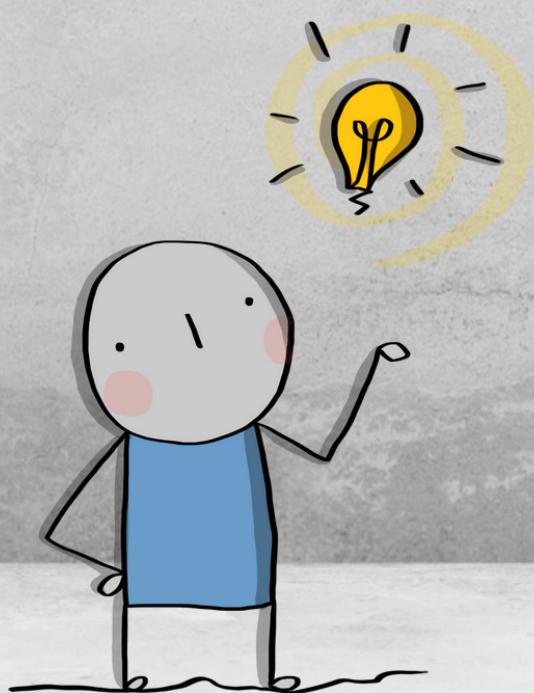


Social Entrepreneurship

Escape Room Toolbox



In this toolbox you can find an instruction and a story description of an **Escape Room** developed within the **"Entertaining Education"** Strategic Partnership project in the youth field ran by fantastic people who are passionate about quests and games.

Enjoy!



Entertaining Education Team



www.enteredu.org



Entertaining Education

Social Entrepreneurship

Escape Room Toolbox

Educational goal of the room:

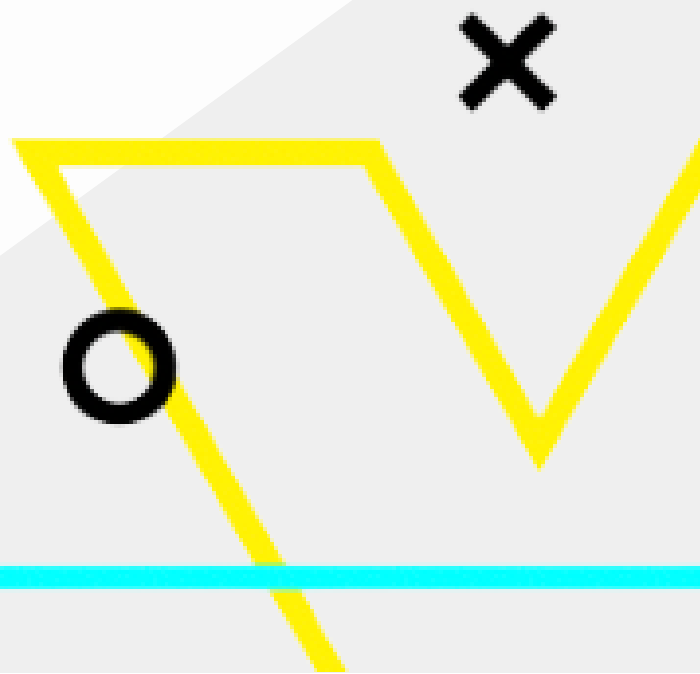
To teach the players the aspects of running a social enterprise

Number of players:

min 2, max 5

Means of communication with players:

mobile phone



What you will need:

- Space
- Two tables/ desks
- Colour printer for printing materials
- Notebook
- Latex/gardening glove
- Planter
- 4 folders in different colours
- 4 keychains in colours corresponding to the folders
- White cup (to be broken)
- Erasable marker (to write on tables)
- Pen with UV light and ink
- Wallet
- Transparent pipe
- White-red tape to mark untouchable objects
- mp3 player
- 6 boxes
- 1 box locked with a key + magnet strong enough to attract this key
- 2 4-digit locks
- 6 3-digit locks
- Empty trash bin (or any other place where to hide a broken cup)
- Scissors, glue for paper
- Laminator for materials (optional)



Any materials and printouts necessary for the game you can find **HERE**

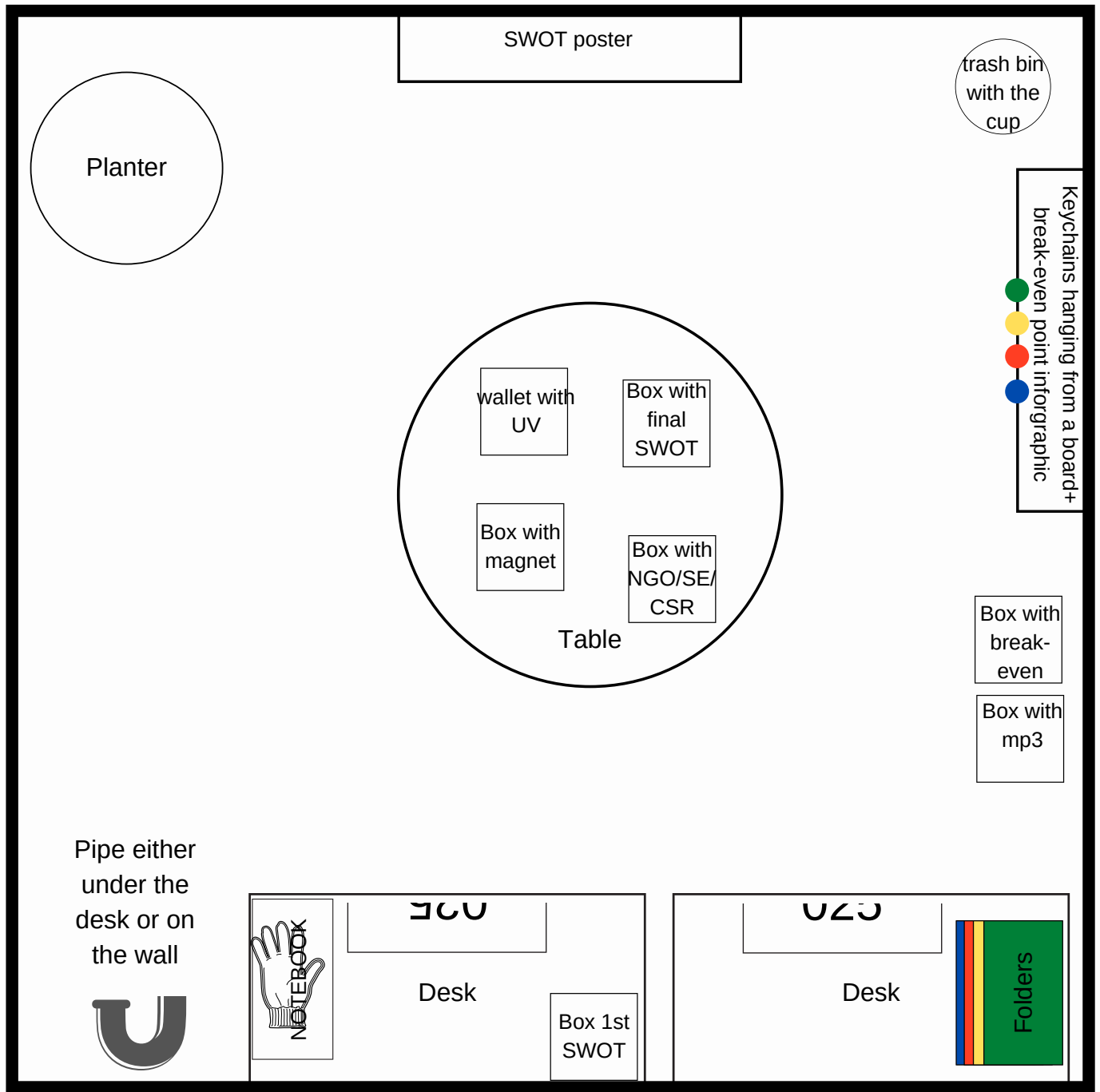


The list of printable materials

- SWOT elements - will be cut in 12 pieces - this is the final solution of the room
- SWOT analysis poster - placed in a room, players glue (or just put) the pieces they find on it.
- SWOT explanation for folders - 4 sheets that will be attached to folders.
- Invoice from sustainable materials company
- New Product graphic
- Invoice for the use of space
- Contract of employment
- Break-even point graphic
- Morse code alphabet
- Social entrepreneurship infographic - purely decorative and educational purpose
- File "table" - first page stays as it is, second part needs to be cut into 12 pieces, throw away the rest.
- Debit cards
- Text for notebook



Proposed setup of the room:



How to set up a room:

- Prepare all the materials from the list above
- Cut the colourful SWOT elements in 3 parts, each with one paragraph. You will have 12 pieces in total.
- Join 2 desks together and write 025 on the edges, like on the picture below and move them away from each other
- Drill a hole in the notebook in order to put the lock. Write the message as shown below, put the glove inside and lock it with a 3-digit lock and code 025
- In the planter bury one sheet of the SWOT
- Inside each of the 4 colourful folders glue 1 part of the SWOT explanation and put 1 SWOT sheet
- Drill a hole in the folders in order to put a lock with 4-digit code: 8175. The folders should be put in the following order: blue, red, yellow, and green
- On a wooden board attach 4 keychains: green with the number 5 inside, yellow with the number 7, red with the number 1, and blue with the number 8
- Take the cup and write the numbers 814 on it, then break it and put it in the trash bin. Ensure there is no sharp edges, if needed protect with tape.



- On the printed debit cards, mark the numbers: 5 on visa platinum, 2 on visa classic and 9 on Mastercard. On each of them mark expiration date.
- Drill a hole in the wallet, Put the debit cards and one sheet of SWOT inside and lock it with a 3-digit lock 814
- In one of the boxes put 1 SWOT sheet and a magnet strong enough to pull the key outside of the pipe (pay attention to having a metal key!). Lock this box with a 3-digit lock 529
- In the lock that is locked by a key put 1 SWOT sheet, and the NGO/SE/CSR puzzle
- Either on a wall or on the back of a desk attach the transparent pipe in a way that if we put something inside it's not possible to take it out/ it doesn't fall. Put the key in the pipe.
- In another box put inside: 1 SWOT sheet, contract of employment, invoice for the use of space, invoice for materials, and new product announcement. Lock the box with 3-digit lock 971
- On the board with keychains attach the break-even point and SE/NGO/CSR infographics along with the general infographics to set the mood.



- Upload the morse code on the mp3. Put the mp3 together with the morse code alphabet and 1 SWOT sheet in a box and lock it with 4-digit lock 1875
- Put the last sheet of SWOT inside a box and lock it with 3-digit lock 777.
- On the wall (or a desk), put the Empty SWOT A4 paper from printouts.
- Mark all the objects that don't take part in the game, such as plugs, computers, chairs etc. with red-white tape.



Gameplay

Background:

The Hero and at the same time the Game Master is an economics teacher. He has an important presentation in 1 hour and needs a picture of the SWOT analysis of a Social Enterprise idea that he developed. This idea is very innovative, because it is solving a social problem in the city, while also generating money.

The room inside which the game will take place is an office, where players can find pieces of the SWOT analysis that he has hidden carefully because he is afraid somebody might steal his idea.

(in case you would like some background for Social Entrepreneurship, please look at the last pages of the document, where we explain the phenomena and give examples).



Introduction to the game:

The rules:

- **Please, don't use hard force**
- **Use each object only one time**
- **Don't use anything with white-red tape**
- **If you have any questions, call me!**

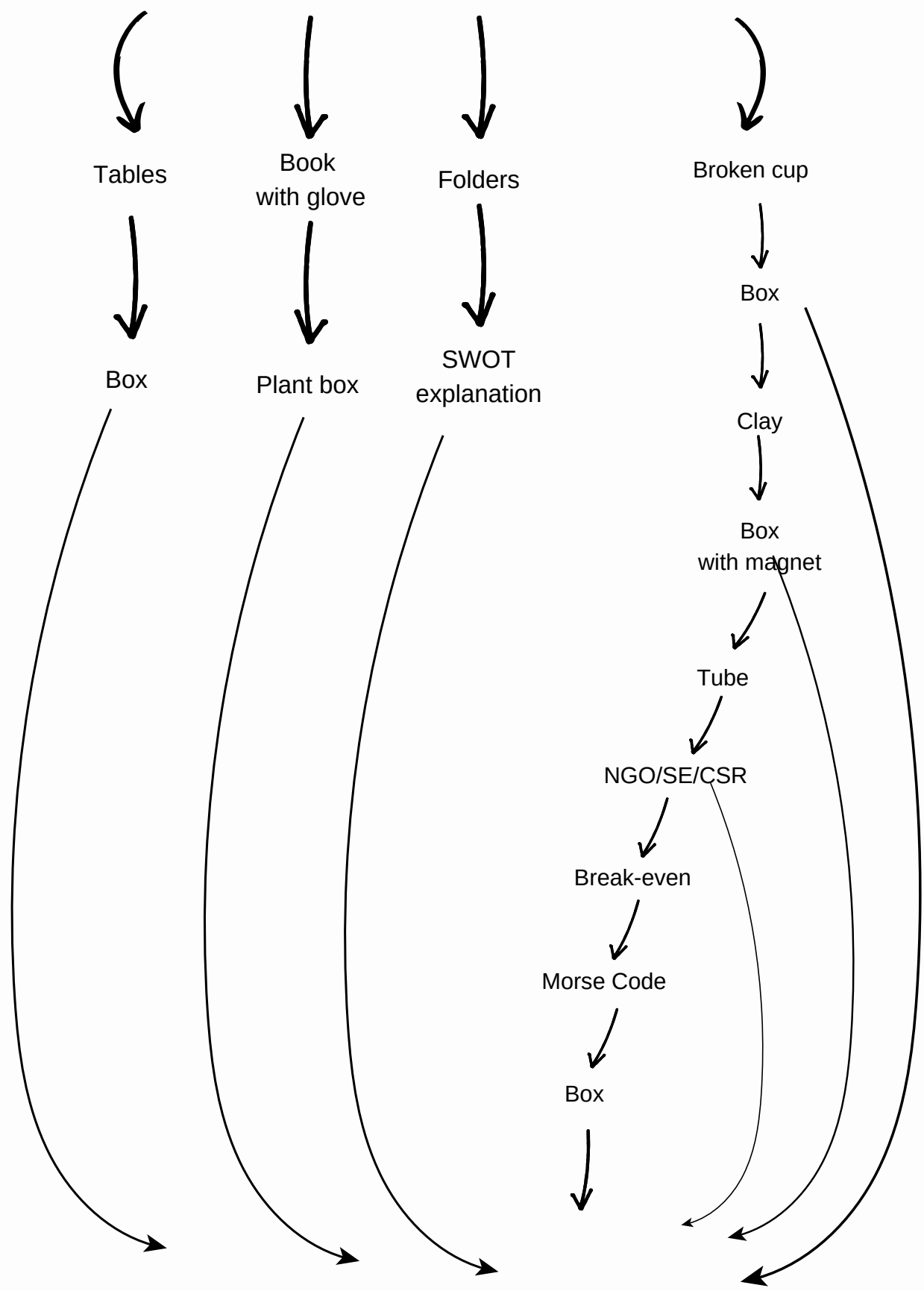
The Game master should call the players on the mobile phone. When they answer, say "Hi guys, It's Marc, your economy teacher. I have a big request for you, in one hour I have a presentation of my Social Enterprise idea! I really need my SWOT analysis, but my copy has been stolen, I am afraid somebody might present my idea as theirs. I've hidden the pieces of SWOT analysis in my office. As my best students, I trust you that you can solve the puzzles and send it in time."

After that, players should start the game.



Order of puzzles

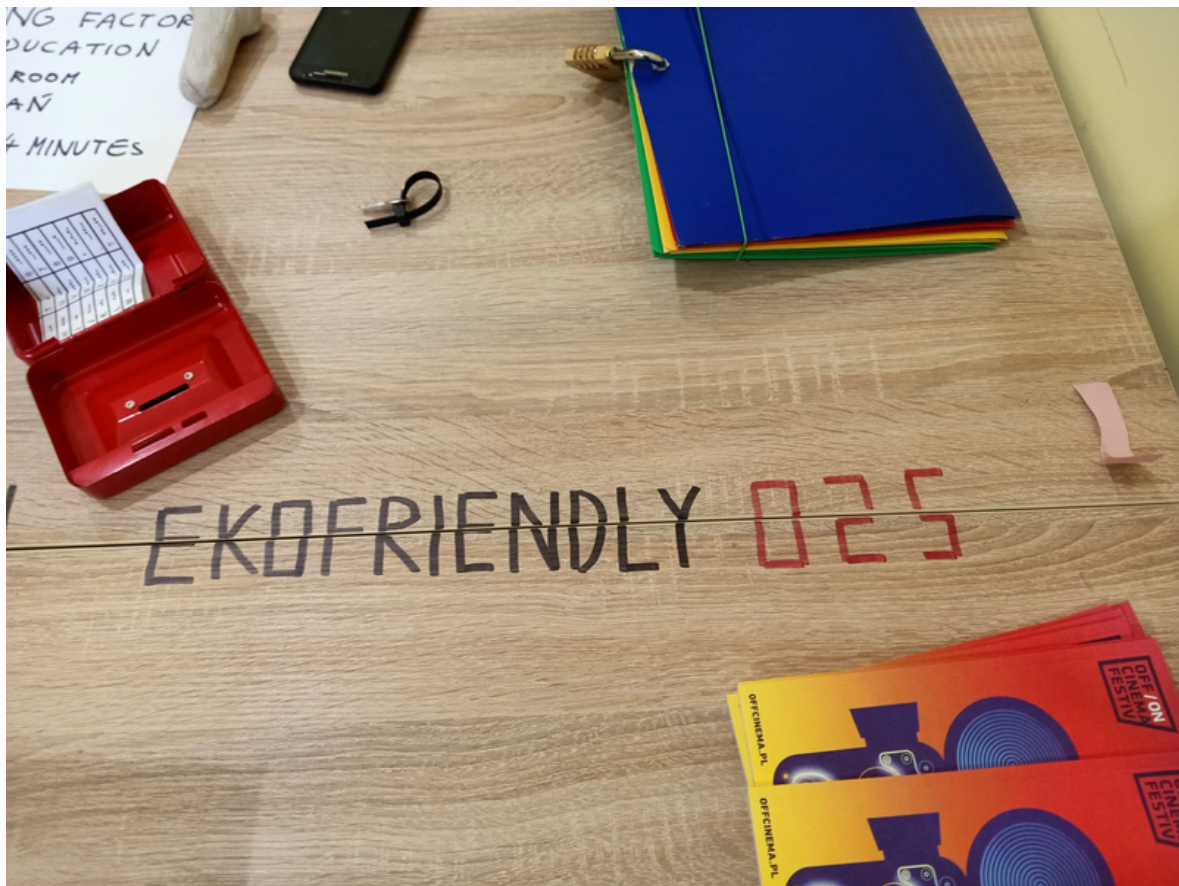
Briefing



SWOT ANALYSIS

Puzzles list:

1. Two desks/ tables inside the room have a secret message on them. The goal of the players is to combine these two desks to uncover the secret message.



This code opens a box with part of the SWOT analysis

CODE: 025



2. Inside the room there's a notebook with a glove and a narrative part, that says:

"To start a social enterprise or any kind of business is a very exciting opportunity, but it also very risky.

More than 70% of start-ups fail in the first two years.
One of the main reasons why they fail is due to weak starting business plan. I think I have a perfect idea for a Social Enterprise.

There is a high competition among entrepreneurs, so I need to burry things away from competitors. It would require a lot of digging rom them to find everything."
"

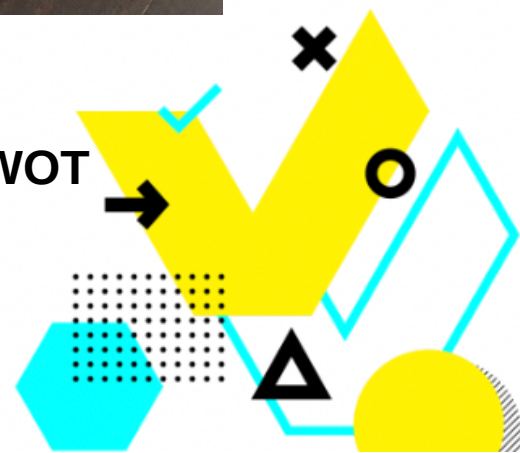
Below the text, there's a picture of a planter.

The glove, text, and picture indicate the need to dig in the planter, where a part of the SWOT analysis is hidden (see pictures on the next page).





CODE: No code, part of SWOT



3. Inside the room there are colorful folders on the desk and keychains in corresponding colors with numbers on them. The task is to see the order in which the folders are, read the number on the keychains and apply it to the lock. Inside of each folder is part of SWOT analysis and explanation of each part of the SWOT.



CODE: 8175+ parts of SWOT



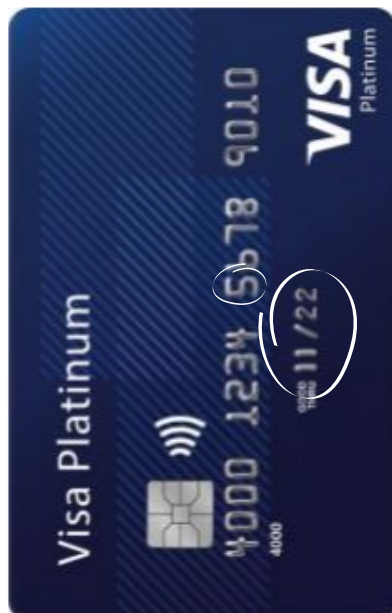
4. In the trash bin there's a broken cup. The task is to assemble the cup and read the numbers created.



CODE: 814

5. This code opens a wallet. Inside it, there is a part of SWOT analysis, a UV pen and 3 debit cards. The goal is to use the UV light to uncover numbers. The order of numbers is given by expiration date (see pictures below).

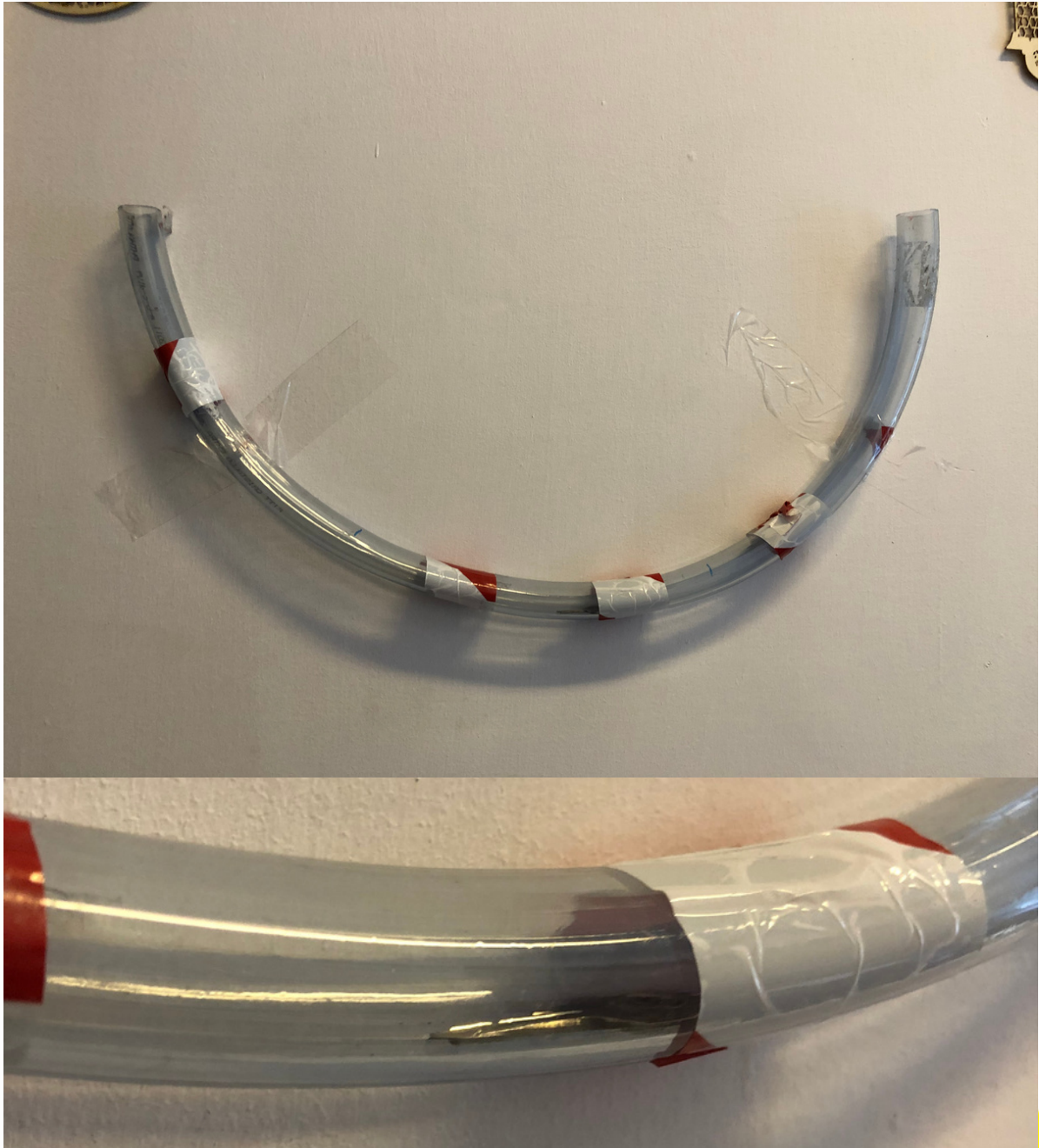




CODE: 529



6. This code opens another box, inside which is part of the SWOT analysis and a magnet. The task is to use this magnet to pull out a metal key from inside the plastic tube attached to the wall.



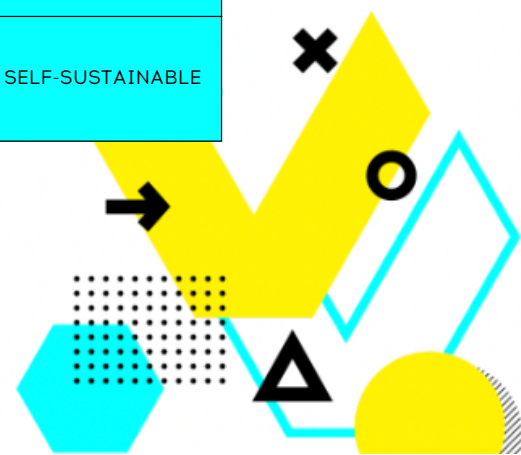
CODE: no code, we get a key.



7. This key opens another box with part of SWOT analysis, pieces of paper with 12 puzzle elements and a table on which the puzzles need to be adjusted. The task of the players is to put the pieces correctly on the table. After doing so, the code will appear.

LEGAL FORM	NGO (= non-governmental organization)	SOCIAL ENTERPRISE	COMPANY doing CSR (= corporate social responsibility)
DESCRIPTION			
PURPOSE			
BUSINESS MODEL			
SUSTAINABILITY			
	non-profit organization	either a non-profit or for-profit organization with a social goal.	for-profit organization that gives money for charity as a part of their marketing plan
	created to ONLY address social problem(s)	created to PRIMARILY address social problem(s)	created PRIMARILY to make profit
	NON-PROFIT	NON-PROFIT PROFIT	PROFIT
	depending on donations / grants	SELF-SUSTAINABLE with possible SUPPORT	SELF-SUSTAINABLE

CODE: 971



8. With the code we open the next box. Inside are costs related to running the company. They need to calculate according to the breaking point explained.

Solution:

Fixed costs = rent 1.500 + Salary 1.500 = 3.000

Variable costs per unit = 6.800 / 2000 = 3.4

Price of product = 5

Formula is:

$3000 / (5 - 3.4) = 1875$

Correct answer is 1875 - this shows the amount of products the company needs to sell in order to cover all of their fixed costs. If they sell more than 1875, they are already in profit.

BREAK-EVEN POINT

the point where a company's revenues equals its costs

NUMBER OF PRODUCTS SOLD

+

FIXED COSTS

=

SALES PRICE PER UNIT


×

VARIABLE COSTS PER UNIT


Fixed Costs - Fixed costs are ones that typically do not change, or change only slightly. Examples of fixed costs for a business are monthly utility expenses, salaries and rent.

Sales Price per Unit - This is how much a company is going to charge consumers for just one of the products that the calculation is being done for.

Variable Costs per Unit - Variable costs are costs directly tied to the production of a product, like labor hired to make that product, or materials used. Variable costs often fluctuate, and are typically a company's largest expense.



How many products do we need to sell to reach the break-even point?



Entertaining
Education

INVOICE FOR USE OF SPACE

DESCRIPTION	ILOŚĆ	CENA	RAZEM
Room rent	1	1100	1100
Water bill	1	150,00	150,00
Electricity bill	1	150,00	150,00
Internet bill	1	80,00	80,00
Trash bill	1	20,00	20,00
		AMOUNT	1500

TOMASZ SZEWCIK | CENTRAL BANK
12 3456 7890 1234 5678 9012 3456

CONTRACT OF EMPLOYMENT

This employment contract (hereinafter referred to as an "Agreement") is made effective as of _____, by and between _____ and _____ with a mailing address of _____ (hereinafter referred to as an "Employer") and _____ with a mailing address of _____ hereinafter referred to as an "Employee", collectively referred to as the "Parties", both of whom agree to be bound by this Agreement.

1. Site of employment: _____
2. Employee Position: _____
3. Basic Monthly salary: 1500
4. Regular working hours: _____

CODE: 1875

Thank you!

9. This opens another box, inside which is a speaker/ mp3 playing a sound- numbers in morse code, and a morse code alphabet. The task is to translate the code to numbers.

A	.-	J	..---	S	...	2	..---
B	----	K	--	T	-	3-
C	----	L	U	..-	4-
D	---	M	--	V	5
E	.	N	--	W	---	6	-----
F	O	---	X	----	7	-----
G	---	P	Y	----	8	-----
H	Q	-----	Z	----	9	-----
I	..	R	---	1	0	-----



CODE: 777

10. This code opens the final box with the last piece of the SWOT analysis. With the analysis ready, the players should send a picture of it to the game master.



SWOT ANALYSIS OF SOCIAL ENTERPRISE

STRENGTHS

Cheaper product than most competitors while maintaining a good quality.

Social impact as a goal helps bring and keep customers.

Network of contacts of like-minded businesses and entrepreneurs.

WEAKNESSES

Small marketing budget that doesn't allow for a large campaign.

Unknown brand of a new company.

Small and relatively inexperienced team, who might need some help.

OPPORTUNITIES

„Riding the wave“ of the trend of social awareness and sustainability.

Grants, fundraisers and other support from authorities and other entities.

Support from likeminded SEs / NGOs / influencers.

THREATS

Possibility of economy recession, rising interest rates.

Dependency on few possible suppliers who are environmentally friendly.

Big malls and stores offering similar products with bigger comfort.

After the game:

After the players finish the game, ask them the following questions:

- How was the game, what did you like/ didn't like?
- Which puzzles did you find difficult/ easy?
- Do you know what SWOT analysis is used for?
- Do you know what is a SE? What is the difference between a business and a SE?
- Do you know some SE? (examples below)
- Based on what you learnt about Social enterprises, can you give an idea for one? Think about the social problem you would like to work on, and the ways you can contribute to making the situation better.

Thank the players for participating as a closure.



What Is a Social Enterprise?

A social enterprise is a business with specific social objectives. These objectives are the primary goal of the company. Social enterprises, though, aim to maximize profits while maximizing benefits to society and the environment, and the profits. These profits are then used to help reach social goals.

KEY POINTS

- A social enterprise is a business with social objectives.
- Maximizing profits is not the primary goal of a social enterprise, instead, the goal is to reach the social objectives.
- Social enterprises generate revenues, which fund their social causes. Very often the profit is gained by selling products.
- Job-wise preference is given to people with disadvantaged background.



Examples of Social Enterprises:

- Goodwill Industries, a social enterprise based in the United States, employs poor people to work with donated goods from wealthier areas. They work to repair the items for resale. Then, the sales proceeds are used to support job training programs. Goodwill has helped more than 126,000 people train for careers in banking, information technology, and healthcare.
- TOMS, a social enterprise is US-based company, that designs and markets shoes as well as eyewear, coffee, apparel and handbags. For every pair of TOMS shoes purchased, a pair of new shoes is given to a child in need in partnership with humanitarian organizations. Save the Children integrates shoe distributions into our larger health, nutrition, and education programs.
- Spółdzielnia Socjalna Furia, a cooperative based in Poland, that employs people on the autism spectrum, FURIA is implementing an innovative model of professional activation of people with autism spectrum disorders. The company sells products such as bags, soaps, ceramics and many more.



This toolbox has been developed within the **"Entertaining Education"** Strategic Partnership project in the youth field 2020-1-CZ01-KA205-077740.

PROJECT PARTNERS:



CEFIG International (Czechia)



Soholm 4H (Denmark)



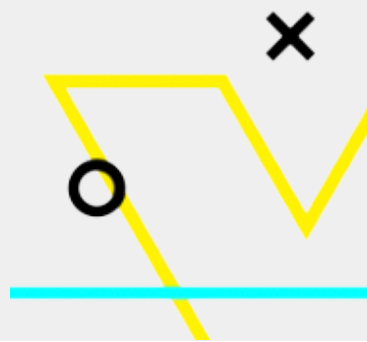
Logos Polska (Poland)



EUducate (Spain)



click on our logos
to find out more!

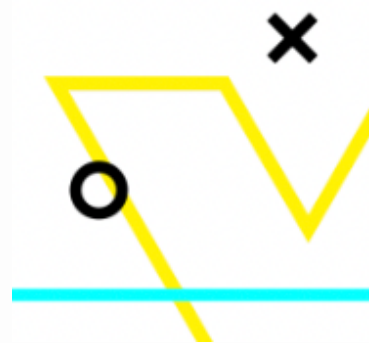




The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



Co-funded by the
Erasmus+ Programme
of the European Union





entertaining
education



LOGOS
NGO



EUducate

Asociación para el desarrollo de la educación no formal



... cefig