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**Professor Madeleine Atkins**  
Vice-Chancellor



Professor Stephen Bishop  
Department of Mathematics  
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FUT0702SMKL01

8<sup>th</sup> February 2012

Dear Professor Bishop,

**FuturICT FET Flagship Proposal – Letter of Support**

I am writing to give support from Coventry University for the FuturICT proposal for a Future Emerging Technologies programme flagship to be submitted to the European Commission in autumn 2012.

The work of Professor Sara de Freitas and her group at the Serious Games Institute (SGI) is outstanding in the field of serious games development, deployment and evaluation. The SGI has, since its inception in 2007, become an international hub in serious games research, business and study. The work of the SGI in supporting the FuturICT project reflects the University-wide support of the initiative, which we see as an important contribution to fields of ICT, Complexity Science and Social Science.

Coventry University has recently been awarded the title of “Entrepreneurial University of the Year”, and has a strong reputation in the UK and Europe for effective business-academic engagement. This commitment is reflected in a number of EU projects (e.g. the European Enterprise Network ([www.een.eu](http://www.een.eu)), the Living Labs programme, the EU FP7 GALA network of excellence in Serious Games ([www.galanoe.eu](http://www.galanoe.eu)) and Cluster 2020) each providing broad and sustained communities of practice which may be used for the scientific and development outputs of the FuturICT project.

The commitment of the University as a whole, and in particular the SGI, is assured in the future years of the project, through development of serious games as part of the Global Participatory Platform and through collaborative projects developed as part of the International Risk, Resilience and Response Centre (IR3C) – a collaboration between the Centre for Disaster Management, Serious Games Institute and Texas A&M University.

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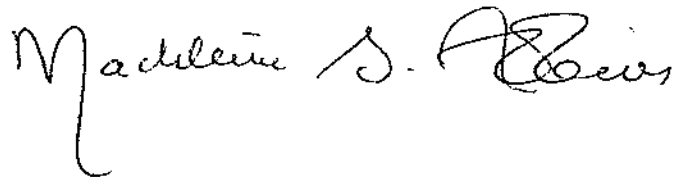


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Coventry University is fully supportive of this project and confirms its interest in continued collaboration in this area of research which aims to address real world problems, and to engage new/diverse communities, through gaming, simulation technologies and high level visualisation.

Yours sincerely,

A handwritten signature in black ink that reads "Madeleine S. Atkins". The signature is written in a cursive style with a large, prominent initial 'M'.

**Professor Madeleine Atkins, CBE**  
**Vice-Chancellor**