



## FACILITATOR GUIDE

# ABOUT THE GAME

## Welcome

Welcome to the eco-design game! If you're reading this, you're the lucky person who got to be facilitator.

The players will play most of the game by exploring the products lifecycle before actually making a new design concept, and therefore a lot of the game will be about gathering info and understanding it. In the last phase of the game you will use the info you gathered to create alternative concepts.

The game will teach players how to use eco-design thinking when designing and creating products, but also show how it can help them create better concepts.

For all the newest information, data and scenarios, go to <https://w4t.seriousgames.net/ecodesign/>.

## What is your role in making this a successful experience?

This guide helps you, the facilitator, how to use the game, what to prepare, but most importantly: How to make the game work in the context you find important!

As facilitator, you will prepare what scenario players will play, facilitate the work packages & help out if groups get stuck.

# SCENARIOS

## What is a scenario?

Each scenario you can play is based around a pre-existing product that needs to be re-designed to be more eco-friendly.

For each scenario there are work packages that players gather by ordering them and spending “time”. Each work package offers either info, tools or nothing, and players need to be selective about where they will focus on getting the info they need for the concept phase.

It’s a good idea that you look through the different cases and find the scenario that suits your needs for the play-session. The scenario will also tell you how many components need to be cut out and how long it will take to prepare.

When you have found the scenario you want to play, simply print the sheets and cut them out using the guides.

# HOW TO PREPARE

## Using the right materials

Before you proceed with preparing the game it's important that you use the right materials to create the physical components.

For all the components we recommend that you use recycled paper to keep up with the eco-friendly theme of the game.

## What do you need to play the game?

To play the game, players need an iPad or PC and access/download the Eco-modifier app. Have one for each of the groups that will be playing.

Before you can begin, you will need to download the scenario you will play on the **<http://www.serious-games.net/>** webpage.

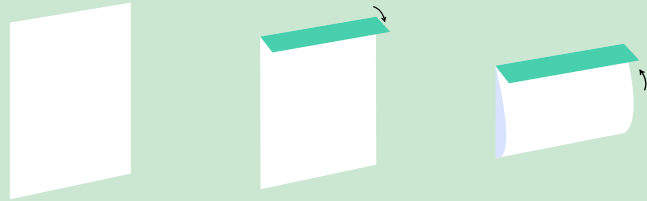
A single scenario has the components you need for one group of 4-5 players, so print as many copies as there are groups playing, cut the pieces out and put them into the work package envelopes. If in doubt, all elements that belong together are numbered with the same ID, and there is a guide on how to cut out and assemble the pieces you're going to use..

# HOW TO PREPARE THE PIECES

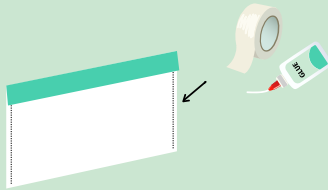
## ① Cut the pieces



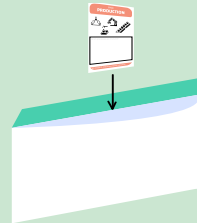
## ② Fold envelopes



## ③ Glue/tape the sides



## ④ Put content into the envelope



# THE PHASES

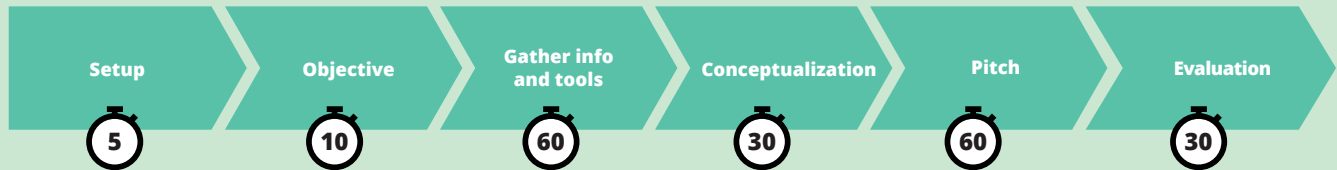
## Phases

The eco-design game has emphasis on players gathering as much info about the product they're re-designing such as the product life-cycle and environmental impacts, tools to help them understand the info they gather and how to use it to design more eco-friendly products/services.

The game takes about 195 minutes with intro and evaluation pre and post game.

During gameplay the players are able to go from the gather info and tools phase to the conceptualization phase before the 60 minute mark, so player choice dictates how much time they will spend in each phase, and that's ok! It's a part of the experience.

## Phase overview



# THE FLOW OF THE GAME

## Setting things in motion

Now that you have prepared for the game session and the groups are established, you're ready to begin.

### Setup (5 minutes)

If you didn't prepare player groups, now's the time to do it! Create groups with 3-5 players in each, or let the players do it themselves. Whenever they're ready and have the things they need, give them the intro work package.

### Objective (10 minutes)

In the intro work package the players will find an eco-design license and a letter introducing the players to the narrative. They also get their objective and what to do. As facilitator, you don't need to do anything, unless the players are unsure of what to do.

# THE FLOW OF THE GAME PART 2

## Gather info and tools (60 minutes)

In this phase the players will have to gather tools and info about the product they're re-designing. They will buy work packages from you most of the time and you will simply make sure that they fulfill the requirements for purchasing them.

Be aware, that even though they get 60 minutes for this phase, the groups can still proceed to the concept phase whenever they have fulfilled the requirements to get the concept work package.

## Conceptualization (30 minutes)

Whenever the groups have reached the requirements to get the concept work package, this phase begins. If the players begin this phase before using 60 minutes on the previous phase: Gather info and tools, they get that time added to this phase.



# THE FLOW OF THE GAME PART 3

## Pitch (60 minutes)

After 90 minutes have passed, the pitching work package is given to the groups and all work on their concepts stops immediately and the pitching phase begins. A group is picked to pitch their concepts first and the others will act as chairmen, rating the pitch.

All they need for this is in the work package, but it's great if you can help by asking important questions that challenge the pitching group to explain why they have done what they did, in case the chairmen forget. The focus here is to help the groups, so try to keep everything constructive.

If you don't spend 60 minutes in this phase, it's fine to just proceed to the next phase.

## Evaluation (30 minutes)

Collect the rating sheets whenever the pitch phase is over. Add the points together for each group and announce a winner!

Celebrate and take time to talk to the players about their concepts, what they have just been through & what they have learned, reflecting on what to do and not to do.

# WRAPPING UP

## **Collect data, recycle components and re-use**

Before you say goodbye and send players on their way, it's important to collect the data that was generated by the players throughout the session. If there's components not relevant to you decide what you can re-use for another play-session before throwing it out.

Remember to throw out the paper in the proper disposal ways so it can be recycled and keep the spirit of eco-friendliness going.

## **If you plan to play again**

It's a good idea that you save all the data that players provided, and take pictures, notes or sketches that they created. You will use those to show the players their progress if you decide to play again some other time.

A good way to see how the players have changed and progressed is by playing again and comparing results.