



The Circular Economy and Entrepreneurship Game

# Welcome to Circula!

The circular economy changes companies. Companies change the world.

**PLAY, LEARN, GET INSPIRED!**

The goal of the game is to come up with an idea for a company that

-  is a response to a real need or problem
-  uses natural resources in an imaginative and sustainable manner
-  is a profitable business



The game board represents your company: place only those cards and ideas on the board that you need for the business. At the end of the game, you will pitch your business idea to the others and receive feedback. You may be awarded points for your business idea and pitch, for completing a task given in a surprise card and for engaging in cooperation with other teams.

You don't have to read all of these instructions in one go. Move your playing piece on the game board and read the instructions as you move from one step to the next.



## Company team

- 1** Each player chooses **three strength cards that match their personal attributes**. Present your strengths to each other.
- 2** Each player chooses **three skill cards** and presents them to the other team members. Keep hold of your strength and skill cards for now.
- 3** Go to the Game Master to get **one resource card** for each team member.
- 4** **Come up with ideas for the company's operations** based on your resources, skills and strengths!
- 5** **Choose** what resources, skills and strengths to use in your company. Place the corresponding cards on the board. You can add more cards on the board later if you come up with uses for them in your company.



## The basis of the company

You can move forward and backward between steps 6–10 as you develop your company.

- 6 Business idea**  
What is your company's business idea?  
What need or problem does your company solve?
- 7 Who is it for?**  
Who are your company's customer groups? Describe them in as much detail as possible.  
What do they expect of your company?  
What do your customers pay for – how do you earn revenue?
- 8 What?**  
Describe your product or service in more detail. What is your promise to the customer?  
What are the values of your company: what kind of impact do you want to have on the world?
- 9 Surprise!**  
Pick up a surprise card from the Game Master and respond to the situation the card describes.
- 10 How?**  
For example: production facilities, employees, sales, accessibility...?  
How are your values reflected in your day-to-day operations?

## Towards the pitch!

- 11 Roles**  
Discuss your team's division of responsibilities based on your strengths and skills.  
For example, who is responsible for personnel management, marketing, customer relationships, development and cooperation with other companies and organisations?
- 12 Circular economy**  
This game is all about finding business ideas that are not based on the consumption of natural resources, but rather their imaginative and sustainable use.  
What makes your company part of the circular economy?  
What circular economy business model, or models, does your company implement?
- 13 Communication and development**  
What kind of company image do you want to communicate: what do you want people to think about you?  
How — and in what channels — will you communicate what your company does?
- 14 The pitch**  
Prepare a brief, exciting presentation about your company.

**FINISH**

