

CHANGEMAKER GAME - SOCIAL BUSINESSES FROM ALL OVER THE WORLD

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Main objectives:

- Disclosing to the participants the concept of social entrepreneurship

During the workshops participants will (specific objectives):

- Get to know the idea of social entrepreneurship and organizations which support this kind of activity.
- Get to know ways of changing the world for better, including real life examples of social enterprises from all over the world.
- Get motivated to take their own actions.

Time:

2h

Place:

indoor or outdoor with access to projector

Materials:

Paper in 3 different colors, dice, cards for the game (with name of changemaker stories, task or hazard cards), projector, speakers, computer, paper (preferably recycled / reusable), pens

Note: As a continuation of this workshop you can propose participants to design their own social business (check “Social business” scenario).



Course:

1. Introduction

Invite participants for a round in which each person shares one thing they are passionate about, they really like to do. You can come back to their answers while telling changemaker stories (for example Latin Latas or Stanimira Chocolate House) - every passion we have can be transformed into a changemaking project or/and social business!

2. Game

Explain the rules of the game. On the table or on the floor put many squares of paper in three different colors, creating a path along which the piece will move (in a game of goose fashion). Each color means something different, for example:

- blue – story of changemaker
- red – task
- yellow – hazard

The number of squares depends on the time you have and the number of participants. If needed, you can add more squares or remove some during the game, it's going in line with the idea of the game itself (especially, adding more squares): if somebody is changing the world, she/he often finds out that the path is different from the one she/he imagined at the beginning.



Participants play the game in small groups of 4-6 people. They don't play against each other, but together. It's very important! There is only one piece. The first team throws the dice and the piece moves the appropriate number of squares. Depending on the color of the square, the team which threw the dice chooses a changemaker story (if landed on a blue square), draws the task for teams (if red) or the hazard card (if yellow). The task for teams is undertaken by all teams. For every team which fulfills the task correctly, move the piece one square ahead. Hazard tasks are done once and they regard moving the piece forward or backward on the board. Then, the next team throws the dice. All the time you play with one piece only, having the same aim – going ahead.

Before the meeting prepare cards with changemakers stories, cards with tasks for teams and hazard cards.

- Changemaker stories (let participants choose the title of the story they want to listen to)

Below we selected some stories of social businesses you can use for this workshop, based on ExChange The World material, but you can also propose different stories which you know or which happen in your surroundings. Remember to include social businesses run by women and for women.

For each story we propose below you can find a short version in Appendix 1 and the full version (with photos) under the given link. In some cases we also link a movie.

- Latin Latas – zero waste music from Colombia

Full story (and photos): <https://www.exchangetheworld.info/single-post/2018/10/19/the-sound-of-garbage>

Example of their song: https://www.youtube.com/watch?v=bEy8tExgeqc&ab_channel=LatinLatas



- Eco-Maximus - paper produced from elephant poo in Sri Lanka
Full story (and photos): <https://www.exchangetheworld.info/single-post/2020/05/09/paper-from-poop>
- Stanimira Chocolate House - socially responsible chocolate factory from Bulgaria
Full story (and photos): <https://www.exchangetheworld.info/single-post/2017/03/03/sweet-happens-1>
Movie: https://www.youtube.com/watch?v=nlQTEs0SWzo&list=PLEMUu_oPmwZbDRI6OBwLXiHdBWOCF41DQ&index=1&ab_channel=ExChangetheWorld
- Klongdinsor - tool which allows blind children to draw, produced in Thailand
Full story (and photos): <https://www.exchangetheworld.info/single-post/2015/09/28/drawing-your-feelings-1>
- Organic coffee production - story of coffee farm from Peru + social business which produces machines roasting coffee with solar power
Full story (and photos): <https://www.exchangetheworld.info/single-post/2020/03/22/coffee-stories>
Movie: https://www.youtube.com/watch?v=claKexxkEHo&list=PLEMUu_oPmwZYU6VyFe_eNVnQS6LU3Mh&index=7&ab_channel=ExChangetheWorld
- Laboratoria - 6-month coding courses for women in Chile, after which most of them get a well-paid job
Full story (and photos): <https://www.exchangetheworld.info/single-post/2020/04/11/recode-coding>
- Dancing - intergenerational parties organized by Polish seniors
Full story (and photos): <https://www.exchangetheworld.info/single-post/2019/10/21/grandma-dj>



More stories:

- <https://www.exchangetheworld.info/changemakers-1>
- https://www.youtube.com/watch?v=nlQTEs0SWzo&list=PLEMUu_oPmwZbDRI6OBwLXiHdBWOCF41DQ&ab_channel=ExChangeTheWorld

- Tasks for teams (you can either write them on separate papers for participants to draw when they stand on a red square or read them the task directly, so as to keep a logic order). To the list reported below add some tasks connected with the situation in your country or other interesting issues related to social entrepreneurship:

- Explain the term “social entrepreneurship”.

Summarizing the answers of the teams, show them a short movie, prepared by the Smart Kolektiv, which explains what social entrepreneurship is:

<https://www.youtube.com/watch?v=1ecKK3S8DOE>

Social enterprise (social business) is a kind of business, for which it is important not only to earn money, but also to solve social problems. It can be an enterprise which hires disenfranchised people (for example with disabilities), which gives its profits to charity or which produces fair, ecological products. Examples of social enterprises are presented on <https://www.exchangetheworld.info/changemakers-1>.

- Give one example of a social business from your country.
- Give one example of a social business which can help people with mental disabilities.
- Mention three things which you can put into action from today to become a more responsible consumer.
- Give two examples of a social business that can help single mothers.
- Name two organizations which support social entrepreneurs.



Summarizing the answers of teams, tell shortly for example about Kanthari (organization from India which leads courses for changemakers, including social entrepreneurs – <https://www.exchangetheworld.info/single-post/a-spicy-change>) or Ashoka (present a short movie which explains what Ashoka is and what it means to change the world: <https://www.youtube.com/watch?v=yckslk2K6S-8>)

You rather won't be able to fulfill all the tasks, so you can also choose those which seem the most important/interesting for you and your participants.

- Examples of hazard card (you can write them on separate papers for participants to draw when they stand on a yellow square):
 - Go ahead 2 squares
 - Come back to the last blue square
 - Go ahead to the next blue square
 - Come back 3 squares
 - Change teams

(There should be 2 or 3 “change teams” cards. When it is drawn out, participants must change teams they work with, for example having 2 persons per team moved to the team to their left).

Along the game you can modify the path prolonging it or changing the color of the cards in order to balance, according to your needs, the time spent on stories or tasks. Ideally, it would be nice if a “change teams” card comes out after the teams underwent a task, so participants have the chance to work with different people. Once the last square is reached, thank participants for the game and say that we finish the game for today but in fact the mission of changing the world is life-long. Tell participants that in the rules of the game there were hidden some metaphors. Are they able to identify them?



Metaphors:

- Modifying the path: The changemaker path is often longer or different than how it looks at the beginning.
- Along the path we meet inspirational stories that motivate us, challenges and unexpected turns.
- Changing teams: it may happen that we start to change the world with one group of people but on the way, our team changes.
- One pawn: the game of changing the world is a game we need to play all together. It's not about competition, about who will help more poor people but rather how together we can end poverty.

3. Story of Solution

Propose participants a 9 minutes movie which contributed to inspire the Changemaker Game, and which brings it to a close in a good way:

www.youtube.com/watch?v=cpkRvc-sOKk.

4. Summarizing

Invite participants for the final round, asking how they like today's workshop. At the end, invite participants to fill the evaluation form.



Appendixes

Appendix 1

- Latin Latas – zero waste music from Colombia

A zero-waste music band playing instruments made of rubbish and supporting youth in Colombian slums.

Latin Latas is a Colombian band playing instruments made of rubbish. They use their knowledge, energy and accumulated funds to support young people in the favelas – districts of poverty located in the suburbs of Bogota and other big cities. It all started with Andrea Latas, who while working in the favelas was looking for a way for young people to express their anger or bitterness differently than through aggression. She loved music herself, yet she could not afford to buy instruments for youth. But there was garbage everywhere. With the help of the Internet and learning by doing, they began to create guitars, drums, and typical Colombian instruments – mairimba, quenás and ocarines – from the rubbish. They generate electricity by riding a bicycle, they made a microphone from a dryer, and the sound system is a tangle of cables from devices that are no longer working. Over time, they have perfected both the sound quality and the variety of music – they play various kinds of music to be able to reach very different people. They organized concerts in favelas, in expensive hotels, for former guerrilla soldiers and representatives of the government. The zero-waste music – created on instruments made of rubbish – has become for them a way to build peace in a country that has suffered from war and internal conflicts for many years.



- Eco-Maximus – paper produced from elephant poo (instead of trees) in Sri Lanka

A social business that produces eco-friendly paper from the poo of elephants living in elephant orphanages in Sri Lanka.

Eco Maximus is a social business from Sri Lanka that produces eco-friendly paper from ... elephant poo! Instead of cutting down trees, the founder of Eco Maximus, Thusitha Ranasinghe, and his team developed a method of making paper using the dung of these popular Sri Lankan animals. They collect shite in the elephant orphanage and, with the help of locally employed workers, prepare beautiful notebooks, books and calendars. Quite often the first thing customers do is to smell their products, but from first-hand experience we can assure you that it is impossible to tell what they are made of. Eco Maximus makes sure that each stage of production is as environmentally and socially friendly as possible – they do not use toxic materials, electricity in the factory comes from solar panels, 80% of employees are women who work close enough to their house to be able to come on foot.

- Stanimira Chocolate House – socially responsible chocolate factory from Bulgaria

Stanimira, owner of the Stanimira Chocolate House, a social business from Bulgaria, is using her love of chocolate to change the world for the better.

Stanimira from Bulgaria loved chocolate. On the occasion of her birthday, her husband bought her a ticket to Belgium to test chocolate. On the spot, however, it turned out that her husband was wrong and instead of a testing event, he bought her tickets for an advanced chocolate production course, before which she should have completed the previous 7 levels. She took on the challenge: for the next year, Stanimira worked in a corporation during the day, and in the evenings she learned to make chocolate, achieving better and better results after her first failures.



When more friends began to ask if they could buy her chocolate products, she decided to quit her stable job and set up her own responsible mini-chocolate factory, which donates 10% of the income and a lot of chocolate products to local NGOs, and also hires a person in a difficult situation – at the moment of the interview, it was a boy from an orphanage house who, when entering adulthood, had to start to make a living, having no experience in the labor market. The internships in the factory, where each chocolate is prepared by hand, with great passion and love, is an important opportunity for him to enrich his CV and find himself in a new, adult life.

- Klongdinsor – tool which allows blind children to draw, produced in Thailand

One of the key products of Klongdinsor's social business from Thailand is a drawing board for visually impaired children.

The drawing board for blind children consists of two elements – a black board covered with velcro and a small "pencil" on which a yarn is wound. The yarn unwinds by attaching it to the velcro, which allows you to draw a shape and feel it under your fingers. Blind children (and adults) can feel what they are drawing, but also what other people have drawn for them. A simple way to enrich communication with blind people. Klongdinsor, a social business from Thailand and the creator of the board, did not stop there – they also create exhibitions of paintings by Thai artists, who were asked to redraw their works so that the blind could "see" them, or organize joint runs and marathons for blind people and their sighted guides.

- Organic coffee production – story of a coffee farm from Peru + social business which produces machines roasting coffee through solar power

Compadre (godfather in Spanish) is a project supporting organic coffee farmers from Peru.



Compadre project started with Juan Pablo. As part of his master's thesis during his studies in Lima, he prepared a machine that roasts coffee using solar energy. After the defense, together with two friends, he decided to check how much this machine can realistically change the lives of farmers in Peru, many of whom do not have a permanent access to electricity. They invited isolated farmers, with whom they had already had contact as part of their social activities, to cooperate with them, they installed the machine in their village and waited for the results. It quickly turned out that although you can get much more money for roasted coffee than for harvested beans only, farmers are not able to sell it on their own and need help in distributing and reaching customers willing to pay a little more for better quality organic coffee. Compadre decided to respond to this challenge as well.

- Laboratoria – 6-month coding courses for women in Chile, after which most of them get well-paid jobs

Laboratoria is a social business from Peru that prepares women in a difficult situation to find their way on the labor market through six-month coding courses.

To enter the free six-month coding course at Laboratoria, all you need is a strong motivation and the ability to learn. The courses are designed for women in a difficult situation – experiencing violence, living in poverty, those who, for various reasons, were unable to graduate from school and find their place in the labor market. For six months, every day, together with other women, they learn the skills identified by companies – their potential employers – as key skills in the IT sector at the moment. The course ends with a 36-hour hackathon during which women in small groups solve tasks assigned to them by companies, demonstrating not only coding skills, but also skills connected to working in a group or working under time pressure. 75% of participants are hired immediately after completing the course, earning 3–4 times more than any other job they could get without formal education.



- Dancing - intergenerational parties organized by Polish seniors

Dancing międzypokoleniowy is an initiative that connects generations by organizing joint events and breaking stereotypes about seniors.

You go to a party in one of the best clubs in Warsaw, Poland, and there you meet your grandmother and her friends. Surprised? Unnecessarily! Dancing Międzypokoleniowy shows that at any age you can find meaning in life, a diverse group of good friends and great fun!

The idea of Dancing is to break stereotypes and barriers related to the perception of old age. The community connects generations and engages both young and seniors in joint activities. Dancing teaches tolerance and courage in life, inspires you to develop your passions regardless of your age. Dancing provides services in the field of silver marketing, creates campaigns targeted at the silver generation client, organizes events, specializes in the organization of castings for people aged 50+ and cooperates with silver influencers.

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