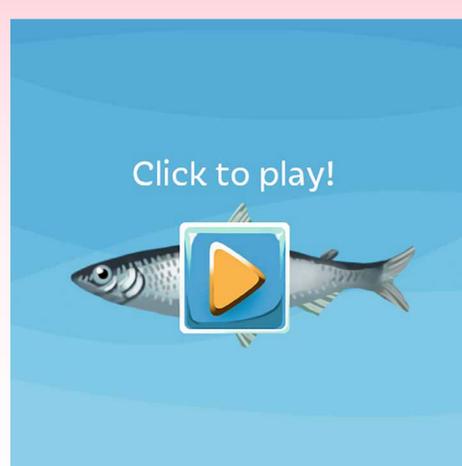


A video game on fishing



Legends of Kitka

In 2013, the Kitkan Viisas vendace was added to the EU scheme of food products with protected designation of origin (PDO). This very special little fish has become a valued and sought after delicacy. It is now also the key character in a web and mobile video game.

Connected with a wider communication and product development campaign to promote this PDO fish, the FLAG teamed up with local fishermen and a young local game company to develop a multiplatform and multilingual game. The “Legend of Kitkan viisas” (available on android devices and online) puts players in the waders of a Finnish fisherman, exploring the lakes of the Kainuu Koillismaa FLAG area. You learn about local species, how to sell your catch and how to find new fishing grounds. The game works as an interactive promotional campaign for the “flagship” fish delicacy of the area, the Kitkan Viisas. Very user friendly and with attractive graphics, it is a fun awareness-raiser for kids and their parents. It is also available in English and Russian as the game is promoted in tourism offices and hotels in the area, which attracts 1 million tourists annually, many of which for angling.

KAINUU KOILLISMAA FLAG, FINLAND

RESULTS (AFTER 12 MONTHS):

- > Development and launch of new multi-lingual fisheries video game
- > Approximately 1300 downloads on Android, in the first month
- > Approximately 800 players (in 3 languages) on the game’s web version in the first month

SUCCESS FACTORS:

- > Involvement of the fisheries sector in the game design
- > Dedicated SME support from Naturpolis Business Centre

TOTAL PROJECT COST: €22 225

- > EFF Axis 4: €9200
- > Co-financing & match funding: €13025

Project promoters

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