

This project has been funded by the European Union



Social Seducement Game Synopsis

The Social Seducement game is a serious online role playing game which aims to train people experiencing disadvantages in the labour market to start their own collective social economy enterprise.

A group of people meet in a cafe and are encouraged by a 'magical person' to get together to set up a collective social economy enterprise. Following on from an incidental initial meeting in the town's café, players discover that there are numerous opportunities around, they need only tap into their inner resources to find them and to overcome the challenges that present themselves!

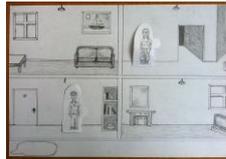
During the course of the game, players are randomly assigned a leadership role at different stages of the game, which the group can choose to either keep or re-assign. They are also invited to take up a range of business roles on different levels to enhance learning and discovery of innate talents and skills.

The aim of the game is to work together so that at the end there is a completed business model and even a business plan.

Throughout the game players are supported by a facilitator who supports players through the game and is involved in assessment of learning. Players learn by working in a group, discovering inspirational stories from other collective social enterprises and being offered opportunities for further exploration of particular topics and themes via relevant external sources.



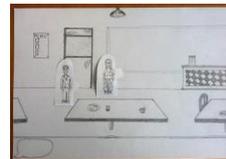
1. You're joining us in a European town...



2. Where you are part of a diverse group of citizens



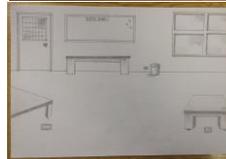
3. Who you are meeting in your local café.



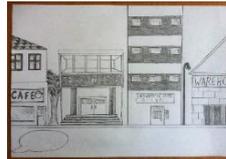
4. Here you and your neighbours get talking, and during this you are joined by a person with a magical aura who introduces you to the idea of setting up a collective social enterprise



5. As you are all leaving the café and are back in the town square...



6. ...you identify the vacant warehouse as the perfect place for a more in-depth discussion. Hearing inspirational stories from other social entrepreneurs, you and your peers come up with an idea you think could work!



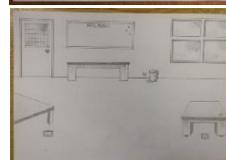
7. You realise it's worth developing the idea further, and that the business canvas model is an ideal tool.



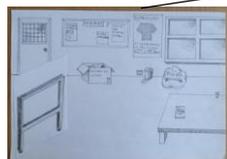
8. You head to the library to discuss what your business will offer, who the customers will be, how you will engage with them and where the revenue will come from.



9. You and your peers' are enthused about your ideas so you go back to your office space to arrange another meeting to continue your work



10. You think about what you actually need to do to set up your business and who you need to work with.



11a. Here you spend the last of the points you've been earning on your office – outcome 1



11b. Here you spend the last of your points you've been earning on your office – outcome 2



12. You can continue the game and develop a business plan or



13.End the game with a well developed business idea and a set of new skills

Socialseducement.net

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