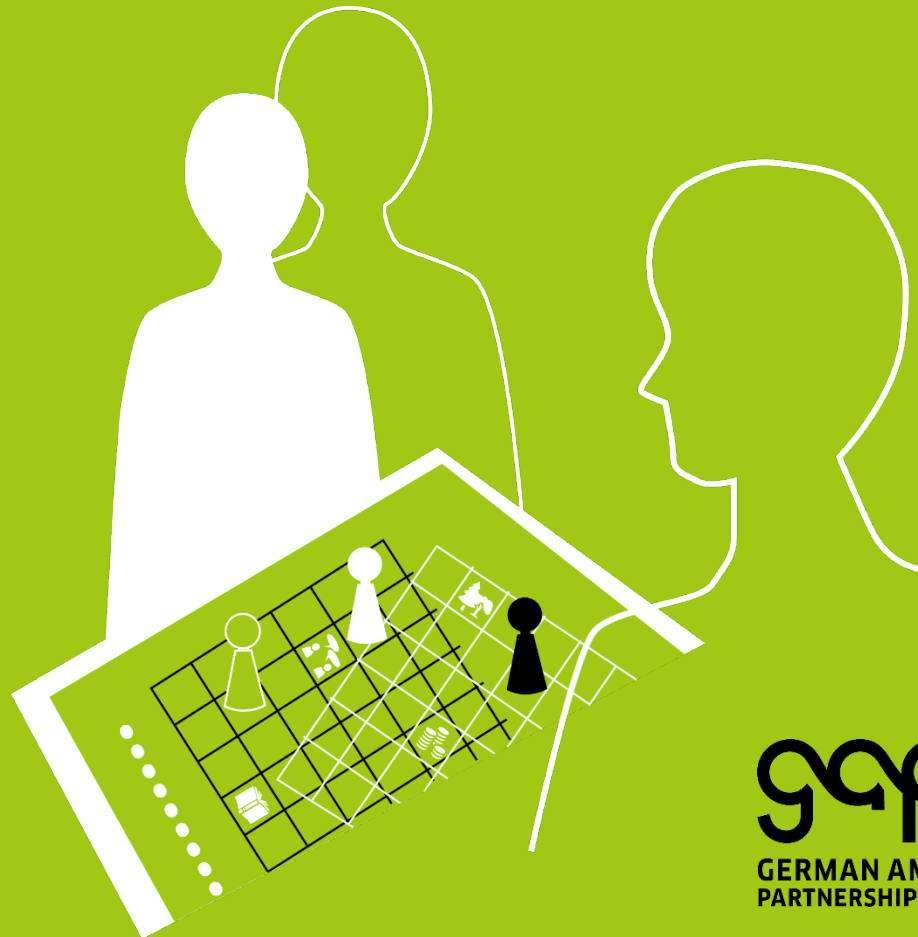


PLANSPIEL WORKSHOP

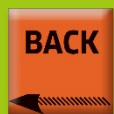


WITH „PITCH YOUR GREEN IDEA!
- THE SUSTAINABLE ENTREPRENEURSHIP GAME“

DEMO



DEMO



gapp
GERMAN AMERICAN
PARTNERSHIP PROGRAM

**GOETHE
INSTITUT**

Sprache. Kultur. Deutschland.

NAVIGATION



By clicking on the chapters you'll get where you've been.

When first starting the program just click on the NEXT button below.

This is a demo version.
Most chapters are cut out.

SERIOUS GAME



Entering the game reality

| | |
|--------|----|
| Intro. | 10 |
| 1 | 11 |
| 2 | 12 |
| 3 | 13 |
| 4 | 14 |
| 5 | 15 |
| 6 | 16 |
| 7 | 17 |
| 8 | 18 |
| 9 | 19 |

Final pitch

BRIEFING

Technical introduction

Introduction to the theory of the game

Finding teams for the game

DEBRIEFING

Back to reality

Reflection

Save results and look ahead

DEMO

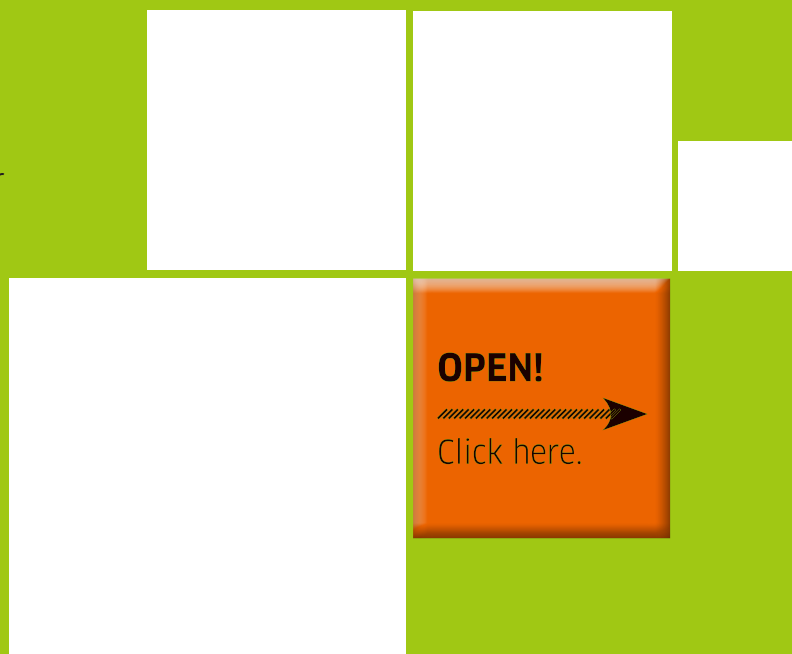




IMPORTANT!

To play this game with all functions, it has to be opened with Adobe Acrobat Reader or Adobe Acrobat Pro. Additionally, JavaScript has to be enabled. If JavaScript is not enabled, you'll see a warning and be given information on how to activate it.

INFO: The game is automatically opened in full screen. Please accept the warning on the next page.

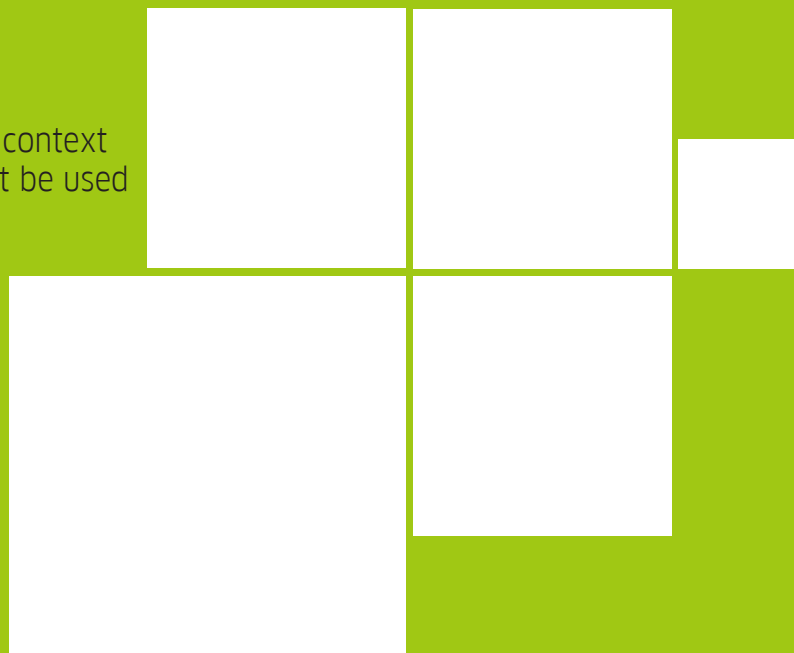




COPY RIGHT.

This game is for educational purpose in the context of the GAVE/GAPP program, only. It may not be used commercially.

By checking here, you commit that you've read the permission of use, above, and that you're a participant of the GAVE/GAPP program, provided by the Goethe Institute New York.





PITCH YOUR GREEN IDEA!

**THE SUSTAINABLE
ENTREPRENEURSHIP
GAME**

Authors:
Antonia Bartning &
Caroline Frumert

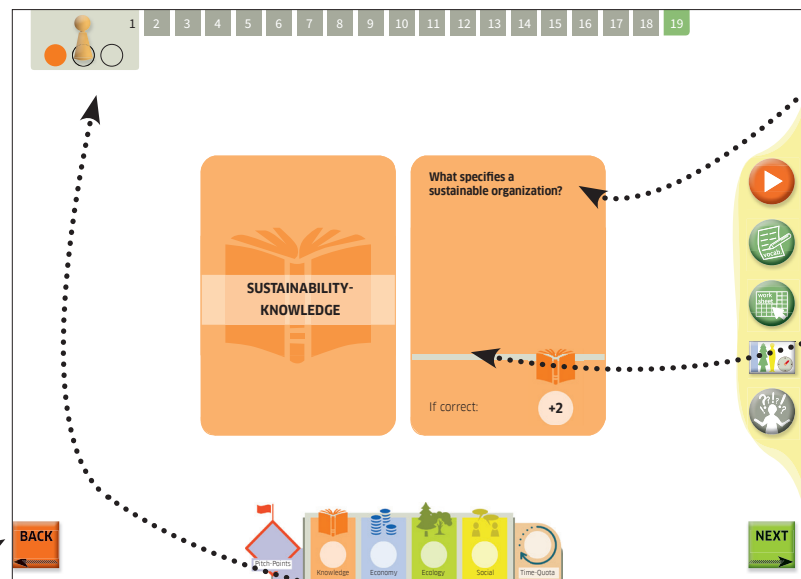
OPEN!

Click here. 

DEMO

TECHNICAL INSTRUCTIONS

Please only use the buttons to navigate. **Don't use „page down“ or „enter“** on your mouse or keyboard. You're going to be navigated through the game so you won't need to read any long instructions beforehand. It is best to deactivate the function „next page with left mouse click“:



Many texts are shown in German by holding the mouse on them. Please write important or new words in your list of vocabulary.

Click on the button when you decide which answer is correct. This will be recorded automatically on your scale board.

The numbers on the top show you your current position in the game. Each phase starts with a task.

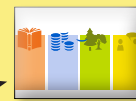
audio (German)

vocabulary notes

work sheet

scale board

help



The back-button should not usually be used. It's only for those people who desperately want to see the previous page and for moving back from the scale board.



Info: get a useful hint or extra information on a topic



Mouse over to zoom in



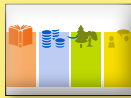
INTRODUCTION TO THE GAME

Please listen to the audio introduction (English). It takes 3 minutes and can't be stopped.
The audio does not work on macOS.

You'll find the audio in German on the right side: click the orange play button.



If you prefer reading,
click here to see the text.



BACK



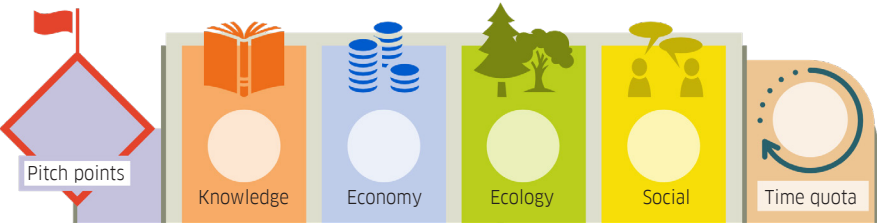
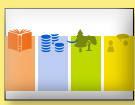
NEXT



LET'S PLAY



DEMO





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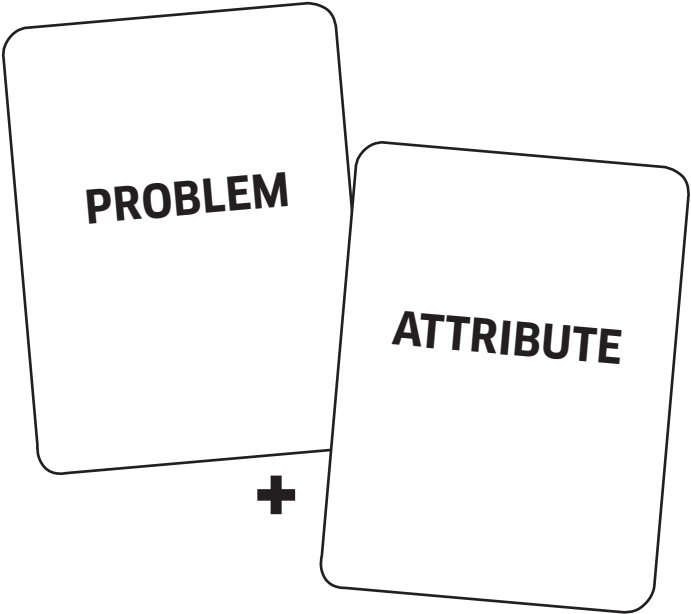
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TASK 1: THE BUSINESS IDEA

First, you'll need a general idea for a product, service or organization. You'll get some inspiration for this now. Draw one card each.



Click here to draw cards.
Note what you get.



DEMO





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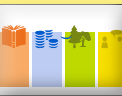
PROBLEM

PROBLEM

PROBLEM

Click on a card to get one.

BACK



DEMO



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HOUSING SHORTAGE

In many cities, living spaces are unaffordable for the majority of people.

You can note this on your work sheet.



BACK

NEXT

DEMO



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SHRINKING BIODIVERSITY

There are fewer and fewer insect, animal and plant species. Also the total number of animal and plant populations is decreasing.

You can note this on your work sheet.



BACK

NEXT

DEMO

SEVERAL PAGES MISSING IN THIS DEMO





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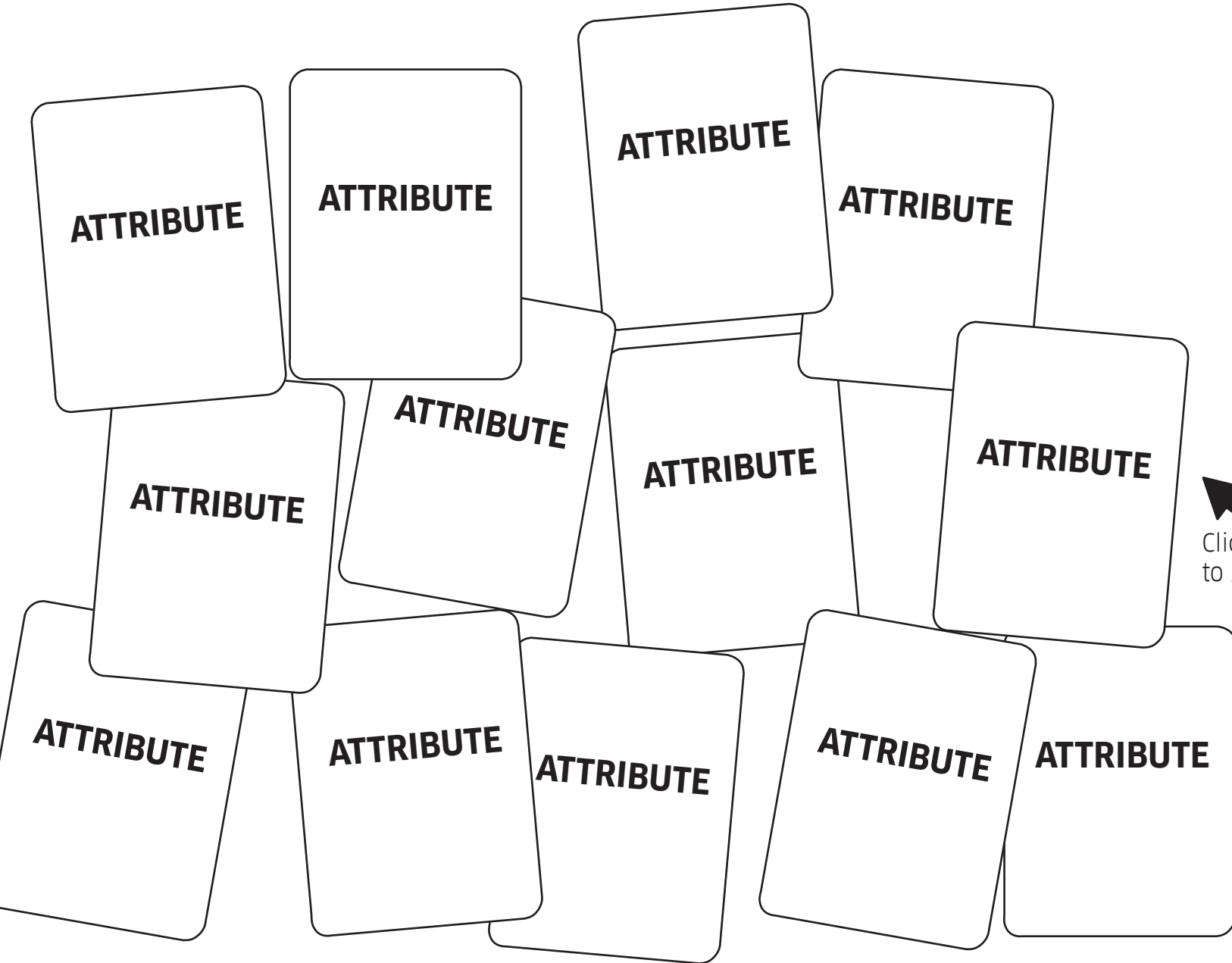
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Click on a card to get one.



DEMO





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TRANSPARENT

You can note
this on your
work sheet.



BACK

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DEMO



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DRINKABLE

You can note this on your work sheet.



DEMO



SEVERAL PAGES MISSING IN THIS DEMO



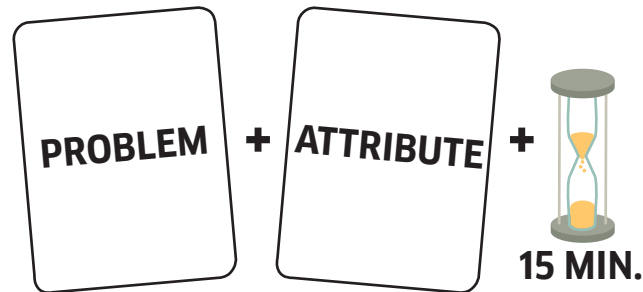
TASK 1: THE BUSINESS IDEA

Each team/player has got one attribute and one problem card. Create a business idea that contributes to problem solving and somehow contains the attribute. This only has to be a first rough idea. During the game, you will further develop this idea.

Preparation time: 15 minutes.

Present your ideas to each other in 1-2 minutes.

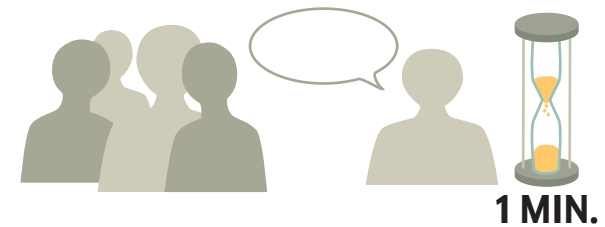
1. Karten ziehen

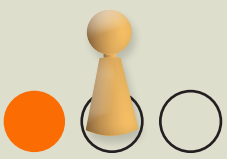


2. Lösung entwickeln



3. Idee präsentieren





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PLAY FIELD

PLEASE CHOOSE ONE OF THE ACTIVATED FIELDS BY CLICKING ON IT.

*Ein Feld anklicken und
Themenkarte ziehen.*



You'll get a quiz question.



You'll get an event card.



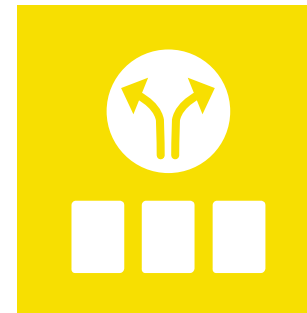
You'll get an education card to read.



You'll have to make a decision concerning the environment.



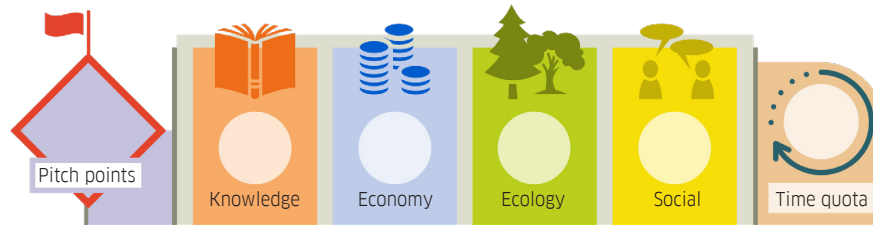
You'll have to make a decision concerning the economy.

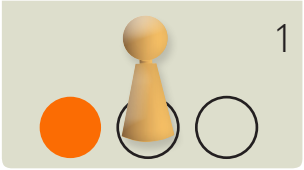


You'll have to make a decision concerning the social issues.



DEMO





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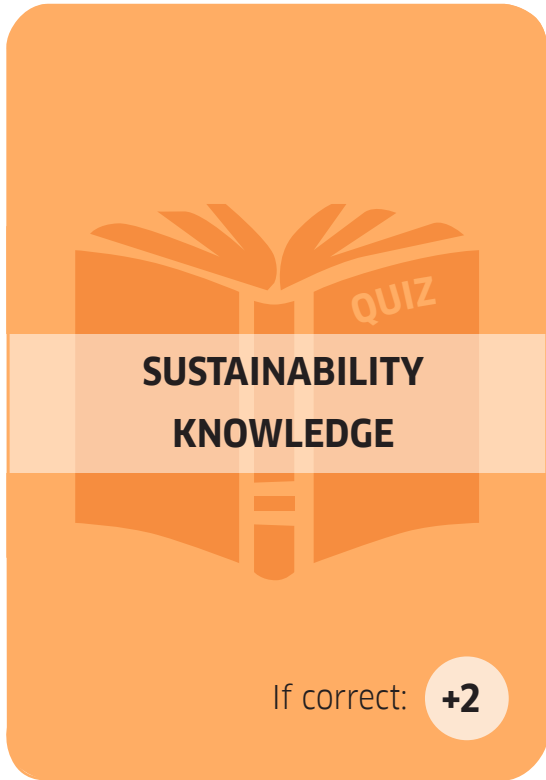
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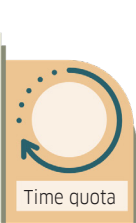
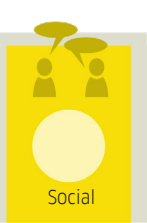
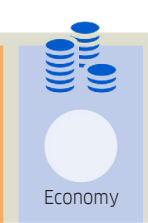
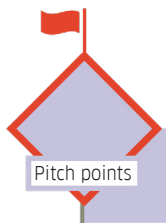
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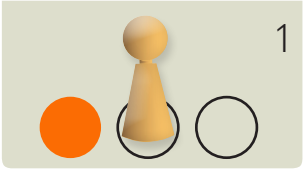
Frage beantworten.

What specifically defines a sustainable organization?



DEMO





Antwort prüfen.

ANSWER BOOK


What specifically defines a sustainable organization?

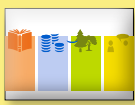
Correct answer:

b) All products and business operations are environmentally and socially friendly, and economically sound at the same time.

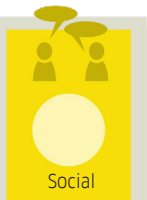
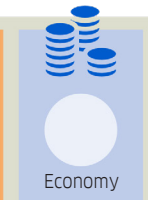
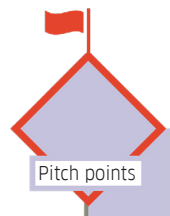
If correct:

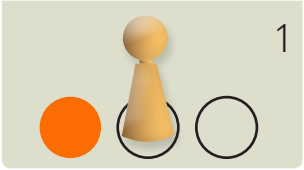


Learn more: 



DEMO





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Entscheidung treffen.



DECISION
Economy



DATA SECURITY

How important do you find privacy on your website?
Adapting to legal requirements costs a lot of time and money.
Would you like to do this or do you hope that no one notices the deficiencies?

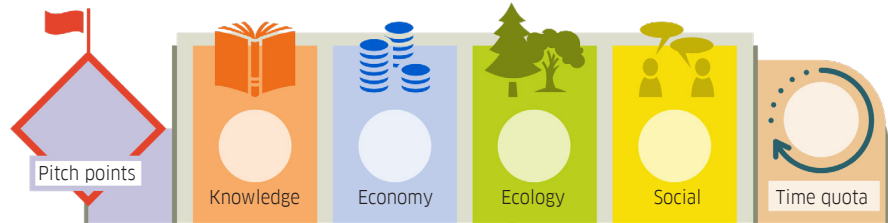
yes

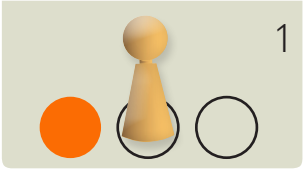


no



DEMO





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Entscheidung treffen.



DECISION
Environment



ORGANIC CERTIFICATION

Do you want to have your company certified organic?
All suppliers must be certified organic.
This can take a long time for international supply chains.

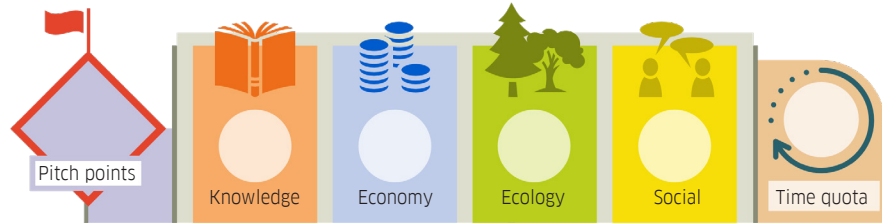
yes

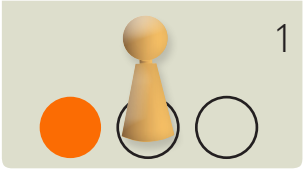


no



DEMO





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Entscheidung treffen.

DECISION Social

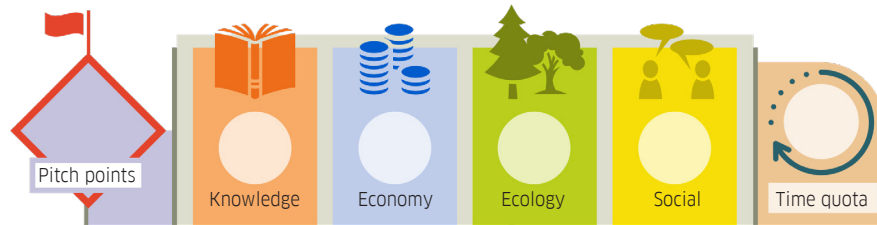


FAIRTRADE CERTIFICATE

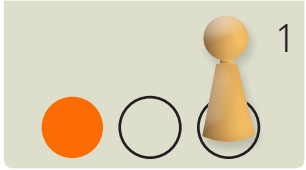
Would you like to have your company fairtrade-certified?
This is only possible if you have at least 2 points on the social scale.

yes   

no



DEMO



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Themenkarte ziehen.



You'll get a quiz question.



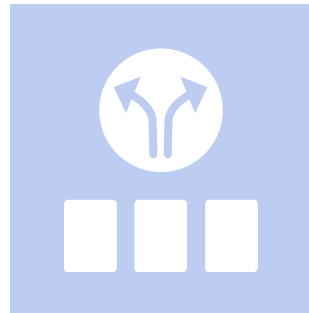
You'll get an event card.



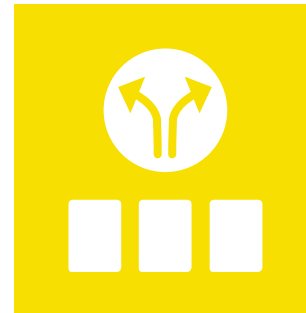
You'll get an education card to read.



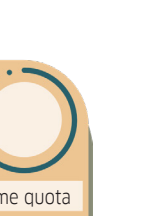
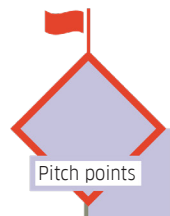
You'll have to make a decision concerning the environment.



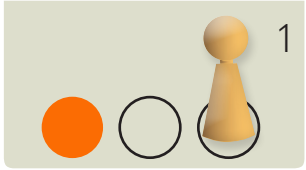
You'll have to make a decision concerning the economy.



You'll have to make a decision concerning the social issues.



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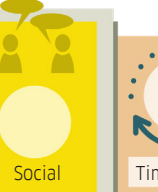
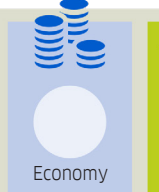
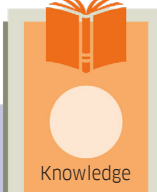
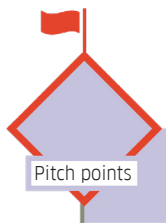
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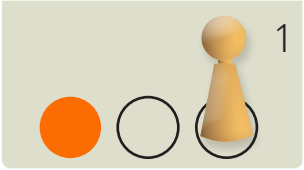
Frage beantworten.



How many people are necessary as a minimum to found a company?

DEMO





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Antwort prüfen.

ANSWER BOOK

How many people are necessary as a minimum to found a company?

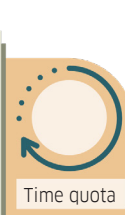
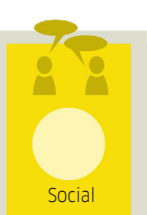
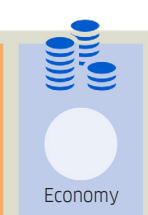
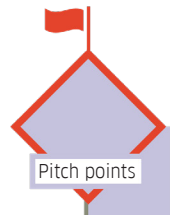
Correct answer:

a) 1

If correct:



BACK



NEXT



DEMO

Information lesen.

EDUCATION

SUSTAINABLE ECONOMY

Sustainable business management can be beneficial for companies from several perspectives. For example:

Risk reduction - being able to react to shifting markets, social demands and the changing environment.

Access to financial capital - some investors include sustainability criteria in their investment decisions.

Asset protection - increasing efficiency by improving productivity and resource efficiency through sustainability activities.
→ in the long term: survival of the company

Increasing profit - increased efficiency
→ reduced costs



Innovation - the search for solutions for eco-social problems increases the potential for innovation → survival of the company and flexibility in future

Quality of products / services - social and environmental compatibility long life cycle, diverse uses, compatibility with other services or products

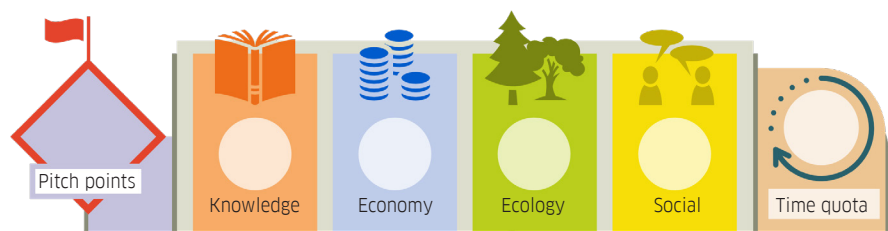
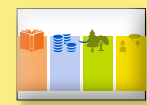
Attractiveness for employees - internal social responsibility (e.g. the right to have a say in matters) and external (e.g. environmental protection) → motivation and loyalty of employees

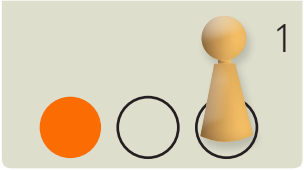
Customer loyalty - growing demand for sustainable offers

Competitive advantages e.g. thanks to stability towards risks, future viability, innovations

check after reading to collect your points:  

DEMO





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Entscheidung treffen.



DECISION
Economy



DEFENSE INSURANCE

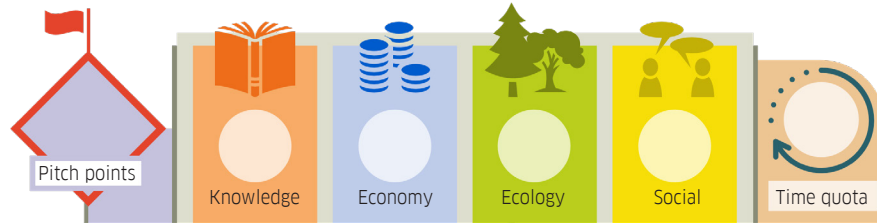
Would you like to be insured against potential complaints from customers?
(For example, if someone gets hurt by your product / service)

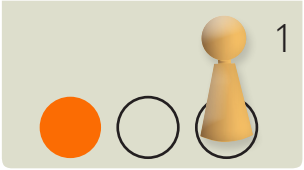
yes  -1

no



DEMO





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Entscheidung treffen.

DECISION Social



CORPORATE VOLUNTEERING

Would you like to implement corporate volunteering?

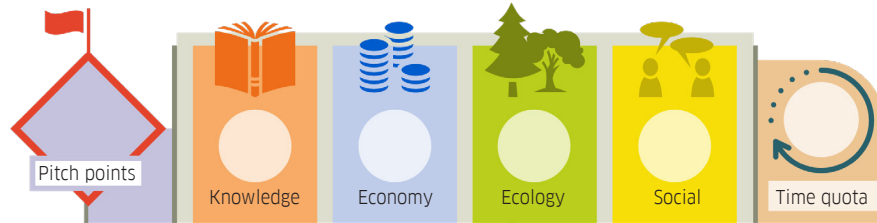
yes



no



DEMO





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VOCABULARY TRAINING

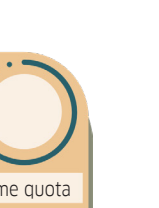
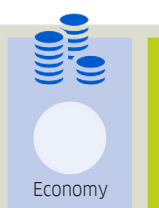
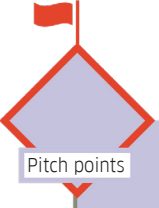
Great, you've created the basis for your business idea. To review this phase, please complete the given sentences in the text box. Please click on the button for your foreign language (US-American students click "German" / German students click "English"). You can write directly in the text boxes. Wherever you find three dots "...", a word is missing. To get some help, click on the play buttons. Then the complete sentences will be read in German (orange) and English (blue). If you press the help button, the missing words are shown, in the right order.

ENGLISH

GERMAN

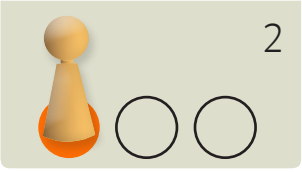


DEMO



Check when you've completed this phase.






Aufgabe im Team bearbeiten.

| | | | |
|-------------|--|-------------|---|
| | | TASK | 2 |
| | | | |
| NAME | | | |
| | | | |

What is the name of your product, service or organization?

TASK  15 min.






Take a creative inspiration. Inspired by the word on the card, you create a name for your idea/ organization/ product. The word from the creative card should in some way be recognizable in the name you have created.

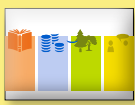
Present and give feedback to each other. Each single player or team has one point to give to their own idea or another team. Type in the number of points you've earned in this round:

| | |
|-------------|-------------|
| Inspiration | |
| Inspiration | Inspiration |
| Inspiration | Inspiration |

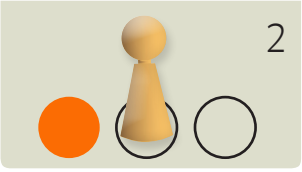


Pitch points

| | | | | |
|--|--|--|---|---|
|  Knowledge |  Economy |  Ecology |  Social |  Time quota |
|--|--|--|---|---|



DEMO



Themenkarte ziehen.



You'll get a quiz question.



You'll get an event card.



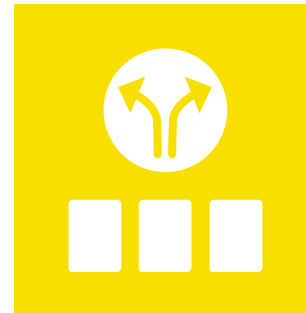
You'll get an education card to read.



You'll have to make a decision concerning the environment.



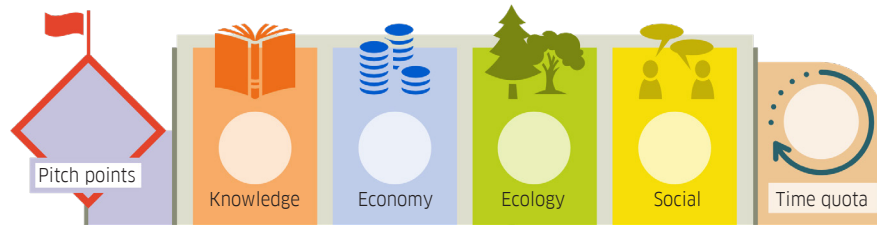
You'll have to make a decision concerning the economy.

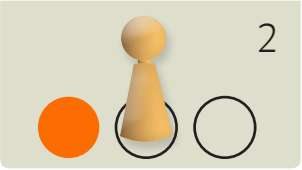


You'll have to make a decision concerning the social issues.



DEMO

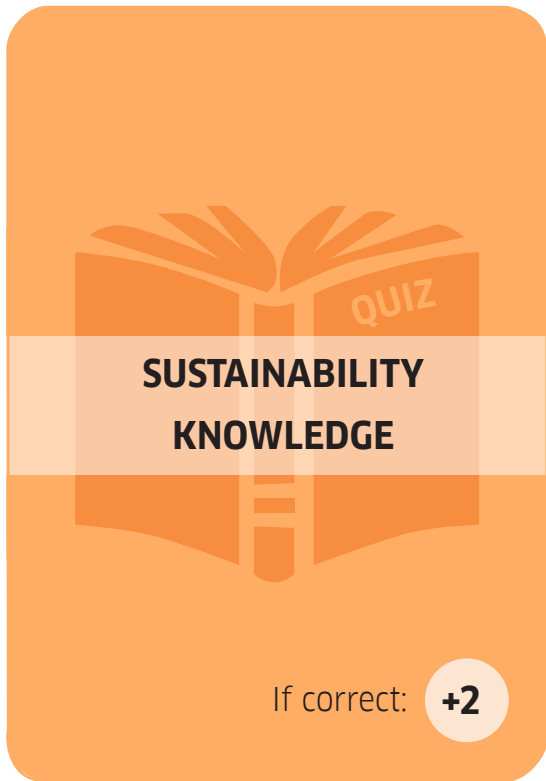




Frage beantworten.

What is a social business?

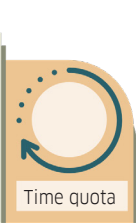
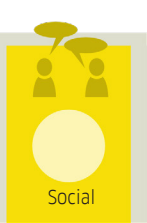
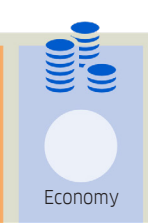
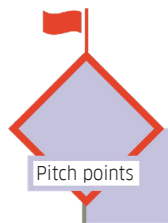
DEMO



SUSTAINABILITY KNOWLEDGE

QUIZ

If correct: **+2**



Antwort prüfen.

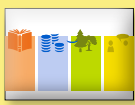
ANSWER BOOK

What is a social business?

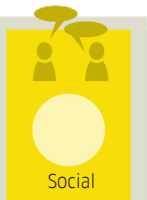
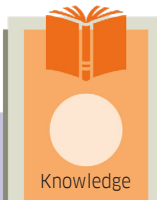
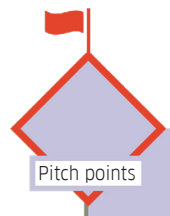
Possible answers:

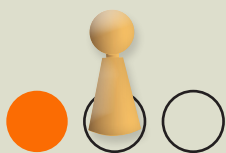
- A company whose core business is intended to solve a social (or ecological) problem
- In social business, the social benefit of the business activity and the social appropriation of profits are laid down in the articles of association
- Social enterprise

If correct:



DEMO





EDUCATION

IDEATION

The best ideas come up in the shower, people say. Or maybe down the pub in the evening? Whether or not these assumptions are correct, they suggest that good ideas often arise when you are not looking for them. In many cases, a problem in the personal environment also leads to an idea. But there are also creative methods to promote ideas.

The best-known method of ideation is brainstorming: you sit together (alone) or in groups and consider and exchange ideas on a topic.

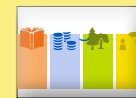
Variations of this method are brain painting and brain writing. All thoughts on a selected topic are drawn or written on individual pieces of paper, and then sorted and evaluated. After the initial brainstorming, other methods may include deepening some good ideas and developing the best idea to crys-

tallize: clusters or mind mapping to sort the ideas, the Walt Disney Method, or awarding points to give the ideas a certain order etc. Another method of brainstorming is bisociation: two images or terms which have nothing in common are combined, so people have to think outside the box and look for new perspectives and ideas. Finding an idea can also start by analyzing a certain problem. There are different methods which can help.

The so-called Design Thinking goes way further and is widely popular nowadays. Special forms such as Game Thinking have been developed as well. Design Thinking is a human-centered approach that involves 6 steps, starting with understanding problems, generating solutions, prototyping, and testing the solution. It is important to have iterative loops in the process.



check after reading
to collect your points:



BACK

Pitch points

Knowledge

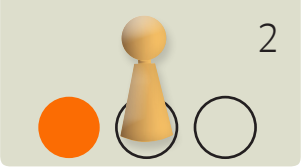
Economy

Ecology

Social

Time quota

NEXT





Entscheidung treffen.


DECISION
 Environment



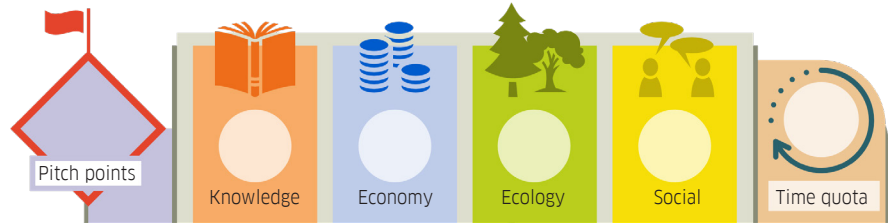
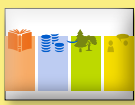
SUSTAINABILITY REPORT

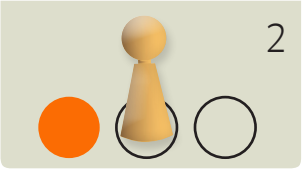
Do you want to write/plan a sustainability report for the first financial year?

yes  +2  +2  +1

no

DEMO





Entscheidung treffen.

DECISION
Social

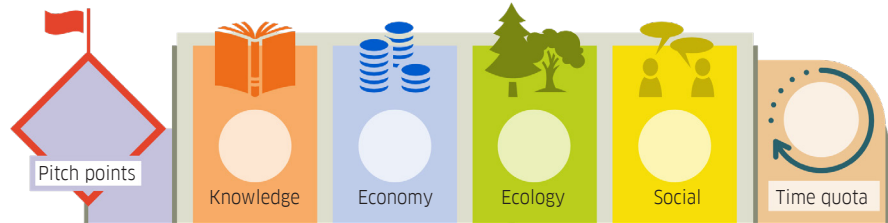
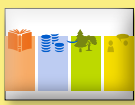
NEW STAFF 2

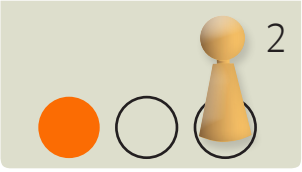
Do you want to hire people with disabilities?
This is funded by the state, but can take some time, thus less time is saved.

yes +2 -1 +1

no

DEMO

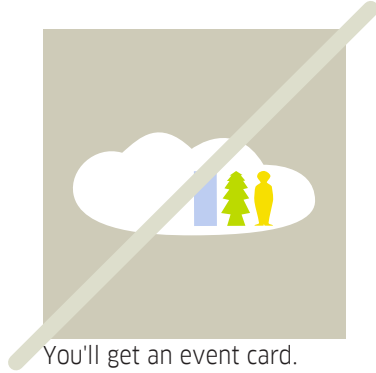




Themenkarte ziehen.



You'll get a quiz question.



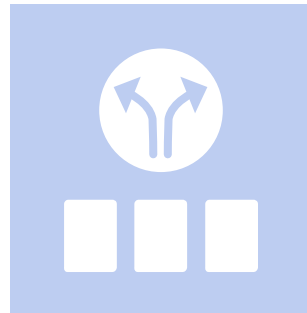
You'll get an event card.



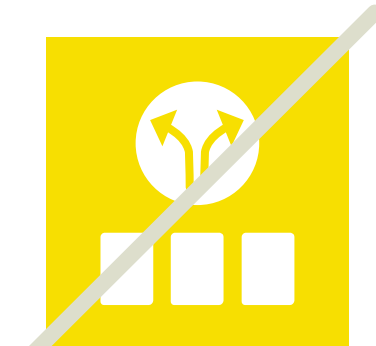
You'll have to make a decision concerning the environment.



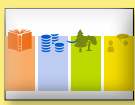
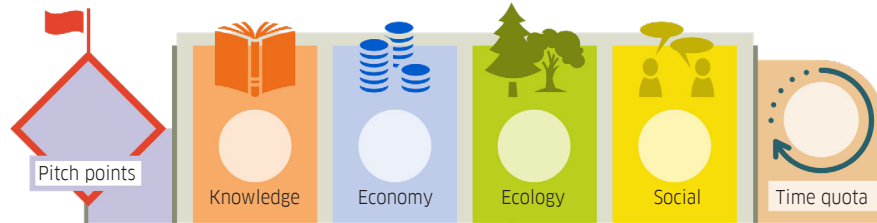
You'll have to make a decision concerning the environment.



You'll have to make a decision concerning the economy.



You'll have to make a decision concerning the social issues.



DEMO

Frage beantworten.

ENTREPRENEURSHIP KNOWLEDGE

If correct: **+2**

What is a USP?

DEMO



Pitch points

Knowledge Economy Ecology Social Time quota



Antwort prüfen.

ANSWER BOOK


What is a USP?

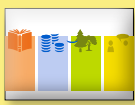
Correct answer:

USP=Unique Selling Proposition

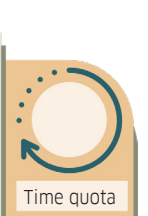
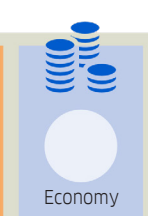
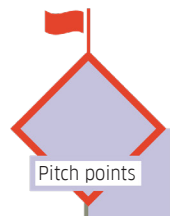
If correct:



Learn more: 



DEMO



Entscheidung treffen.




DECISION
Environment



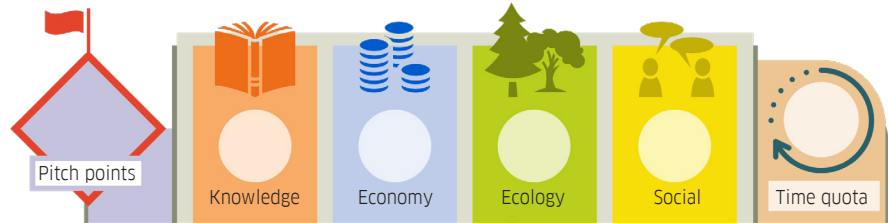
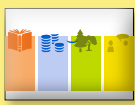
ECOLOGICAL WEBSITES AND SERVER HOSTING

The energy consumption for online services should not be underestimated. Digital does not equal sustainable. Do you want to host your website and server right from the start with a sustainable provider?


yes  +1

no


DEMO



Entscheidung treffen.




DECISION
Economy



TRADEMARK PROTECTION

Do you want your brand to be protected?
This can give you advantages over competitors.

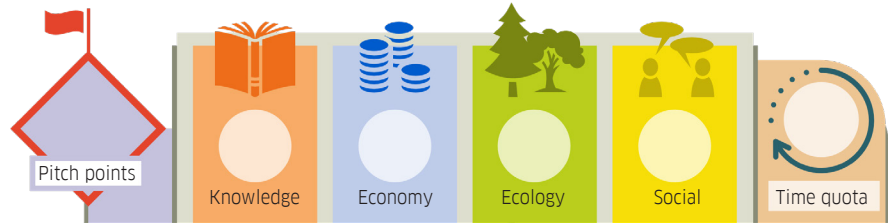
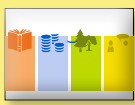
yes



-1

no

DEMO



Entscheidung treffen.

DECISION
Environment

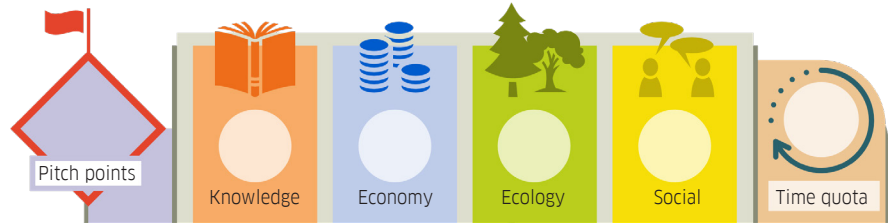
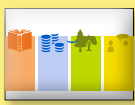
E-MOBILITY

Do you want to switch to electric mobility (e.g. e-scooters or e-bikes, e-cars, train for business travel, e-logistics)?
The implementation might cost a bit, but in the long term it's worth it.

yes +3 -1

no

DEMO



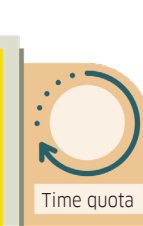
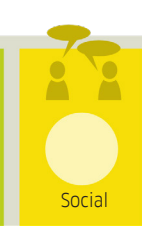
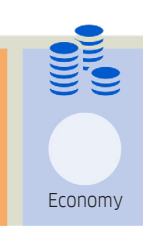
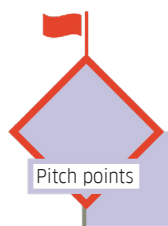
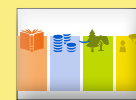
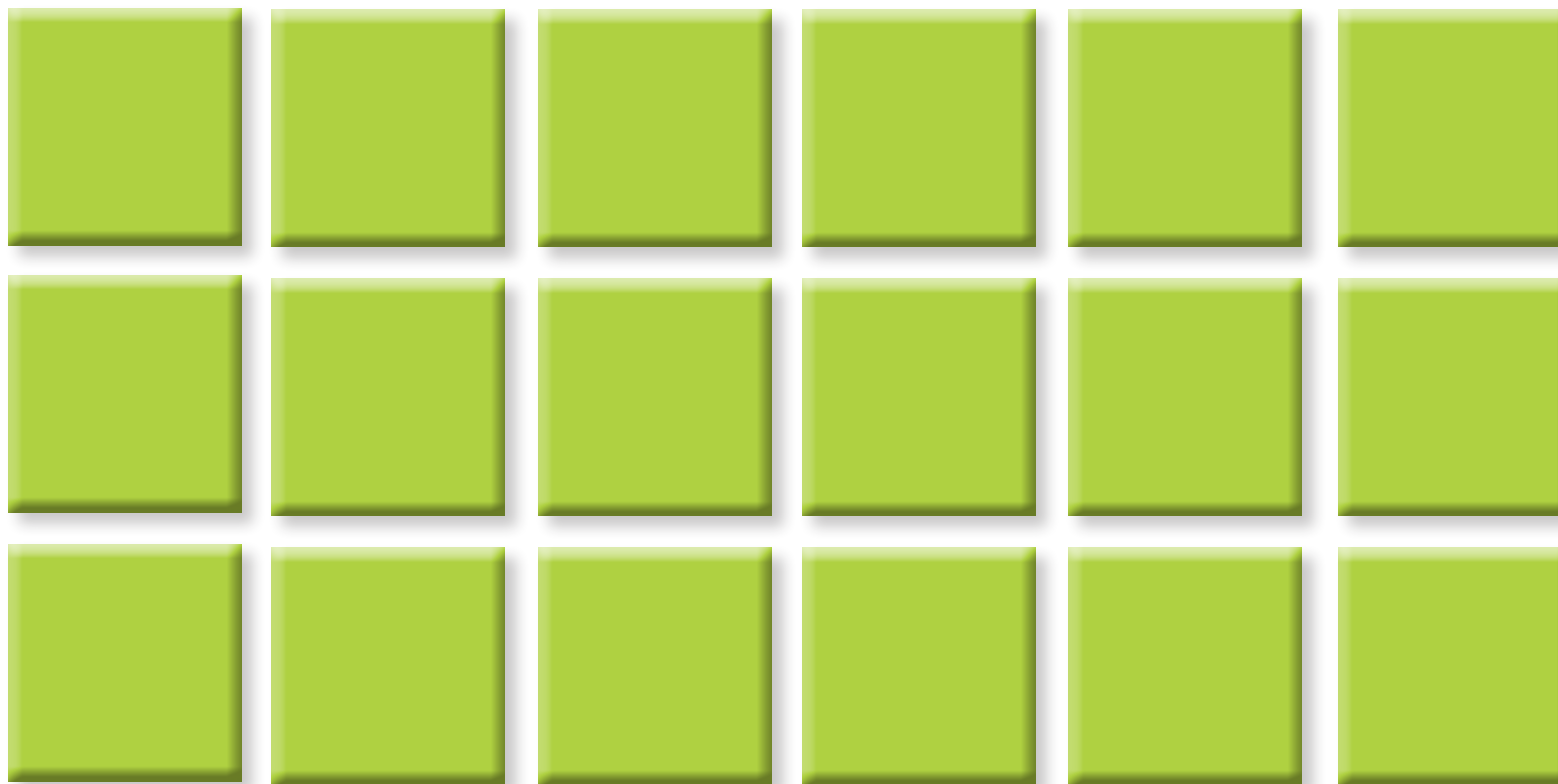


VOCABULARY TRAINING

This was a creative phase. Now you can review your learnings and new vocabulary while playing this memo game. You have to find the pairs of German and English vocabulary.

It works just like any other memory: Click on two fields to try to find a match. If they don't match, close them by clicking on them again. If you want, you can play in your team (e.g. with shared screen) or everyone plays on their own.

DEMO



Check when you've completed this phase.



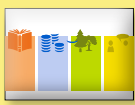
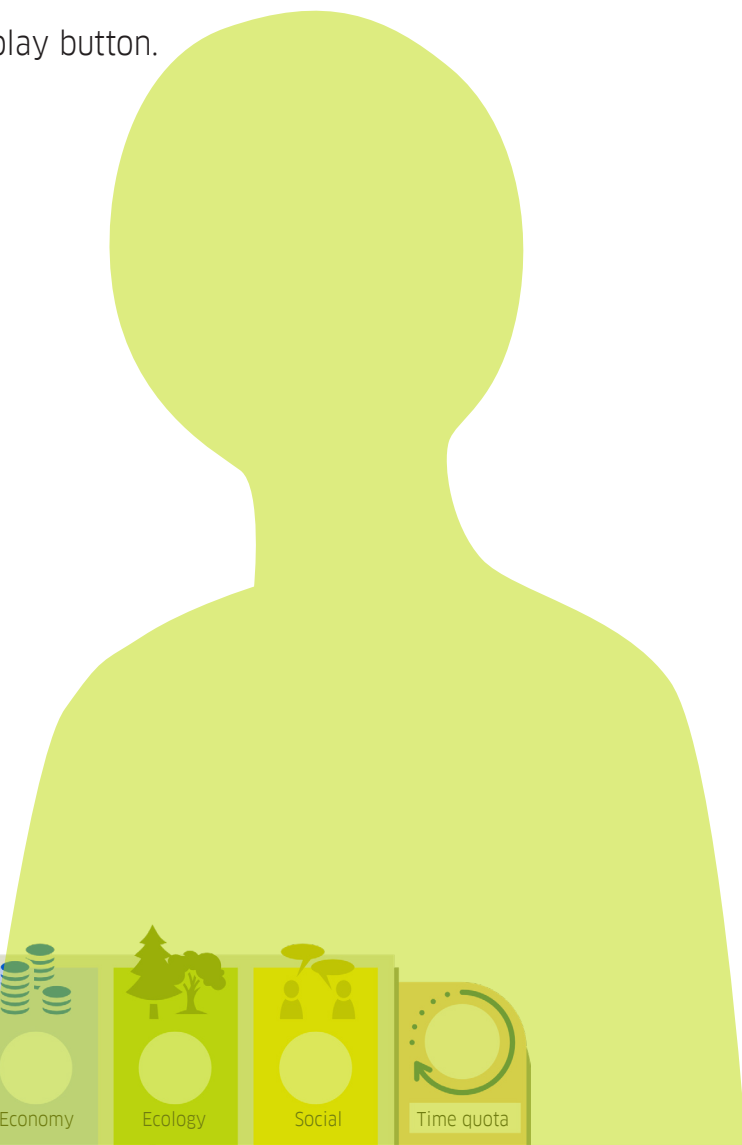
SEVERAL PAGES MISSING IN THIS DEMO



LET'S GO STRAIGHT TO THE FINALS

Please listen to the audio (English). It takes 3 minutes and can't be stopped.
The audio does not work on macOS.

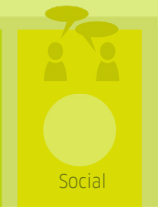
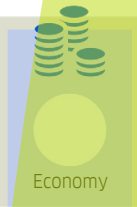
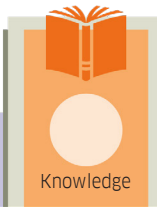
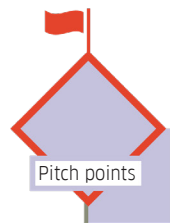
You'll find the audio in German on the right side: click the orange play button.



DEMO



If you prefer reading, click here to see the text.




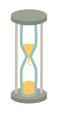
PITCH!

1. Each team (or player) has to present the most important aspects of their business / project idea in person, in front of the webcam or camera. The quality of the pitch (not the video) is important, too.
2. Then the pitches are uploaded (if not presented in real time) and every other player gives a short feedback (1-3 sentences).

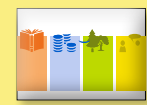
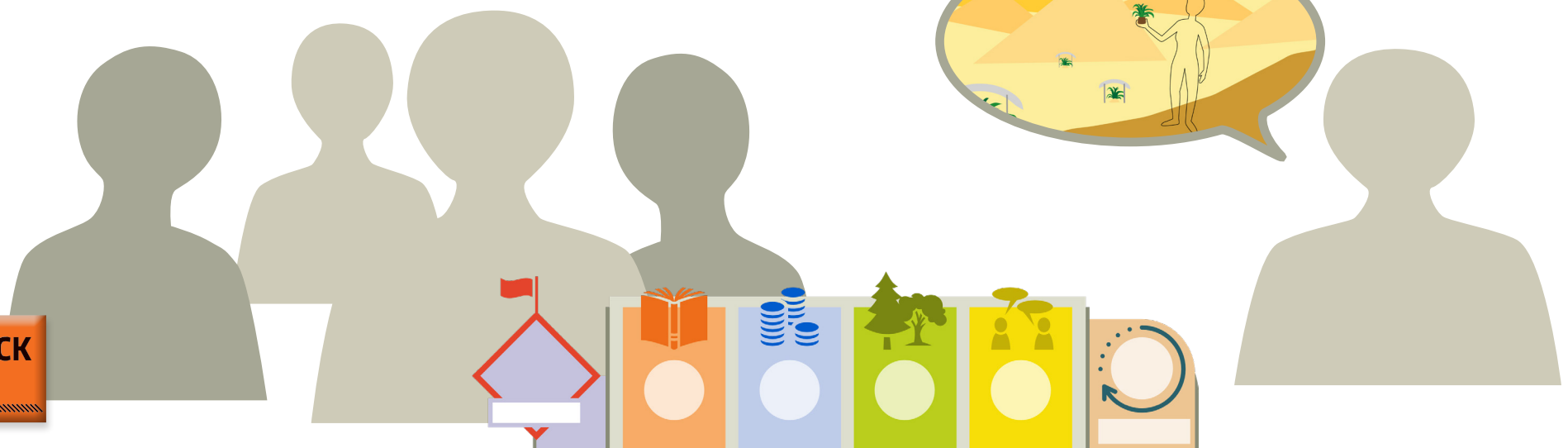
i You could use your notes from your work sheet for preparation. Also you can add some extra ideas in the blank fields. Make sure you "print (PDF)" the work sheet before closing the game.

Have a look at your material from the briefing session concerning a good pitch: story, structure and engagement

 Preparation time:
10 minutes

 Pitch time:
3 minutes

DEMO

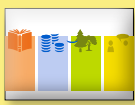


WIN!

And who won?
Everybody, of course.

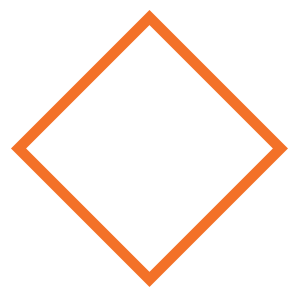
But if you really want to know the figures, check out your scores. Read the instructions in the info box „End of the game“ on your scale board. Please make a screenshot of your score card, save it as a picture and share it with the other players.

DEMO

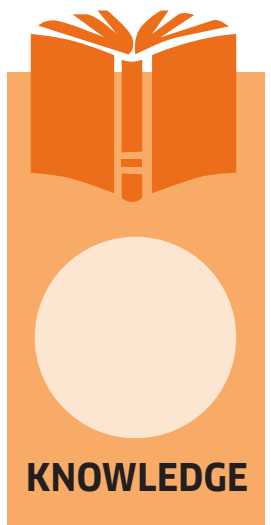


SCALE BOARD

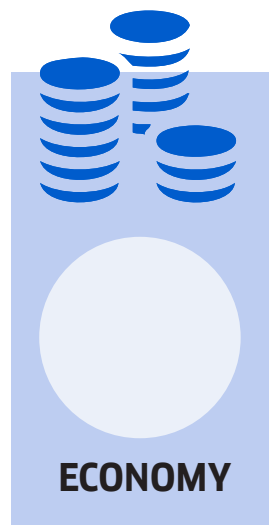
DEMO



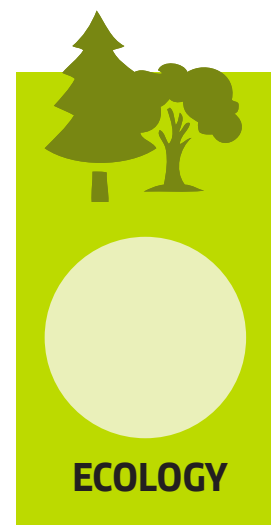
PITCH POINTS



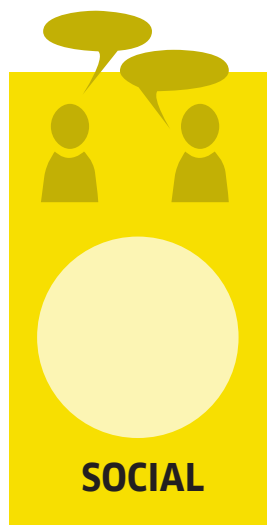
KNOWLEDGE



ECONOMY



ECOLOGY



SOCIAL

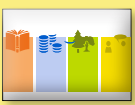


TIME QUOTA

YOUR DECISION CARDS: OVERVIEW

INFO
End of the game

INFO
Time Quota



VOCABULARY & PHRASES

date: by:

Deutsch

English

DEMO

Save

Next Page

Back to game



PROJECT SCHEDULE

| | | | |
|-----------|-----------------------|--------------------------|-----------------------|
| | Business/Project idea | Name | Target group |
| Strengths | Weaknesses | Team | Product/service (USP) |
| Vision | Revenue streams | Channels of distribution | Marketing |
| Resources | Costs | Funding | Common values |

DEMO

All rights reserved:
Antonia Bartling/Caroline Frumert,
pitchyourgreenidea.de,
systainchange GbR, Germany



Prototype

Sketch or photograph: Put the image on the clipboard with Ctrl+C > call up the comment tool in Adobe Reader > select the stamp tool. > select the last item „Use image from clipboard as stamp“ > draw a frame in the field with the stamp tool > the image from the clipboard appears

Eco-social benefit

Eco-social costs

Notes for the final pitch

Cooperation

Other notes

Previous Page

Save

Back to game

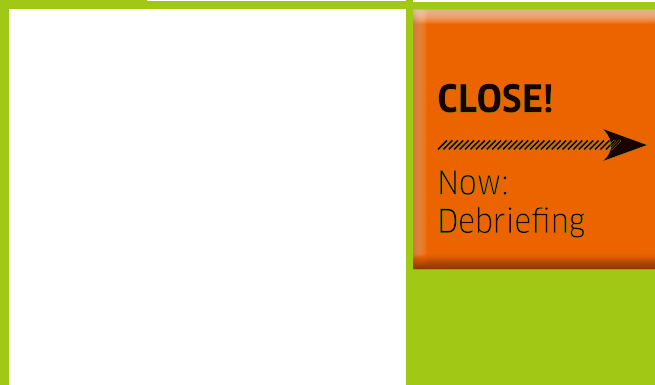
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pitchyourgreenidea.de,
systemchange GbR, Germany





GAME FINISH

BE A GAME CHANGER AND
**PITCH YOUR
GREEN IDEA!**



CLOSE!



Now:
Debriefing

DEMO

BEHIND THE SCENES

This material was compiled for the Goethe-Institut.
It may be used in the context of the GAPP/GAVE program.

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PDF CONSULTANCY: Constantin Bartning (PDF4web, Germany)

TRANSLATION & PROOFREADING: Veronica Maguire

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