



Erasmus+



Funding and Enterprises Escape Room Resource Kit



Project Data
2024-3-RO01-KA210-YOU-000295637

We hope you have a wonderful time!

The FINLIT Team



Resource Kit

Escape Room

Pedagogical purpose of the room:
Familiarizing participants with the fundamental
aspects of managing a social enterprise

Number of players:
min. 2, max. 5

Communication channel with players:
mobile phone

Materials needed:

Space

Two tables or desks

Colour printer for materials

Notebook

Latex or gardening glove

Flowerpot

4 folders in different colours

4 key rings with colours matching the folders

White mug (to break)

Washable marker (for writing on tables)

UV light pen with invisible ink

Wallet

Transparent tube

White and red tape to mark objects that must not be touched

MP3 player

6 boxes

1 locked box with key + magnet strong enough to attract it

2 four-digit padlocks

6 three-digit padlocks

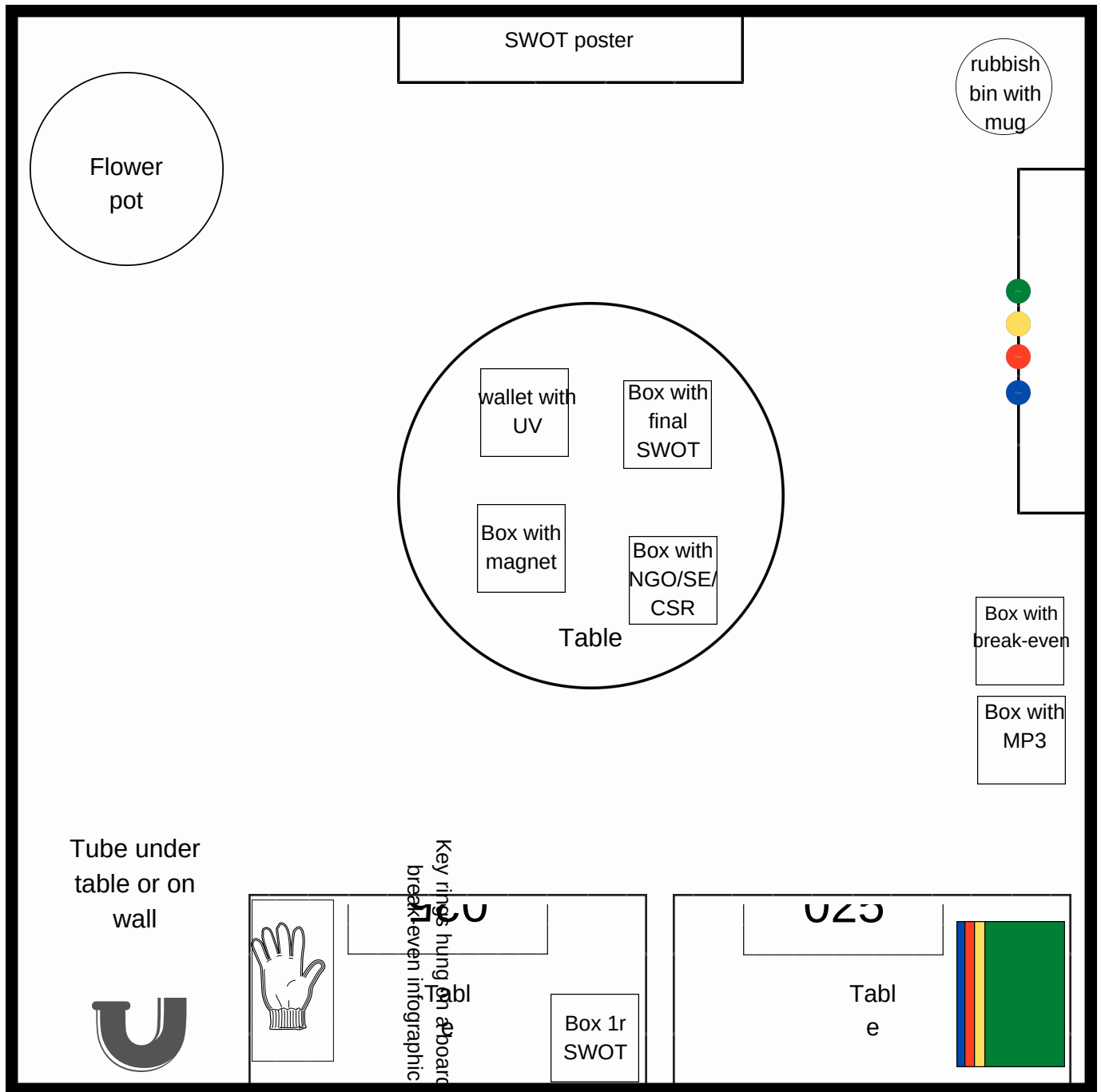
Empty rubbish bin (or another place to hide a broken mug)

Scissors, paper glue

Laminator for materials (optional)

- Printable materials list
- SWOT elements - cut into 12 pieces - form the final solution of the room
- SWOT analysis poster - placed in the room; players glue (or place) the pieces they find
- SWOT explanation for folders - 4 sheets attached to the folders
- Invoice from the sustainable materials company
- New product chart
- Invoice for use of the space
- Employment contract
- Break-even chart
- Alphabet in Morse code
- Social entrepreneurship infographic - for decorative and educational purposes
- "Table" file - leave the first page as it is, cut the second into 12 pieces, discard the rest
- Debit cards
- Text for the notebook

Proposed room layout:



Preparing the space:

Gather all materials listed above

Cut the coloured SWOT elements into 3 fragments, each with one paragraph. You will obtain 12 pieces in total.

Join 2 tables and write 025 on the edges, as shown in the image below, then separate them

Make a hole in the notebook to insert the padlock. Write the message shown below, put the glove inside, and lock it with a three-digit padlock coded 025

Bury a SWOT sheet in the flowerpot

Inside each of the 4 coloured folders, glue 1 fragment of the SWOT explanation and include 1 SWOT sheet

Make a hole in the folders to place a four-digit padlock: 8175. Arrange the folders in this order: blue, red, yellow, and green

On a wooden board, attach 4 key rings: green with number 5, yellow with 7, red with 1, and blue with 8

Take the mug and write the numbers 814 on it, then break it and place it in the rubbish bin. Check that there are no sharp edges; if necessary, cover them with tape.

On the printed debit cards, mark the numbers: 5 on the Visa Platinum, 2 on the Visa Classic, and 9 on the Mastercard. Indicate the expiry date on each.

Make a hole in the wallet, insert the debit cards and a SWOT sheet, and lock it with a three-digit padlock 814

In one of the boxes, place 1 SWOT sheet and a magnet strong enough to extract the key from the tube (make sure the key is metal!). Lock this box with a three-digit padlock 529

In the box opened with a key, place 1 SWOT sheet and the NGO/SE/CSR puzzle

On a wall or on the back of a fixed table, secure the transparent tube so that anything inserted cannot be removed or fall out. Insert the key into the tube.

In another box, place: 1 SWOT sheet, employment contract, invoice for use of the space, materials invoice, and new product announcement. Lock the box with a three-digit padlock 971

On the key-ring board, hang the break-even infographic and the AS/NGO/CSR one together with the general infographic for ambience.

Load the Morse code onto the MP3. Place the MP3 together with the Morse code alphabet and 1 SWOT sheet in a box and lock it with a four-digit padlock 1875

Place the last SWOT sheet in a box and lock it with a three-digit padlock 777.

On the wall (or on a table), place the A4 sheet with the blank SWOT from the printable materials.

Mark all objects that are not part of the game, such as sockets, computers, chairs, etc., with red and white tape.

- **Game mechanics**
- **Context:**
- **The hero and, at the same time, the Game Master is an economics teacher. He has an important presentation in 1 hour and needs an image of the SWOT analysis of a Social Enterprise idea he has developed. It is a very innovative proposal because it addresses a social problem in the city and, at the same time, generates income.**
- **The room where the game takes place is an office where participants can find the SWOT analysis pieces that he carefully hid for fear that someone might steal his idea.**
- **(If you would like background information about Social Entrepreneurship, consult the last pages of this document, where we describe the phenomenon and provide examples).**

Game presentation:

Rules:

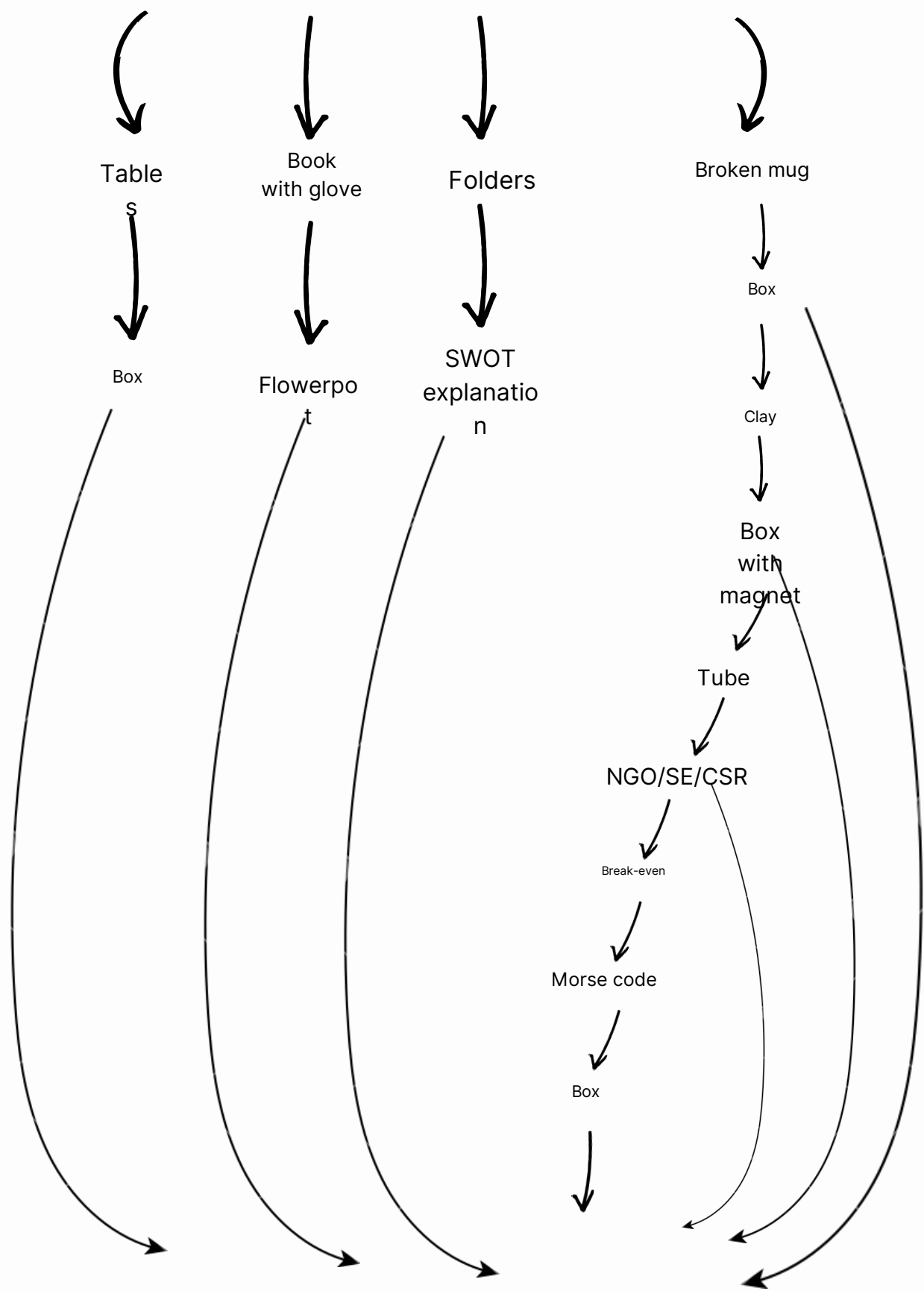
- **Do not use brute force**
- **Each object may be used only once**
- **Do not touch anything with white and red tape**
- **If you have any questions, call me!**

The Game Master must call the players on their mobile phone. When they answer, he will say: “Hello, guys! I’m Carlos, your economics teacher. I need to ask you a big favour: in one hour I have to present my Social Enterprise idea and I urgently need my SWOT analysis. I’m afraid someone has stolen my copy and might present my idea as their own. I hid the SWOT analysis pieces in my office. Since you are my best students, I trust that you will be able to solve the riddles and send it to me in time.”

After this call, the players must start the game.

Sequence of riddles

Instructions



SWOT ANALYSIS

Riddle list:

Inside the room there are two tables with a hidden message. The players' objective is to join both tables to discover the secret message.



This code opens a box with part of the SWOT analysis

CODE: 025

2. Inside the room there is a notebook with a glove and a narrative fragment that says:

“To set up a social enterprise or any type of business is an exciting opportunity, but it also involves great risks.

More than 70% of startups fail in the first two years. One of the main causes is the weakness of the initial business plan. I believe I have the perfect idea for a Social Enterprise.

Competition among entrepreneurs is fierce, so I must hide things far from my competitors. They should dig a lot to find everything.”

Under the text there is an image of a flowerpot.

The glove, text, and image indicate that it is necessary to dig in the flowerpot, where part of the SWOT analysis is hidden (see the photos on the next page).



CODE: No code, part of SWOT

3. Inside the room there are coloured folders on the desk and key rings in the corresponding colours with numbers. The task is to identify the order of the folders, read the number on each key ring, and apply it to the padlock. Inside each folder there is part of the SWOT analysis together with an explanation of each component.



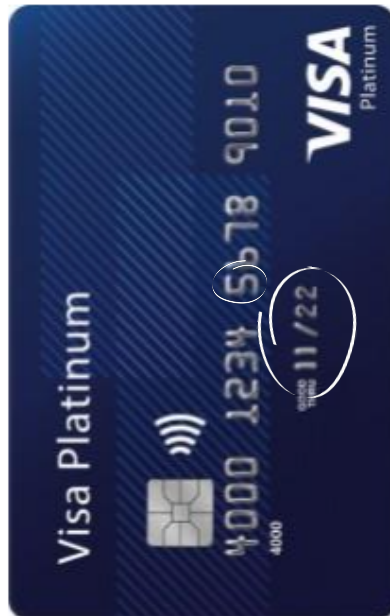
CODE: 8175 + SWOT parts

4. Inside the rubbish bin there is a broken mug. The task is to reconstruct the mug and read the numbers that form.



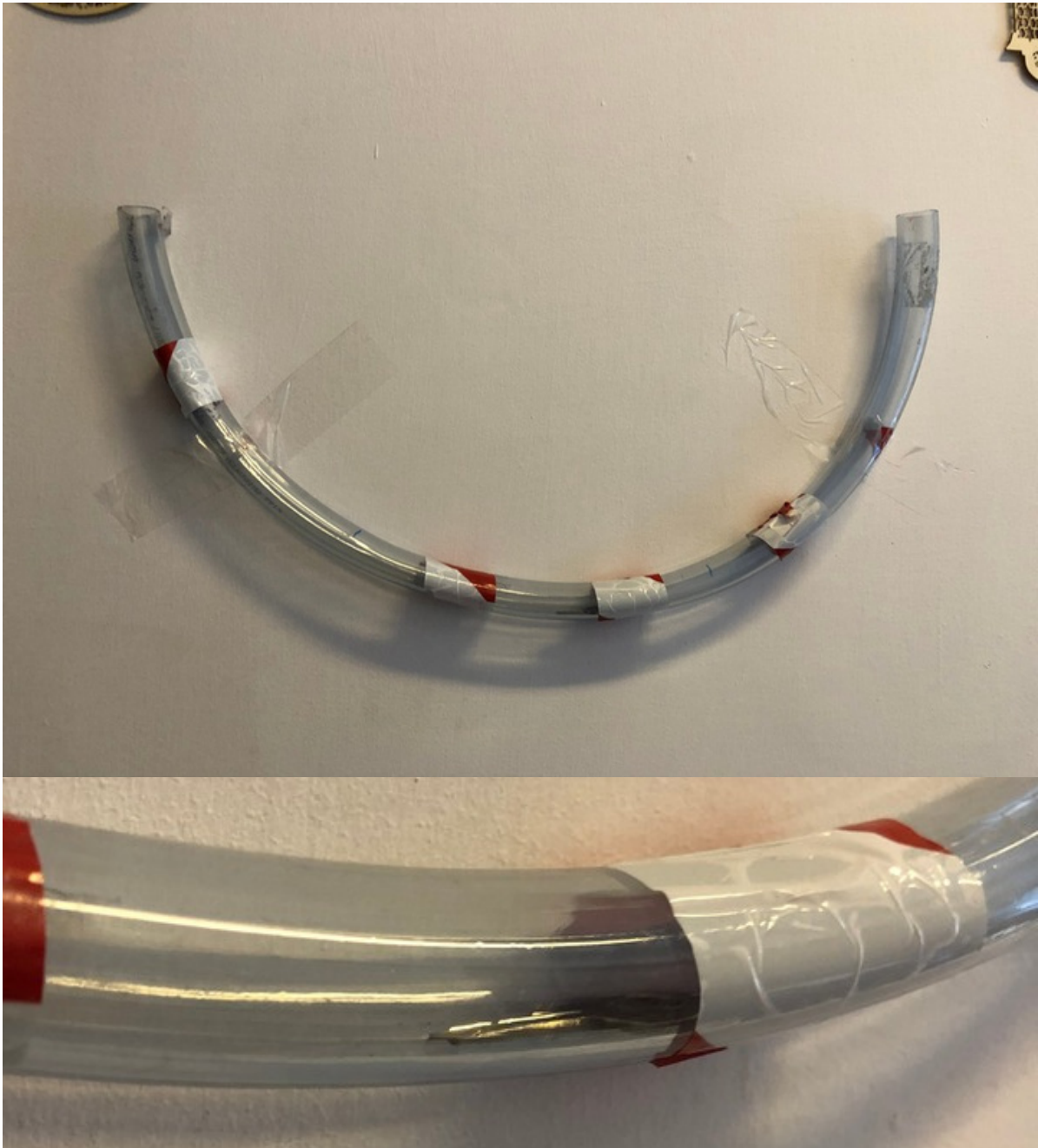
CODE: 814

5. This code opens a briefcase. Inside there is part of the SWOT analysis, a UV light pen, and 3 debit cards. The objective is to use the UV light to discover the hidden numbers. The order of the numbers is determined by the expiry date (see the images below).



CODE: 529

6. This code opens another box containing part of the SWOT analysis and a magnet. The task is to use the magnet to extract a metal key from inside the plastic tube fixed to the wall.



CODE: no code, a key is obtained.

7. This key opens another box containing part of the SWOT analysis, pieces of paper with 12 puzzle pieces, and a board on which they must be placed. The players' task is to place the pieces correctly on the board. The code will then appear.

LEGAL FORM	NGO (= non-governmental organization)	SOCIAL ENTERPRISE	COMPANY doing CSR (= corporate social responsibility)
DESCRIPTION			
PURPOSE			
BUSINESS MODEL			
SUSTAINABILITY			
	non-profit organization	either a non-profit or for-profit organization with a social goal.	for-profit organization that gives money for charity as a part of their marketing plan
	created to ONLY address social problem(s)	created to PRIMARILY address social problem(s)	created PRIMARILY to make profit
	NON-PROFIT	NON-PROFIT PROFIT	PROFIT
	depending on donations / grants	SELF-SUSTAINABLE with possible SUPPORT	SELF-SUSTAINABLE

CODE: 971

Thank you!

9. This code opens another box containing a speaker or MP3 player that emits a sound: numbers in Morse code, together with a Morse alphabet. The task is to translate the code into numbers.

A	.-	J	..---	S	...	2	..---
B		K	-..-	T	-	3	-
C	-.-.	L	..---	U	..-	4	-
D	-...	M	--	V	-	5	
E	.	N	-.	W	---	6	-.....
F		O	---	X	-	7	-.....
G	--.	P		Y	-	8	-.....
H		Q	-	Z		9	-.....
I	..	R	...-	1		0	-.....



CODE: 777

10. This code opens the last box with the final piece of the SWOT analysis. Once the analysis is complete, the players must send a photo of it to the Game Master.

SWOT ANALYSIS OF A SOCIAL ENTERPRISE

STRENGTHS	WEAKNESSES
More affordable product than most competitors, while maintaining good quality. The social impact objective helps attract and retain customers. Network of contacts with enterprises and entrepreneurs who share similar visions.	Limited marketing budget that prevents large-scale campaigns. Unknown brand, being a new enterprise. Small and inexperienced team that might need external support.
OPPORTUNITIES	THREATS
Leveraging the growing trend of social awareness and sustainability. Subsidies, crowdfunding, and other forms of support from institutions and entities. Collaboration with other social enterprises / NGOs / influencers who share similar visions.	Possibility of an economic recession and rising interest rates. Dependence on few suppliers committed to the environment. Large retailers and shopping centres offering similar products more conveniently.

After the game:

Once the players finish the game, ask them the following questions:

- What did you think of the game? What did you like and dislike?
- Which riddles seemed difficult or easy?
- Do you know what a SWOT analysis is used for?
- Do you know what a social enterprise is? How is it different from a conventional business?
- Do you know any social enterprises? (examples below)
- Based on what you have learned about social enterprises, can you propose an idea? Think of a social problem you would like to address and how you could contribute to improving the situation.

Thank the players for participating as a closing.

- **What is a social enterprise?**
- **A social enterprise is a business that pursues concrete social objectives. These objectives are the organization's primary purpose. Although social enterprises seek to generate profit, their priority is to maximize positive impact on society and the environment. The profits generated are reinvested to achieve these social objectives.**

- **KEY POINTS**

- **A social enterprise is a business with social objectives.**
- **Generating maximum economic profit is not the primary goal; fulfilling social objectives is the priority.**
- **Social enterprises generate income that finances their causes. Often, profit comes from selling products.**
- **In hiring, preference is given to people in situations of vulnerability or exclusion.**

- **Examples of social enterprises:**
- **Goodwill Industries, based in the United States, employs people with limited resources to work with donated items from more affluent areas. Their activity consists of repairing these objects for resale. The income finances vocational training programmes. Goodwill has helped more than 126,000 people qualify in banking, information technology, and healthcare.**
-
- **TOMS, an American social enterprise, designs and sells shoes, eyewear, coffee, clothing, and bags. For every pair of TOMS shoes sold, a new pair is donated to a child in need, in collaboration with humanitarian organizations. Save the Children integrates footwear distribution into its health, nutrition, and education programmes.**
-
- **Spółdzielnia Socjalna Furia, a cooperative based in Poland, employs people on the autism spectrum. FURIA applies an innovative employment activation model for people with autism spectrum disorders. The enterprise sells products such as bags, soaps, ceramics, and many others.**

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