



Pitch Your Green Idea!

The sustainable entrepreneurship game

“Pitch Your Green Idea!” is an entertaining management board game about sustainable entrepreneurship. It contains a combination of creative tasks, problem-solving tasks, quiz and strategic decisions. During the game the players create solutions for social or environmental issues, such as water pollution and plastic waste and they must convince the other players about their ideas.

The game “Pitch Your Green Idea” is the result of a master thesis in the subject Sustainable Business Management. It faces the Sustainable Development Goal „Education for Sustainable Development “.

The aim of the thesis was the development of an entertaining serious game on the topic sustainable entrepreneurship. The game development is based on an extensive literature research concerning game science and didactics. The research on game didactics is focused on higher education. It shows the teaching potential of games but in the same time the need for further research and development in the field of sustainability games. Useful game mechanism for serious games can be identified, such as decision making, problem-based tasks, gratification, competition and cooperation. Additionally, an overview on existing German games on sustainable business management is given. It shows that there is no German game about the chosen topic, so far. Only a few games are partly broaching the issue of sustainable management or entrepreneurship. Besides that, a few workshop tools are offered in that field. But no actual physical game combines both topics. Besides the content, learnings from other game’s mechanics and material were integrated in the game development.

The thesis has been graded very good (1,0) by Professor Dr. Jutta Knopf (HNE Eberswalde) and Dr. Markus Ulrich (UCS Creative Simulations). The thesis got decorated with the german award for simulation games 2019 (Deutscher Planspielpreis 2019).

As a result of the designing process, a boardgame with numerous cards is presented. It gives an overview about sustainable management and entrepreneurship and can be used in higher education as well as by any interested person. The game can be played by two up to twelve people at one table. Depending of the number of players they can play alone or in teams – that has to be decided at the very beginning of the game session – The overall goal is to develop a sustainable business or project idea or redesign an existing idea in a sustainable way. Besides the goal is to have fun and learn something new. Based on the findings about demands, that teaching people and trainers



have on games, it's designed modular. Thereby it offers possibilities for different ways of use and focus. The play time can be shortened or extended between two and four hours. Parts of the game can be taken out and used as independent games. The quiz level can be fit to the target group. The focus of the content can be chosen in different ways, e.g. by choosing specific task-cards, selecting specific content- or decision-cards.

Inspired by computer games, instructions are given when needed. The players are led through the game, without having to read a complex rule book. The game has two play scopes on the board. One is on the side and one is in the middle. At one path, a meeple must be moved forward each round and whenever it comes on an orange field, all players or teams shall work on a given task concerning their project idea. Afterwards the ideas shall be presented quickly.

On the other playing path, the players move around with a little clay pot and have to pick cards from different decks. Either they must answer questions about sustainability or entrepreneurship, or they have to make decisions or deal with unexpected incidents. The first task is to find an idea. Therefore each player or team gets a "Problem-Card" and a "Attribute-Card" and has five minutes to find a solution for the problem by involving the attribute in their idea. Following tasks help to sharpen the idea.

The game has been tested more than 40 times (by September 2019) and is supposed to be published in 2020. A sustainable production of all game materials is self-evident.

"Pitch Your Green Idea!" has already been part of workshops and seminars at several universities, such as the University of Oldenburg, HNE Eberswalde, Beuth University of Applied Sciences Berlin, University of Applied Sciences Zittau/Görlitz as well as in companies and other organizations.



Facts:

Board game with cards

age: 16+

duration: 2h (short version),
4h (long version)

number of players: 2-12

target group:

students/universities, schools,
companies, startups and people
who are interested in
sustainable management or
starting a business/project

Pitch Your Green Idea!

The sustainable entrepreneurship game

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