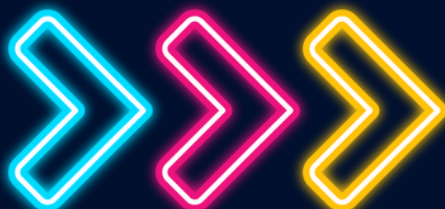




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# VIDEO GAMES FOR GOOD

## Social Enterprise Role-Play in Game Development

<https://www.videogames4good.eu>

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<b>Duration:</b>	4 weeks (3 hours per week)
<b>Age:</b>	18-26.
<b>Group size:</b>	5-7 participants per team
<b>Aim:</b>	To develop leadership, collaboration, and strategic skills by simulating a startup that creates socially impactful games.
<b>Objectives:</b>	<ul style="list-style-type: none"> <li>• Simulate decision-making within a social enterprise.</li> <li>• Balance creative, financial, and social objectives.</li> <li>• Solve challenges collaboratively in a team environment.</li> </ul>
<b>Material needed:</b>	<ul style="list-style-type: none"> <li>• Role templates.</li> <li>• Scenarios of real-world challenges.</li> <li>• Presentation software.</li> </ul>

This activity immerses learners in a simulated social enterprise environment, helping them develop leadership and collaborative problem-solving skills within the framework of video game development. Participants are assigned specific roles in a fictional startup studio tasked with creating a socially impactful game. Through structured scenarios involving real-world challenges like budget constraints and market trends, teams navigate decision-making processes to balance creative freedom with social objectives. The activity concludes with a group presentation of their studio's vision and game concept to a professional panel, providing experience in strategic planning and teamwork.



# Workshop Structure



## Week 1:

In the first week, participants are assigned different roles within their fictional game studio. Each role reflects a real position in a game development company. These roles can include:

- Artistic director → Responsible for the game's visual style and creative vision.
- Lead developer → Responsible for the digital or technical aspects of the game, including mechanics and interactivity.
- Narrative designer → Responsible for crafting the game's story, character and world-building elements.
- Director → Responsible for managing deadlines, ensuring efficiency and balancing the creative and business aspects of the project.
- Marketing lead → Responsible for developing promotional strategies for the game.
- Social impact analyst → Responsible for ensuring that the game addresses the chosen social issue meaningfully.

Once the roles have been divided, the participants receive character cards outlining their responsibilities, motivations and challenges. An example of a challenge could be that the social impact analyst is passionate about reducing the company's carbon footprint, but the director does not want to prioritise this throughout the project.

After handing out the card, a kickoff meeting takes place. The studio's mission is introduced:

- Your team has weeks to develop a game prototype tackling a real-world problem. The goal is to create a socially impactful, creative, engaging and financially sustainable game.

It is time for the groups to choose a social issue and begin the first brainstorming session.

## **Week 2 & 3:**

In the next two weeks, each group faces scripted challenges that simulate challenges they might face in the game industry. The facilitator will present these challenges as emails, memos or unexpected events. Some examples include:

- Budget cuts → Your funding has been reduced by 20%. You must decide which features to scale back while maintaining the core impact of your game.
- Shifts in market trends → A new report has come out, suggesting that players are more interested in cooperative games requiring multiplayer features. How do you adapt?
- Stakeholder feedback → The stakeholders have expressed concerns that your game does not accurately reflect the issue. How do you respond?

The teams will face these challenges and document their decisions from every role's perspective.

## **Week 4:**

In the final week, the teams prepare a pitch for an external panel. This panel could include faculty members, industry professionals, or social entrepreneurs.

The pitch should include:

- An overview of the game → What is the genre, the mechanics and the narrative?
- What is the social issue they chose? → Explain the details of the issue and how it is addressed in this game.
- What were the challenges? → Explain what happened throughout the process. How were the issues resolved?
- How would this idea balance creativity, financial sustainability and social responsibility? → Elaborate on how this game could benefit everyone involved while reaching the set goal during the kickoff meeting.

After the pitch, the panel evaluates the idea and provides feedback on feasibility, innovation and impact. This helps the participants refine their ideas and develop stronger problem-solving skills.



# References



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