stenden University of Applied Sciences

*Social Impact Game Designer / Take Care of Karen*

Uli Strauch

Maastricht UMC +

*Director Simulation center / Intensivist*

# Panel discussion

Questions from the audience

# Summary of opportunities in 2026



**Opening ADRIE call 2 - 30 March 2026**

**Opening IIC Social Inclusion call 3 - 31 March 2026**

**Research Call CIIC KERN call 1 - is open, closes April 21 2026**

**Opening Call for Learning Communities - May 7 2026**

**Announcement of 5 Regional IX Labs - Starting June**

**Call for Market-Oriented Training Modules - Summer 2026**

**Opening research call Start call 2 – October 1 2026**

**Opening Research Call CIIC Pro - November 2026**

# CI/C 2026

16 april 2026

Werkspookathedraal  
Utrecht

Empowering immersive creativity

