

# Game Rules

**Number of Players:** Up to 5 players

**Target Group:** Ages 14+

## Winning Conditions:

1. **Primary:** Achieve Level 4 in two of the four dimensions (Fairtrade - F, Ecology - E, Brand - B, Quality - Q) on your company board, and Level 3 in policies for those same two dimensions.
2. **Alternative:** Be the richest company at the end of the 10th round.

## Game Rounds:

### 1. Starting Conditions:

- Each player starts with €100.
- Players decide who goes first.
- From the second round, the player who played second in the previous round will start.

**2. Income:** Each player receives €30 at the start of their turn.

### 3. Player Actions:

- **Buy Resources:** Purchase Red or Green resources for €10 each. You may buy both types in any sequence, but only once per round.
- **Sell Resources:** Sell based on policy values and your levels. Calculation: [Resources sold] × [Policy Value] × [Category Level].
- **Invest in Policies:** Invest any amount of money/resources to unlock policy cards. Investments are cumulative.
- **Auction for Upgrades:** Participate in a silent or vocal auction for upgrades. Each player can win one upgrade per round.
- **Trading:** Players can trade upgrades for resources and money during their turn.

Each player may perform each of these actions in any order, but only once per turn

**4. Consequence Cards:** Drawn at the end of the round from the Past deck (rounds 1-5) or Future deck (rounds 6-10).

## Game Elements:

### Upgrade Cards (40)

- **Purpose:** Allow players to increase their levels in Brand, Quality, Fairtrade, and Ecology.
- **Auction:** Conducted either silently (written bids) or vocally (stated bids). Each card has a minimum bid requirement. The highest bid wins, and non-winning bids are returned.
  - **Limitations:** Winning players cannot participate in further auctions during the same round.
  - **Availability:** Up to 5 upgrades are available each round (matching the number of players).
  - **Usage:** Upgrades can be used immediately or saved for future turns. Once used, they return to the bottom of the upgrade deck.
  - **Cycle:** At the end of each round, all unused upgrades are placed at the bottom of the deck, and up to 5 new upgrades are drawn for the next round.

### Policy Cards (12)

- **Purpose:** Set and adjust the value of resources for all players.
- **Categories:** Brand, Quality, Fairtrade, and Ecology, each with three levels.
  - **Initial Setup:** Two Level 1 policy cards (Brand and Quality) are placed on the table at the start.
  - **Investment:** Players invest money and resources to unlock higher-level policies. Investments are cumulative and collaborative.
  - **Visibility:** Only the current valid policies and the top level of each policy draft are visible to players.
  - **Activation:** Once the investment target for a policy is met, it takes effect for all players.

### Company Boards (5)

- **Setup:** Each player has a board with their company's name and four categories: Brand, Quality, Fairtrade, and Ecology.
  - **Levels:** Each category has four levels, starting at Level 1 (minimum) and reaching up to Level 4 (maximum).
  - **Rules:** Players cannot drop below Level 1 in any category.

### Consequence Cards (26)

- **Past Deck (12 cards):** Used during the first 5 rounds.
  - **Content:** Each card reflects a historical event affecting game dimensions, with a brief historical note.
- **Future Deck (12 cards):** Used during the last 5 rounds.
  - **Content:** Cards relate to potential future events, affecting game dimensions similarly to past cards.

## Other Elements

### Tokens

- **Types:**
  - **Green Tokens (50):** Represent renewable resources.
  - **Red Tokens (60):** Represent non-renewable resources.
  - **Grey Tokens (40):** Represent worthless stones.
- **Storage:**
  - **Green Tokens:** Collected in a separate non-transparent bag.
  - **Red and Grey Tokens:** Mixed together in a single non-transparent bag.
- **Usage:**
  - **Green Tokens:** Returned to the bag after use, symbolizing the renewable nature of these resources.
  - **Red Tokens:** Kept by players next to their company boards after use, representing non-renewable resources. This is necessary for certain consequence cards that target used red resources.
  - **Grey Tokens:** Drawn together with red tokens, representing worthless stones. Illustrate the increasing difficulty of acquiring red resources and add randomness to the resource draw. Grey tokens are put back in the bag after being drawn.

### Purchasing Resources:

- **Purchasing Green Resources:**
  - Pay €10 per resource.
  - Draw the corresponding number of green tokens from the green resources bag.
- **Purchasing Red Resources:**
  - Decide the amount of red resources to buy beforehand.
  - Pay the total cost (€10 per resource).
  - Draw the corresponding number of tokens from the red resources bag.
    - If grey tokens are drawn, they count as part of the purchased amount but are worthless and are returned to the bag.

### Money

- **Currency:** Fake cash in denominations ranging from €1 to €500.

## What You Need to Play

To play the game, you will need the following components. We have included printable sheets for your convenience:

### 1. Printable Sheets:

- **Game Board:** Includes placeholders for policies and improvements.
- **Company Boards:** One for each player.
- **Fake Money Sheets:** Multiple sheets for fake currency.
- **Resource Sheets:** Sheets to print and cut red, green, and grey resources.

### 2. Substitute Components:

If you don't have the printable sheets or prefer to use other items, you can substitute the different parts with components from other games or household items:

#### Money:

- You can use fake money from games like Monopoly, The Game of Life, or any other board games that include play money.
- Alternatively, you can use small denomination real money, coins, or poker chips.

### 3. Resources:

- For Green Resources: Use green game pieces, tokens, or counters from other games like Catan, Risk, or Candy Land.
- For Red Resources: Use red game pieces, tokens, or counters from games like Sorry!, Risk, or Clue.
- For Grey Resources: Use grey game pieces, tokens, or even small stones or pebbles.

### 4. Additional Materials:

- **Bags for Tokens:** You will need two non-transparent bags to store and draw the tokens.
- **Writing Utensils:** For recording bids in silent auctions and keeping track of investments.
- **Timer or Stopwatch:** To keep rounds timely if you prefer a more structured gameplay pace.

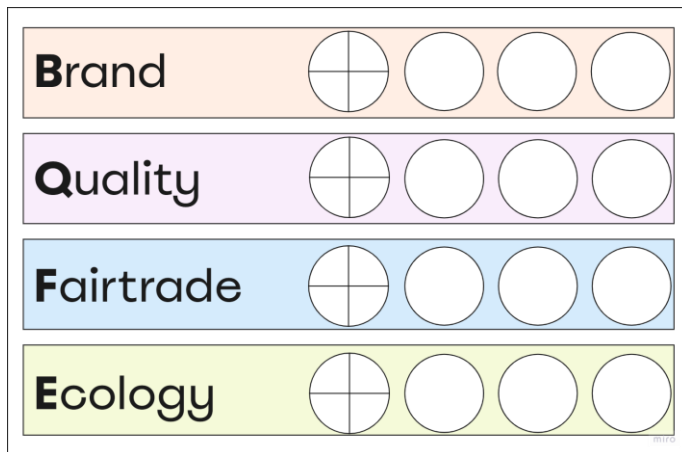
## Setup Instructions

### Initial Setup:

- **Game Board:** Place the printable game board in the center of the playing area.
- **Company Boards:** Give each player a company board with their company's name and tracks for the four categories: Brand, Quality, Fairtrade, and Ecology. Each player starts at Level 1 in each category.
- **Money:** Distribute €100 in fake cash (from the printable sheets or substitutes) to each player.
- **Policy Cards:** Place two Level 1 policy cards for Brand and Quality on the game board. Arrange the remaining policy cards in stacks according to their categories with Level 1 cards on top.
- **Upgrade Cards:** Shuffle the upgrade deck and place it face down. Draw up to 5 upgrade cards (one for each player) and place them face up on the game board.
- **Consequence Cards:** Separate the Past Deck and Future Deck. Shuffle each deck separately. Place the Past Deck face down for rounds 1-5 and the Future Deck face down for rounds 6-10.
- **Tokens:** Place the green tokens in a non-transparent bag. Mix the red and grey tokens together in a single non-transparent bag. Ensure the bags are within reach of all players.

### Player Boards and Money:

- Each player receives a company board and starts with €100 in fake cash.





### Policy Cards:

- Place two Level 1 policy cards for Brand and Quality on the table.
- Arrange the remaining policy cards in stacks with Level 1 cards on top.

Brand	1
<b>MASS MEDIA</b>	
	
<p>Advertisements from a single source reach millions of recipients via radio, TV, magazines, and newspapers, pushing fashion trends and urging people to buy more clothes than they need.</p>	
5€ x	the Brand of your Company
2€ x	the Brand of your Company
/	

### Upgrade Cards:

- Shuffle the upgrade deck and place it face down.
- Draw up to 5 upgrade cards (one for each player) and place them face up.

	<b>ETHICAL OVERHAUL</b>	
<p>Massive investment in green technology transforms your company but at a cost.</p>		
<p>Increase 2 levels in Ecology, lose 1 level in Fairtrade.</p>	<p><b>100€</b></p>	

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### Consequence Cards:

- Separate the Past Deck and Future Deck. Shuffle each deck separately.
- Place the Past Deck face down for rounds 1-5 and the Future Deck face down for rounds 6-10.

## Brand Boycott

In the 1990s, Nike faced severe backlash after reports surfaced about the poor working conditions and low wages in its factories in developing countries. The negative media coverage and organized boycotts tarnished Nike's brand image, forcing the company to implement changes in its supply chain practices and labor policies.

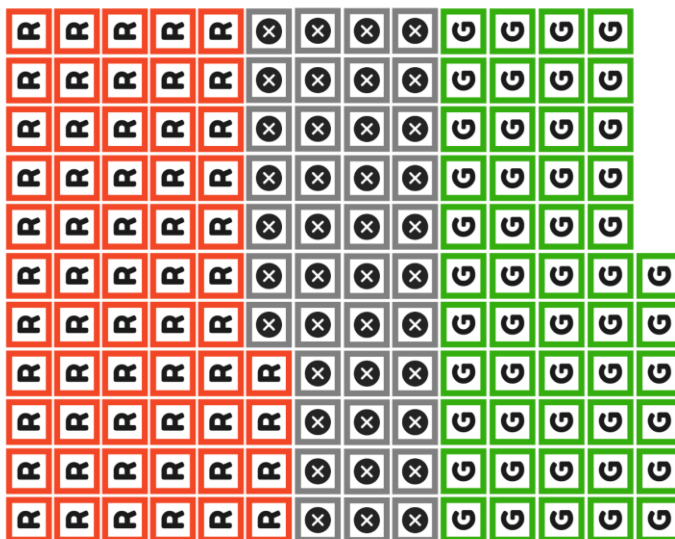
### Players with the lowest Brand level lose €20.

The Nike sweatshop scandal underscores the critical importance of ethical practices in maintaining a brand's reputation. This event serves as a case study for businesses to prioritize worker welfare and transparency to avoid consumer backlash and potential financial losses.

PAST

## Tokens:

- Place the green tokens in a non-transparent bag.
- Mix the red and grey tokens together in a single non-transparent bag.
- Ensure the bags are within reach of all players.



## Money:

- Distribute the fake cash to each player.
- Keep the remaining money in a common pool accessible to all players.

