

PRESS RELEASE



THE « LEARN TO LEAD » PROJECT PARTNERS WILL MEET IN LYON, FRANCE

The six firms partnering on the European project Leonardo Da Vinci, will meet in Lyon, France, on July the 1st and 2nd. So, the Italian Institute of Cognitive Sciences and Technologies (pilot of the project), MF & PARTNERS CONSULTING (French firm based in Lyon, specialized in Management and Human Resources), the ENTROPY company (Italian firm specialized in training), the NATURAL & ARTIFICIAL COGNITION LAB of FEDERICO II UNIVERSITY (from Naples, Italy), the LINCOLN SOCIAL COMPUTING & RESEARCH CENTRE (from Lincoln University, UK), and the PSYCHOLOGY & TECHNOLOGY LAB of JAUME UNIVERSITY (from Castellon, Spain) will share the result of their research in order to continue the Serious Game* development. The Game they are working on is called “Learn to Lead” (L2L), and is about how to perform in leadership.

Serious Gaming is a training method more and more used in the business world since *America’s Army*, the serious game which had a huge success in 2002 and allowed to increase considerably the American troops.

France and England are leading the serious game market in Europe, and the meeting will take place in Lyon, the French video game capital. Thus, this six companies consortium will finalize one of the very first serious games in leadership.

***Serious game:** game designed for a primary purpose other than pure entertainment. The "serious" adjective is generally appended to refer to products used by industries like defense, education, scientific exploration, health care, emergency management, city planning, engineering, religion, and politics.



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