

Intellectual Output 03

Guide on the Social Seducement RPG learning model

PART 3. RULES AND ROLES HANDBOOK

Control Sheet

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Abstract	This document is part of IO3 which presents the pedagogical model lying behind the Social Seducement RPG game as well as the assessment strategy and structure. It is a separate version of the “Rules and roles gamebook” which forms part of the set of game documentation. This document is also included in the full IO3 report.
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About Social Seducement

The Social Seducement project is co-funded by the European Commission in the frame of the Erasmus plus programme and running for 3 years (September 2014 to August 2017). It aims to develop the key competences and skills of adults with disadvantages, and in particular unemployed adults, to help them start up a collaborative enterprise.

Our approach is to set up an educational process which mobilises unknown or hidden capacities via an empowering learning process.

We have done this by:

- **Designing an online role-play game called SocialPlaNet** to develop, enhance and promote social entrepreneurial skills
- **Enhancing collaboration among training centres, employment agencies, social economy enterprises** to test the Social Seducement online roleplay game
- **Establishing a European network of facilitators** who will have the mission to a) guide unemployed learners through the social seducement game, supporting and mediating their learning process and b) promote the use of the Social Seducement game in Europe to foster the acquisition of social entrepreneurship skills in an innovative way.

With Social Seducement we aim to strengthen the cooperation between education and training, work and the social economy, non-profit and voluntary sectors, in an EU dimension, Social Seducement to maximise impact on individuals and our game.

To know more about the project please visit our website: www.socialseducement.net

1. Introduction

Below we present the The Role and Rules gamebook for the SocialPlaNet game developed by the Social Seducement project. This is aimed to assists the players and the facilitator to fully understand the game.

Roles and rules represents the foundations of the SocialPlanet game. Participating in the game implies accepting the set of rules on which it is based. Players accept in this way to speak a common language, the facilitator is the expert of that language that help them to understand each other. The rules gamebook contains all the detailed rules players and those managing groups need to know to play the game. Together with the facilitator manual this guide is part of the essential game documentation.

This gamebook contains three main sections:

- A description of the main roles involved in the game, and their functionalities
- A description of the key rules that underpin the social seducement game
- Practical issues on playing the game, including licensing and copyright issues.

The audience for the game book are both players and those facilitating the SocialPlanet game.

2. The Roles and Rules Gamebook

SECTION 1 WELCOME TO THE Social Planet Serious Online Role Play GAME

Welcome!

SocialPlanet 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 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.

The *SocialPlanet game* has been developed to support your enjoying the planning of a social and an economic activity, your *social economic enterprise*, your project to create your own job and social engagement.

The authors of the game are experienced in professional, social and entrepreneurial training, in consultancy and mentoring the development of social enterprise projects, in inclusive job creation and obviously in game development and graphic design. The authors are working in different countries and contexts. The game is the result of many discussion and studies, the collection and testing of training material and the experiences and stories of real social entrepreneurs in many different countries.

We developed the game as a kind of *training tool*. We want you to exercise planning, looking to the future, discussing, correcting the plans before starting your social enterprise. We want you to understand, to train the entrepreneurial culture and to develop your social project and the social impact. Before starting a real (social) enterprise, it's better to learn how to calculate and to manage the risks of setting up your own enterprise, it's better to overcome unjustified fears, to give up erroneous ideas, it's better not to "jump without a parachute". We believe that a game makes learning easier and frequently also more effective.

The game will guide you, step by step in your planning and learning process. On your way you will meet other social entrepreneurs through their social and entrepreneurial stories. We are convinced that one of the best ways to learn is to copy from the ideas, the success or the difficulties of other social entrepreneurs. The stories are real case studies, real Social Economy Enterprises have been analysed and interviewed. If they agree and are on the web you certainly may follow them if you like them. In addition and linked to the stories you will find a lot of other learning material if you want to deepen your confidence.

And then there is the facilitator, your game master, your security anchor if you feel lost. We will tell you more about him/her.

Before starting, you certainly would like to know how long the game lasts. It really depends on you: how much you deepen the questions, how often you will play and for how much time, how perfect you want your planning. In any case it should not take more than two months to play the game. But let's pass on to the roles and rules.

SECTION 2 How the game is structured

The game is divided into different sections. Following one after the other – but you also may turn back to deepen a question or to repeat an exercise or at least to change your idea - at the end you can save and print out the business plan of your planned social economy idea. Certainly, you also can play the game again!

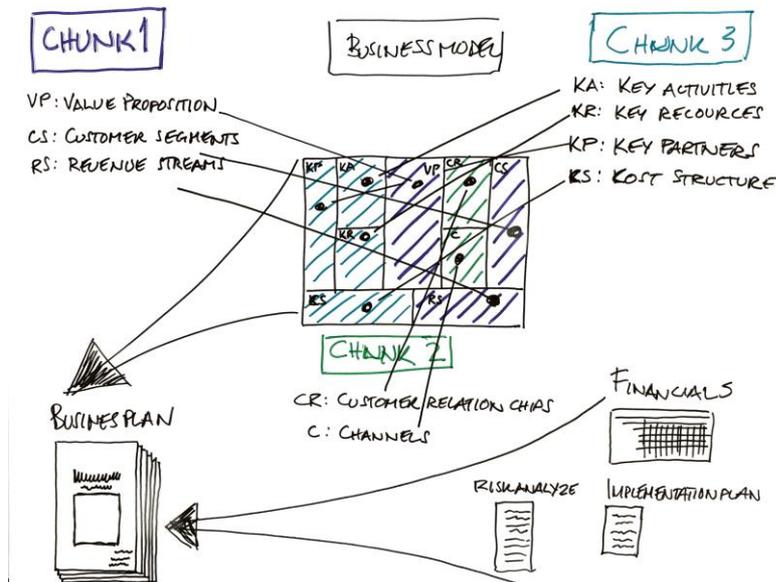
The game is organized *in different levels and scenes in different spaces: flats, Café, Warehouse, Townhall*. You are guided through the different steps by the game. If you don't fulfil the provided tasks you cannot proceed and you have to follow the instructions.

- First you have to register and you will be authenticated. When the registration procedure of the whole group (all the players) is finished, the game can start; you click to start and you will find the home screen with a row of buildings;
- Now you have to choose your avatar and you will be guided to the block of flats where you can find them. When all the players have done their choice you can proceed;
- You now will enter *the café* to get to know your other team members better. You will be guided to chat together presenting yourself supported by some questions. All of you have to participate in the presentation round otherwise the game doesn't go further.
- In the Café you also will meet the facilitator (a magical person appearing) and s/he will take you through a story about a social enterprise.
- After learning something more about social economy enterprises through at least one story you have to read and discuss, the facilitator motivates you to start to work on your own plan for developing a social enterprise. You have to *book for a meeting* otherwise you cannot proceed. One of you will be assigned as task leader/spokesperson. You can keep the random assignment or change it through a voting mechanism.
- In the empty *warehouse*, you will find a working space to discover and a *whiteboard* and you will start to work on your social economy idea. If you need inspiration, you can look at the *library* and find some other stories from real life. The spokesperson/task leader has to write ideas on the board and you have to agree at least on planning one of these ideas otherwise you cannot go further. Doing this, you learn more about yours and each other's skills. Step by step you can achieve *credits* that you may use to furnish your office. At the end of this task, and in order to go further, you need again to *book a meeting* and a spokesman/task leader for the next level will be assigned automatically or elected.
- Going back inside your *slightly more furnished workspace* you will now go back to your social economy business idea written on the board and you will discover the *Business Model Canvas* and the nine blocks that will be grouped in chunks. At the end of looking through it you have to decide which chunk you will do first. PLEASE USE ALWAYS THE CHAT TO DISCUSS. If you need inspiration or more information on the *Canvas* you can find them in the library. There will be a quiz at the end of discussing about where to start.: each player has one vote for the best answer, the majority wins. REMEMBER ALWAYS:

You need to book a meeting to continue to the next level and to answer the quiz you will find at each level. Continue button can only be pressed once the meeting has been scheduled. A meeting can only be scheduled once all the tasks are completed. If done before, an error message pops up. Once the meeting is scheduled, continue button can be pressed to go to the next level via the town square screen. System automatically assigns a new task leader / spokesperson for the next level, which the group can keep or overrule.

- Now your task is the work on the different parts of the CANVAS BUSINESS MODEL. You have three places from which you can start and you can move between them as you play. CHUNK 1 groups the Customers Segments that will use/buy the services or products, the Value Proposition and of course the Revenue Stream that will be generated. CHUNK 2 groups how customers will be acquired and retained (CUSTOMERS RELATIONSHIPS) and how, through which channels (CHANNELS), it will be communicated with the customers, how value propositions will be delivered. CHUNK 3 helps to describe the KEY ACTIVITIES (all the activities needed to have the organization functioning well), the KEY RESOURCES (assets necessary to offer the services and products), the KEY PARTNERS (suppliers and partners that bring external resources and activities), and at least the COST STRUCTURE (description of all the costs to operate).

The picture below describes graphically how we have clustered the different parts and how they become, together with additional documents, the business plan.



- When you have completed these game levels, you have completed the core part of the game. You can now print off your business canvas and finish, play the game again or go a step further and design a business plan for your collective social economy enterprise.

You win the game by:

- Finishing as a group
- Completing a business model canvas for your collective social economy enterprise
- Getting a good balance between social and economic dimensions of the business
- Accumulating points and spending them wisely

SECTION 3 GETTING STARTED: the SocialPlanet game roles

We have three major roles in the SocialPlanet game:

- The **facilitator** (game master or guide) – key figure, expert in participatory training methods, with the task of coordinating and facilitating the game.
- The **players** – they are adult people who with a perspective to become social economy entrepreneurs
- **Super admin user** – providing technical support for critical issues affecting game play that cannot be resolved with the help function.

SocialPlanet is a group game, so before starting the game, the **facilitator** has to set up the group of players. No less than three players and not more than six players are accepted to register a group.

To do this, the facilitator needs players' email addresses.

With these details, they can register the individual on the social seducement ORPG platform and create a group.

Once registered, players are notified. They need to create a user name and password and then choose an avatar which will be their visual representation in the game. No two players can pick the same avatar!

There are also two avatars for game facilitators.

SECTION 3 THE ROLES TO BE PLAYED BY PLAYERS

Social Seducement is a role play game. This means, as a player you will have the opportunity to take on different roles in the game. But overall as a player you take on the role of an aspiring social entrepreneur!

Simulating the organization and the different tasks in your upcoming social economy enterprise, it would be good to try to wear some clothes, a few costumes, to imagine the different roles in a social entrepreneurial organization. Would you prefer to work in the production area? Do you prefer to sell what is produced? Do you like finance or do you prefer marketing or at least you would like to be the responsible team leader, the manager, the President? Different functions need different competencies, not only professional but also social competencies.

We want you to exercise in the different roles, simulating but seriously taking decisions. We want you to learn to know yourself inside a collective social enterprise team, inside a group that has to take decisions, to plan, to discuss. We want you to discover you main passions and competencies by playing the game.

Yes, maybe we forgot to make clear a very important point: *SocialPlanet* has to be played as a group because a *Social Economy Enterprise* is a collective enterprise: a group of people often unemployed, sometimes with particular difficulties or needs decide to do *something in the general interest of the community*, they start an enterprise with the aim to realize added value, to create jobs, services, community assets not with the aim to realize their own personal profit. That's why generally a *Social Economy Enterprise* is started and managed by a group of people, together with the community where they live and that's why you have to learn *how to act and to decide in and as a group*.

At the beginning of the game, you will be asked to choose your **Avatar**. You will find different *Avatars*, they represent the different characters, passions, skills, that normally are present in a group. You may choose the one that represents you the most, that you like more. Or you may wish to slip into a character that is completely unlike you!

Box 1: The SocialPlanet player Avatars





Your *Avatar* will represent yourself during the whole game!

Another important role in the game is *the task leader*. The role of the task leader is to collect the different opinions of the group members during their discussion and to write them on a board in order to represent the results of the planning and learning activity.

The task leader is automatically assigned by the game. Each player should have a chance to be task leader. But you and the group can choose to change the task leader for whatever reason you decide. The *task leader* will change in the different steps of the game. At each new level of the game a new task leader is chosen.

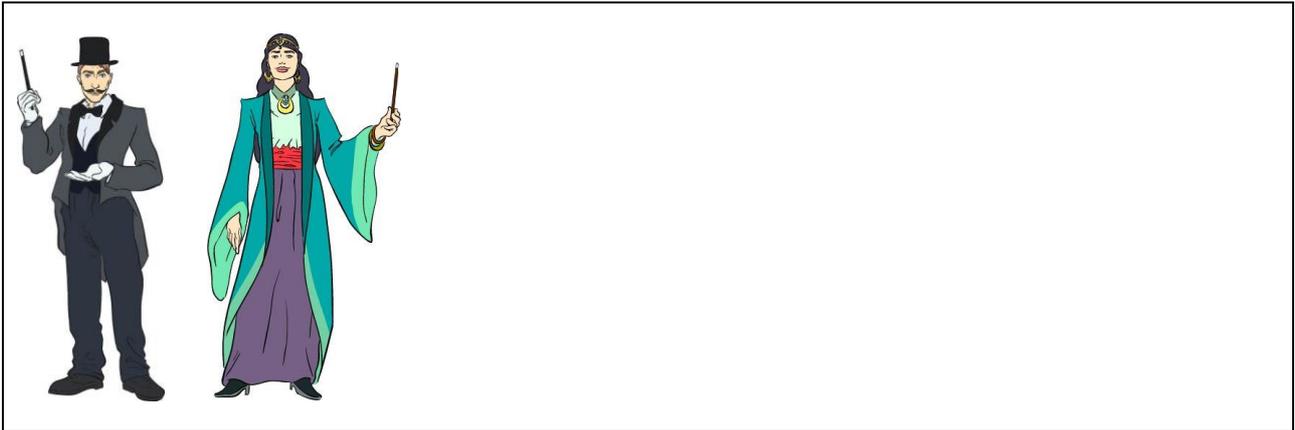
Towards the end of the game (Mission 5), you the player can also choose **business roles**. You can choose to contribute to the game in any of the roles that you and your group decide are needed for the collective social enterprise you are creating together in the game. You can find more examples of typical business roles in Annex 1 of this guide book.

You will need to negotiate who takes on these roles. Once you have chosen your role, you'll need to make your contributions to the game from the perspective of the responsibilities of the role you have chosen.

SECTION 4 THE FACILITATOR ROLE

There is another important role in the game, quite a magical person, **the facilitator** (or game master)! With his own *Avatar* he/she will follow you through the whole game.

Box 2: The SocialPlanet facilitator avatars



The game master is familiar with the Social Seducement game, the training material and knows about the social economy and business modelling.

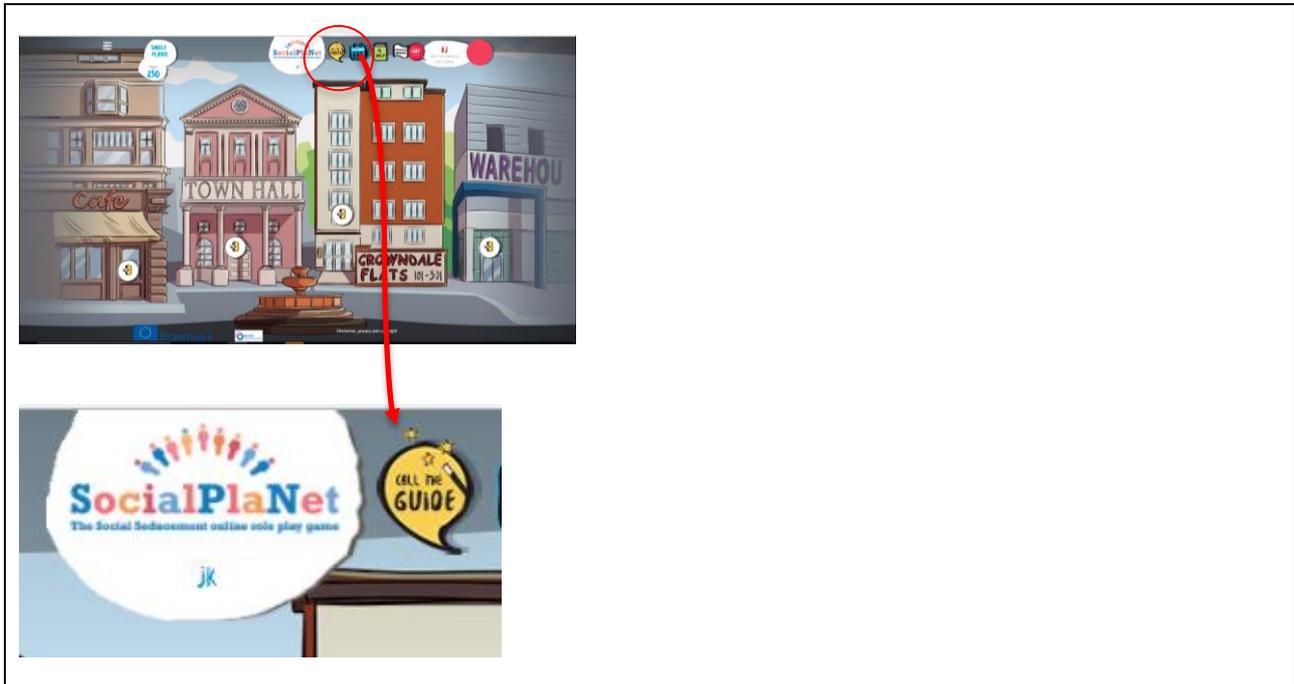
The role of the facilitator is to offer players support at the beginning of the game, as you the player get used to new words and ideas, the SocialPlanet game environment and your group.

Throughout the game, the facilitator will follow your playing, help when you get stuck and provide support at specific levels of the game that may be more difficult to accomplish. Their role also involves managing the group work and ensure that everyone is treated fairly, that behaviour stays professional and to resolve disputes. All this happens **via the chat function**.

The detailed activities required of the facilitator / game master are explained in the **facilitator manual**.

As a **player**, you can call for help, ask to be assisted by pressing the yellow “call the guide” button at the top right half of your game screen.

Box 3: The call the guide button



But let's go further looking deeper inside the game and to the main *rules* you have to respect.

SECTION 5 THE SUPER ADMIN USER ROLE

The Super Admin users are those users that can fully manage the system software. They are not visible in the game but can be drawn on by facilitators via the social seducement core team to resolve technical issues with the game. If you think you need the help of the super admin user please contact the team via email: socialseducement@tavinstitute.org

SECTION 6 THE GAME and THE RULES

The game helps you - as a group - *to develop your business model, to plan your social economy enterprise* and at least – if you wish – *to write your business plan*.

Game objectives and high level rules

You will achieve knowledge about what are *social economy enterprises*, how they may be governed, what means to be an entrepreneur “in the general interest of the community” and you will learn about the elements of a business model by using the *Business Model Canvas* and you may realize the business plan of your idea.

But mainly you will exercise your planning capacities and your ability *to work in a group, to take decisions together* and – if they were wrong – *to change them*.

So one general rule is: arm yourself *with imagination, patience and the desire to work together*. Yes, because this is the main issue to train on: you are not alone, you are starting (exercising) a collective business, you have to learn how to trust each other, how to feel stronger in a group, how to help each other and how to assume your individual and collective responsibility.

A second general rule is that you do not win the game by yourself. Only if you work together as a group, and complete together, do you achieve the objective of the game: to create your own collective social economy enterprise!

Therefore, players are mostly **scored as a group**. Points are accumulated as tasks are completed and challenges mastered. **These points can be spent on furnishing the group's office, which is a group choice**. Here, players have a choice: they can furnish the office with either or both hyper commercial items (representing commercial success) or social items (representing the social impact aspect of the social enterprise). The aim is to have, at the end of the game, a combination of both. If either the social or the economic furniture is prioritised, points are deducted. If exclusively one option is chosen, players could be prompted.

Detailed game rules

Social Seducement is an online game and you will be guided through the game step by step: sometimes you are forced to do something in a compulsory way, but there is a lot of space and time dedicated *to take a decision together with your group*.

The first important rule is that you cannot play the game alone!!!

So your first task of the game is to select your avatar. You can do this in the block of flats. Avatars cannot be changed during the game, so choose carefully. **Only when all players have selected their avatar can the game continue.**

Most players (two thirds of your group) need to be logged on at a time agreed by all of you to advance the game. You can log on outside of agreed times and **take a personal skills quiz**, read the stories again and look up other material available in the game.

Each time players log in, a member of the team is assigned randomly by the game the task leader role which the group can choose to keep or re-assign. In Mission 5 players are also invited to take up a business role of their choice to enhance learning and discovery of innate talents and skills.

A second important rule is that **only the task leader has the power to move the game along** by implementing and recording the team's decision in the system. While players have a team member role, they can contribute to discussions using the chat, but cannot operate game functions that advance the game.

SocialPlaNet is primarily an educational game, so the learning is foregrounded. Players learn about two aspects of setting up a collective social enterprise: the soft skills aspect of working together and the ‘harder’ business and social enterprise skills.

Pop up quizzes and missions are offered throughout the game to assess the knowledge gained and encourage collaborative problem solving skills and behaviours.

A third game rule is: the quizzes are compulsory; the missions are optional.

You need to bring together your experience, skills and knowledge to answer quiz questions together and do the best you can to collect as many points as you can. Throughout the game you can do this by using the **chat function**. *You can re-take each quiz twice. The better you do in the quizzes the more points you gain which can be either collected or spent in the game.*

So a fourth important rule is that quizzes are completed by the group not individual players.

Throughout the game, you are supported by a facilitator – or game master / guide (the magical person).

SECTION 7 HOW TO COMPLETE YOUR PLANNING ACTIVITIES WITH GAME “OFF”

You may want to continue to use the game when you are not playing with your group in order to read the training material or to control the progress of your business model.

But it would be much more important to use your free time to research in the reality, in your community some of the items, issues, plans you are working around in the game.

Try to apply the things you learned and to discover the real opportunities in your community. Where will you find the money to finance your plans? Who will help you? Who will be your clients, costumers, partners?

Tell to your friends about your plans, use the social networks to communicate, to find connections and fans, to speak to your costumers segments, to ask them about which kind of products or services they would prefer.

You want to become a social entrepreneur that means that you have to communicate with your community, to understand what is needed and how you may organize providing the services and products “in the general interest of the community”. Don’t hide your plans, tel them about your planning activities. Find partners, stakeholders, shareholders, friends, costumers. You cannot do it during the game, you have to do it in addition to.

If you find the time and the energy to continue your planning activity in your real life you will find many reasons and elements to change your mind and to discuss in a more realistic way with your group.

REMEMBER: the more you research, understand and plan before really setting up your enterprise the more you will be able to control after, less you will risk in a dangerous way.

We will provide some practical exercise to do “offline”.

SECTION 8 WHO MAY USE THE GAME AND WHAT HELP IS AVAILABLE

Social Seducement is a game that maybe used in many different situations but you have to remember that it is a game to be played in a group, not less than 4 persons and a facilitator/game master is needed.

Social Seducement can help you to plan and manager a Social Economy Enterprise. It's important that you are really motivated to do so. The SocialPlaNet game isn't an easy and entertaining game for your freetime but a serious training tool.

Maybe you may need help in order to use it in the best way. Our SocialPlant helpdesk offers a variety of help options which as a player you can draw on:

In-game assistance

The game has a set of in-built help functions which you can draw on while you're playing:

SocialPlaNet has an in-built help function on the top right half of the screen. You can click on the green help button to access further material on the game and a set of frequently asked questions.



The yellow 'call the guide button on the top right half of the screen can be pressed by the task leader any time. This sends a message to the facilitator who will then contact the player or player group to offer support with the issue at hand. You can use this button if you struggle with aspects of the game, or if there are problems in the group.



The game also has a progress bar to help you understand how much of the game you have accomplished. You can click the progress button any time during the game.



Web community of SocialPlaNet gamers

If you are a player, you can share can share your experience with other players or ask them questions by joining the web community of SocialPlanet gamers on facebook:

- The international SocialPlaNet facebook group: a community of SocialPlaNet players and facilitators in Europe and beyond helping each other play the game, share experiences and ideas, and generally learn with and from each other

<https://www.facebook.com/groups/731979850307772/>

- Italian SocialSeducement facebook group: a community of Italian SocialPlanet facilitators and players
<https://www.facebook.com/SocSedIT/>

You can also publish your experience of playing SocialPlaNet on our blog:
<http://www.socialseducement.net/social-seducement-blog>

Please complete the form at the bottom of the screen to alert us to your interest of writing a blog posting.

Help for facilitators

If you are a SocialPlaNet facilitator, you have access to the following resources:

- A dropbox which includes all game documentation
- A basecamp group to share experiences with other facilitators or plan SocialPlaNet projects together.
- The SocialSeducement facilitator network
- A video tutorials on youtube (<https://www.youtube.com/watch?v=y4OxYdIQ0Fs>) and the Social Seducement website (www.socialseducement.net)

If you are interested in being a SocialPlaNet facilitator, please visit the 'game resources' section of the Social Seducement website to view the training package.

Please get in touch via email (socialseducement@tavinstitute.org) to discuss and arrange acces to the above resources.

Other help available

You may also find some help in a already existing Social Economy Enterprise in your community or in the employment office, a training organization.

ANNEX 1: Examples of business roles that can be chosen for Mission 5

Management	<p>Administrative competences</p> <ul style="list-style-type: none"> Oversight Managerial Social Responsible Motivated Extrovert Risk awareness Planner Attention to resources (Human & Material) Organizational Team leader Model
Sales	<p>Administrative competences</p> <ul style="list-style-type: none"> Social oriented Communicative Good to listen Constance Rescillience Extrovert Empahty Result-oriented
Marketing	<p>Administrative competences</p> <ul style="list-style-type: none"> Analytical Creative Understanding Wish to understand the world Capacity to develop (product, service) Vision Communitative <ul style="list-style-type: none"> Empathy Curiosity Social oriented

Social attended
Extrovert

Finance

- Administrative competences
- Attention to details
- Analytical
- Steadyniess
- Control
- Mathematical skills
- Serviceminded
- Responsible
- Precise
- Conistent

Production

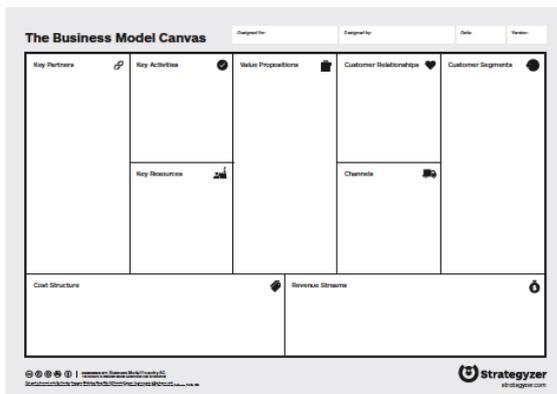
- Administrative competences
- Planning
- Attention to details
- Accuracy
- Attention to quality
- Community

ANNEX 2: The business model canvas ¹

Business Model Canvas Reminder

The Business Model Canvas is a strategic management and lean startup tool. It is a visual chart composed of nine essential building blocks that describe how a business creates, delivers and captures value. The Business Model Canvas is used to design, test, and build new business models or to document, discuss, and manage existing ones.

strategyzer.com/canvas



Customer Segments

are the groups of people and/or organizations a company or organization aims to reach and create value for with a dedicated Value Proposition.

Value Propositions

are based on a bundle of products and services that create value for a Customer Segment.

Channels

describe how a Value Proposition is communicated and delivered to a Customer Segment through communication, distribution, and sales Channels.

Customer Relationships

outline what type of relationship is established and maintained with each Customer Segment, and they explain how customers are acquired and retained.

Revenue Streams

result from a Value Proposition successfully offered to a Customer Segment. It is how an organization captures value with a price that customers are willing to pay.

Key Resources

are the most important assets required to offer and deliver the previously described elements.

Key Activities

are the most important activities an organization needs to perform well.

Key Partnerships

shows the network of suppliers and partners that bring in external resources and activities.

Cost Structure

describes all costs incurred to operate a business model.

Profit

is calculated by subtracting the total of all costs in the Cost Structure from the total of all Revenue Streams.

¹ from <http://www.businessmodelgeneration.com/canvas/bmc> ; strategyzer.com