

Brand

1

MASS MEDIA



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.

5€ x the Brand of your Company

2€ x the Brand of your Company

/

Quality

1

SYNTHETICS



Mass production of synthetic fabrics, made from crude oil and petroleum derivatives, offers an unprecedented variety of clothing in all imaginable colors and shapes at widely affordable prices.

7€ x the Quality of your Company

3€ x the Quality of your Company

/

Fairtrade

1

HEALTH AND SAFETY REGULATIONS



International treaties enforce all clothing producers to provide full-quality health and social care to their workers. Safety standards on production sites are raised and thoroughly inspected. Clothes of uncertified origin are withdrawn from the legal market.

9€ x the Fairtrade of your Company

5€ x the Fairtrade of your Company

2R + 40€

Ecology

1

CIRCULAR MATERIAL INCENTIVES



An international treaty disallows VAT deductions on unsustainable materials used at all stages of the fashion industry. Recyclable materials become economically attractive and beneficial to producers.

7€ x the Ecology of your Company

6€ x the Ecology of your Company

3G + 40€

Brand

2

INFLUENCER MARKETING



Brands leverage social media influencers to target specific demographics, driving personalized fashion trends and increasing demand for new styles more frequently.

15€ x the Brand of your Company

8€ x the Brand of your Company

3R + 2G + 200€

Quality

2

ADVANCED TEXTILE ENGINEERING



Integration of advanced textile engineering techniques enhances the durability and functionality of clothing, with innovations like water-resistant, UV-protective, and temperature-regulating fabrics.

14€ x the Quality of your Company

6€ x the Quality of your Company

3R + 2G + 200€

Fairtrade

2

FAIR WAGE POLICIES



Policies mandate fair wages for all workers in the fashion industry, ensuring living wages, reasonable working hours, and secure employment contracts. Third-party audits verify compliance.

12€ x the Fairtrade of your Company

7€ x the Fairtrade of your Company

2R + 3G + 200€

Ecology

2

CIRCULAR ECONOMY PRACTICES



Policies promote circular economy practices, encouraging companies to design for durability, reparability, and recyclability. Waste reduction measures and closed-loop systems are incentivized.

12€ x the Ecology of your Company

15€ x the Ecology of your Company

2R + 3G + 200€

Brand

3

VR/AR MARKETING



Brands use virtual and augmented reality (VR & AR) experiences to engage customers, offering virtual try-ons and immersive brand experiences that significantly boost customer engagement and sales.

20€ X the **Brand** of your Company

10€ X the **Brand** of your Company

4R + 4G + 1000€

Quality

3

SMART FABRICS AND WEARABLE TECH



The incorporation of smart fabrics and wearable technology, including features like health monitoring sensors, responsive textiles, and eco-friendly material innovations, revolutionizes the clothing industry.

18€ X the **Quality** of your Company

12€ X the **Quality** of your Company

4R + 4G + 1000€

Fairtrade

3

WORKER EMPOWERMENT



Programs are established to empower workers, including access to education, skills training, and participation in decision-making processes within companies. This leads to a more equitable and motivated workforce.

17€ X the **Fairtrade** of your Company

10€ X the **Fairtrade** of your Company

1R + 7G + 1000€

Ecology

3

CARBON NEUTRAL MANUFACTURING



Regulations require the fashion industry to achieve carbon neutrality in manufacturing processes, incorporating renewable energy sources, sustainable supply chains, and efficient resource use to minimize environmental impact.

12€ X the **Ecology** of your Company

18€ X the **Ecology** of your Company

1R + 7G + 1000€



GREEN REVOLUTION

Massive investment in green technology transforms your company but at a cost.

Increase 2 levels in Ecology,
lose 1 level in Brand.

100€

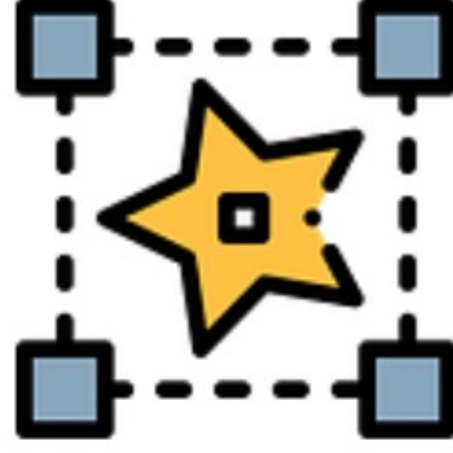


MAJOR REBRANDING

A major rebranding effort boosts your brand but compromises quality control.

Increase 2 levels in Brand, lose
1 level in Quality.

100€

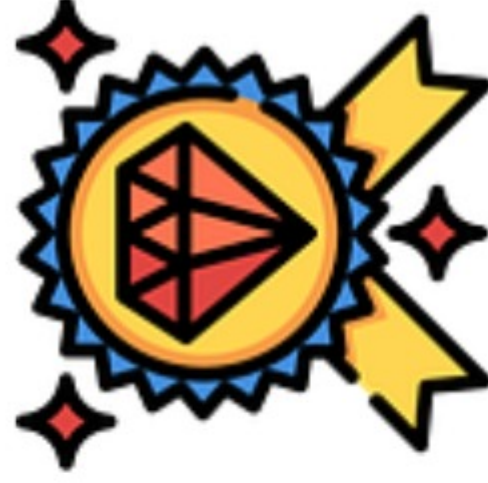


PREMIUM PRODUCT LINE

Launch a premium product line that significantly boosts quality but affects Fairtrade commitments.

Increase 2 levels in Quality,
lose 1 level in Fairtrade.

100€

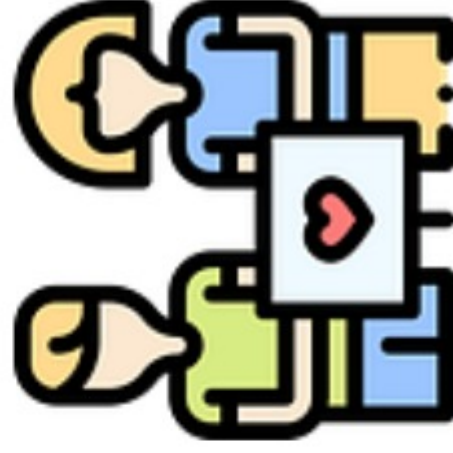


ETHICAL OVERHAUL

A comprehensive ethical overhaul enhances Fairtrade standards but affects ecology.

Increase 2 levels in Fairtrade,
lose 1 level in Ecology.

100€





CELEBRITY ENDORSEMENT

A celebrity endorses your brand, giving it a significant boost in popularity.

Increase **1 level in Brand**

50€



SUSTAINABLE PACKAGING

You introduce sustainable packaging, receiving praise from environmental groups.

Increase **1 level in Ecology**

50€



ISO CERTIFICATION

Achieve ISO certification for your products, recognized globally for quality.

Increase **1 level in Quality**

50€

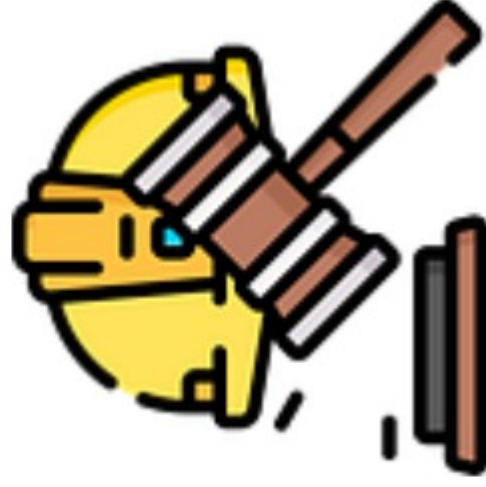


FAIR LABOR PRACTICES

Implementing fair labor practices, your company gains approval from ethical consumer groups.

Increase **1 level in Fairtrade**

50€





BRAND FOR ECOLOGY



Enhance your brand through an eco-friendly partnership.

Exchange 1 Brand level with another player for 1 Ecology level.

40\$



ECO-FRIENDLY QUALITY



Partner with another company to enhance ecology and quality.

Exchange 1 Ecology level with another player for 1 Quality level.

40\$



QUALITY FOR FAIRTRADE



A mutual agreement helps improve quality and Fairtrade standards.

Exchange 1 Quality level with another player for 1 Fairtrade level.

40\$



ETHICAL BRANDING



Your company collaborates with another to boost ethical and brand appeal.

Exchange 1 Fairtrade level with another player for 1 Brand level.

40\$

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

Greenwashing Exposure

Numerous fashion companies had to recall products in 2016 due to safety concerns, severely impacting their reputation for quality and reliability. These recalls resulted in financial losses and damaged consumer trust.

Players with the lowest Brand level lose €20.

Greenwashing can damage a brand's credibility and trustworthiness. Companies must ensure their sustainability claims are backed by transparent and verifiable actions to maintain consumer trust and avoid reputational damage.

PAST

Fabric Defects

In the late 1990s, Zara experienced a series of quality control issues, leading to defective products reaching consumers. The rapid production model of fast fashion sometimes compromised the quality of garments, impacting customer satisfaction and brand loyalty.

Players with the lowest Quality level lose €20.

Maintaining high quality standards is crucial for long-term brand success. The Zara incident highlights the risks of prioritizing speed over quality, emphasizing the need for robust quality control measures in fast fashion.

PAST

Durability Standards

Patagonia, known for its commitment to high-quality, durable products, launched the "Don't Buy This Jacket" campaign in 2011. This campaign encouraged consumers to buy less and choose products that last longer, reinforcing the brand's focus on sustainability and quality.

Players with the highest Quality level gain €20.

Patagonia's approach to durability and quality demonstrates that prioritizing long-lasting products can build brand loyalty and promote sustainable consumption. Companies can benefit from adopting similar practices to enhance their reputation and customer trust.

PAST

Child Labour Exposure

In the 1990s, GAP faced a major scandal when it was discovered that some of its suppliers used child labor.

The revelation led to significant public outrage and demands for better oversight and ethical sourcing practices within the company's supply chain.

Players with the lowest Fairtrade level lose €20

The GAP child labor scandal highlights the ethical responsibilities of businesses in their supply chains. Ensuring fair labor practices and avoiding exploitative conditions are essential for maintaining consumer trust and ethical integrity.

PAST

Ethical Fashion Movement

The early 2000s saw the rise of fair trade fashion brands that focused on ethical production practices and fair wages for workers. Brands like People Tree and others paved the way for a growing market segment that valued ethical considerations over low prices.

The player with the highest Fairtrade level gains €20

The growth of fair trade fashion illustrates the increasing consumer demand for ethically produced goods. Supporting fair trade practices can improve working conditions and foster sustainable development in production regions.

PAST

Pollution Scandal

The Citarum River in Indonesia, one of the world's most polluted rivers, became a symbol of the environmental impact of the textile industry. Factories along the river dumped untreated waste into the water, causing severe pollution and health issues for local communities.

The player with the lowest Ecology level loses €20

The Citarum River contamination highlights the severe environmental impact of unsustainable production practices. Businesses must adopt eco-friendly methods and waste management systems to protect the environment and public health.

PAST

Eco-Friendly Innovations

Stella McCartney, a pioneer in sustainable fashion, has consistently promoted eco-friendly practices and materials in her collections. Her leadership has inspired other brands to adopt more sustainable approaches, contributing to the industry's gradual shift towards environmental responsibility.

The player with the highest ecology level gain €20

Innovative leadership in sustainability, as demonstrated by Stella McCartney, can drive significant positive change in the fashion industry. Adopting eco-friendly practices not only benefits the environment but also enhances a brand's reputation and consumer appeal.

PAST

Peak Oil Concerns

In the early 2000s, concerns about peak oil and the depletion of non-renewable resources led to increased awareness of resource scarcity. This spurred efforts to find alternative energy sources and more efficient production methods in various industries, including fashion.

The player with the highest amount of used red resources pays €50 to the bank

The concept of peak oil underscores the importance of transitioning to sustainable and renewable resources. Companies that rely heavily on non-renewable resources must innovate and adapt to avoid future resource constraints and associated costs.

PAST

Solar and Wind Adoption

The 2000s saw significant advancements in renewable energy technologies, with increased adoption of solar and wind power. These developments reduced dependency on fossil fuels and promoted sustainability across various industries, including fashion.

The player with the highest amount of used green resources gains €50 from the bank

The shift towards renewable energy sources highlights the potential for sustainable innovation to transform industries. Businesses that invest in renewable resources can reduce their environmental impact and benefit from long-term cost savings and stability.

PAST

A Stark Reminder Ignored

In 2013, the Rana Plaza collapse in Bangladesh killed over 1,200 garment workers, exposing poor industry conditions. Despite the outcry, consumers still prioritized low prices, boosting fashion company revenues. Shareholders reinvested dividends, enhancing financial health.

All players receive €50 instead of €30 at the beginning of the round

The Rana Plaza collapse underscores the human cost of fast fashion. While factory safety improved and awareness grew, consumer behavior barely changed. This event emphasizes the need for accountability and systemic changes to ensure worker safety and dignity in the global supply chain.

PAST

Oil Agreement

In the early 2000s, an agreement among major oil-producing countries temporarily reduced the cost of oil, providing financial relief for industries reliant on petroleum products, including fashion. This period of lower oil prices allowed companies to increase production and profitability.

Players can draw an additional time from the red resources bag during their turn

Fluctuations in oil prices can significantly impact production costs and profitability for industries dependent on fossil fuels. This event highlights the need for businesses to develop strategies to mitigate risks associated with volatile resource prices and consider transitioning to more sustainable alternatives.

PAST

Policy Investment Obligation

By 2045, policies are enacted to ensure that companies heavily reliant on non-renewable resources contribute to sustainable initiatives. These investments help fund research and development of greener technologies and practices.

The player with the highest number of red resources must invest €200 into a policy of their choice.

Requiring companies to invest in sustainable policies helps drive industry-wide change towards more environmentally friendly practices.

FUTURE

Greenwashing Crackdown

By 2030, new regulations aimed at preventing greenwashing require companies to provide verifiable proof of their environmental claims. These new laws force companies to either substantiate their claims with real sustainable practices or face financial penalties.

Players with lower level in Brand must pay €300 to the bank.

Greenwashing refers to misleading claims about the environmental benefits of a product or service. Stricter regulations ensure that consumers receive accurate information, pushing companies to adopt genuine sustainable practices.

FUTURE

Consumer Activism Surge

In 2040, a surge in consumer activism and boycotts against unethical brands leads to a significant market shift. Fashion companies with transparent and ethical practices experience increased sales and customer loyalty. This change is driven by younger generations who prioritize sustainability and ethics in their purchasing decisions.

Players with Level 3 or higher in Brand gain an extra €100 this round.

Consumer activism can drive significant changes in business practices. Companies that align with ethical values and transparency are more likely to thrive in markets increasingly influenced by socially conscious consumers.

FUTURE

Enhanced Product Standards

By 2035, new international quality standards are established, requiring fashion companies to ensure their products meet higher durability and safety benchmarks. Brands that fail to comply must invest in better materials and production methods or face penalties and market exclusion.

Players with the lowest quality level must invest €200 in quality policy.

Higher quality standards ensure that products are safer and longer-lasting, reducing waste and promoting sustainable consumption patterns.

FUTURE

Tech-Integrated Apparel

By 2045, the integration of advanced technology into clothing, such as smart fabrics and wearable tech, becomes mainstream. Companies that invest in high-quality, tech-integrated apparel capture a significant market share, offering products that enhance convenience and functionality for consumers.

Players with the highest Quality level receives €200

The fusion of technology and fashion not only provides new consumer experiences but also pushes companies to maintain high-quality standards to support advanced features.

FUTURE

Fairtrade Certification Boom

By 2032, consumer demand for ethically sourced products leads to a significant increase in Fairtrade certifications. Companies must ensure fair wages and safe working conditions throughout their supply chains to obtain certification and remain competitive in the market.

Players with the lowest Fairtrade level must invest €200 in Fairtrade policy.

Fairtrade certification promotes equitable trading practices, ensuring that producers in developing countries receive fair compensation and work in safe conditions.

FUTURE

Ethical Supply Chain Transparency

By 2040, transparency in supply chains becomes a legal requirement. Companies must provide detailed reports on their sourcing practices and labor conditions. Brands with transparent and ethical supply chains gain consumer trust and loyalty, boosting their profitability.

Players with the highest Fairtrade level receives €200

Transparency in supply chains helps build consumer trust and ensures that ethical practices are upheld, leading to better working conditions and fairer trade.

FUTURE

Carbon Neutral Mandate

By 2035, new regulations mandate that all fashion companies achieve carbon neutrality. Companies that fail to reduce their emissions through sustainable practices must invest in carbon offset programs to comply with the law.

Players with the lowest Ecology level must invest €200 in Ecology policy.

Achieving carbon neutrality helps mitigate climate change by reducing the overall carbon footprint of companies and promoting sustainable production methods.

FUTURE

Circular Economy Incentives

By 2045, governments introduce incentives for companies that adopt circular economy practices, such as recycling and reusing materials. Fashion brands that implement these practices not only reduce waste but also benefit from financial incentives and enhanced brand reputation.

Players with the highest level of Ecology receives €200

The circular economy reduces waste and resource consumption by keeping products and materials in use for as long as possible, promoting sustainability in the fashion industry.

FUTURE

Red Resource Penalty

By 2030, a pollution tax is implemented, targeting companies that rely heavily on non-renewable resources. This tax aims to reduce environmental impact and encourage the adoption of sustainable practices.

Players with the highest amount of red resources pay €200 to bank. Pay €300 if the player has more than 10 red resources, and €500 if more than 15.

Pollution taxes incentivize companies to reduce their environmental footprint by adopting cleaner, more sustainable production methods.

FUTURE

Green Resource Reward

By 2040, incentives for using renewable resources lead to a significant shift in production practices. Companies that invest in green resources not only benefit the environment but also receive financial rewards.

Players with the highest amount of red resources pay €200 to the player with the lowest amount. Pay €300 if the player has more than 10 red resources, and €500 if more than 15.

Encouraging the use of renewable resources helps reduce reliance on non-renewable materials, promoting sustainability and environmental conservation.

FUTURE

Red Resource Ban

By 2035, a temporary ban on the use of non-renewable resources is enforced to curb environmental damage. Companies must adapt by focusing on renewable resources and sustainable practices during this period.

Players are prohibited from drawing red resources for one round

Temporary bans on harmful practices can drive innovation and encourage the adoption of sustainable alternatives, benefiting the environment in the long run.

FUTURE



FAIRTRADE CERTIFICATION



Obtain Fairtrade certification, enhancing ethical appeal but affecting Ecology.

Increase 2 levels in Fairtrade,
lose 1 level in Ecology.

100€



ECO-FRIENDLY PRODUCT LINE



Launch an eco-friendly product line, boosting Ecology but affecting Brand.

Increase 2 levels in Ecology,
lose 1 level in Brand.

100€



GLOBAL BRANDING CAMPAIGN



A global branding campaign significantly boosts Brand but impacts Quality.

Increase 2 levels in Brand, lose
1 level in Quality.

100€



HIGH-QUALITY INITIATIVE



A high-quality initiative boosts product standards but impacts Fairtrade.

Increase 2 levels in Quality,
lose 1 level in Fairtrade.

100€



BRANDING COUP

A strategic branding move puts you ahead, capturing market share.

Take 1 level Brand from a target player.



120€



QUALITY TAKEOVER

Your company secures exclusive rights to high-quality materials, sidelining competitors.

Take 1 level Quality from a target player.

120€



ENVIRONMENTAL LEAP

Your groundbreaking environmental initiative surpasses all others.

Take 1 level Ecology from a target player.

120€



UNBOXING

A top influencer compared your product with your competitors'. The video went viral, reaching a billion viewers.

Take 1 level Brand from a target player.

120€



POLICY

Brand

POLICY

Quality

POLICY

Fairtrade

POLICY

Ecology

POLICIES
TO
IMPLEMENT

Brand

POLICIES
TO
IMPLEMENT

Quality

POLICIES
TO
IMPLEMENT

Fairtrade

POLICIES
TO
IMPLEMENT

Ecology

UPGRADE

1

UPGRADE

2

UPGRADE

3

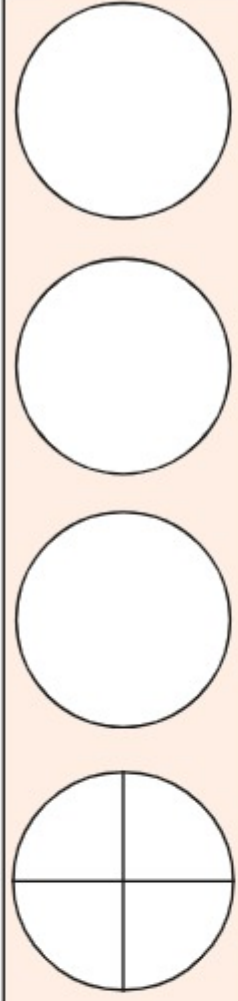
UPGRADE

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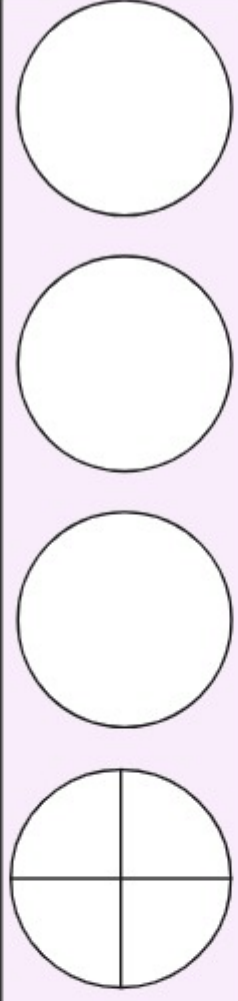
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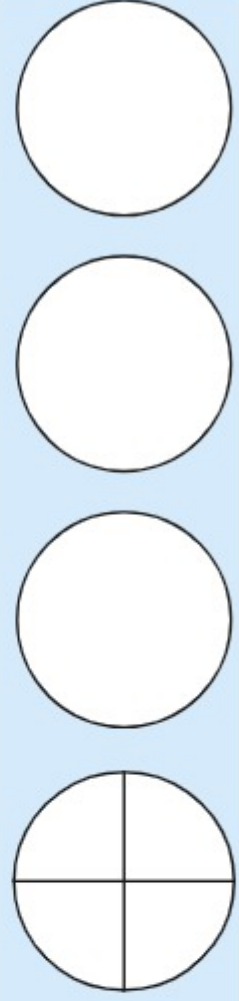
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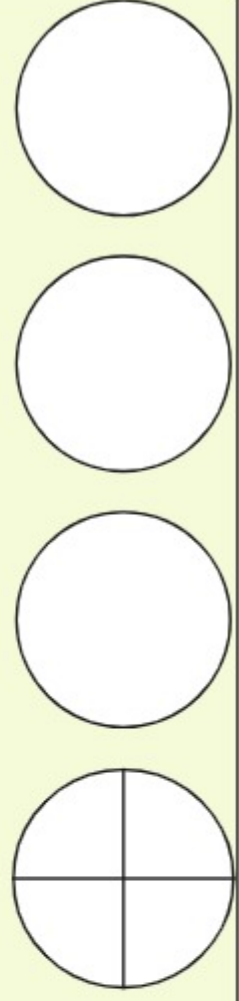
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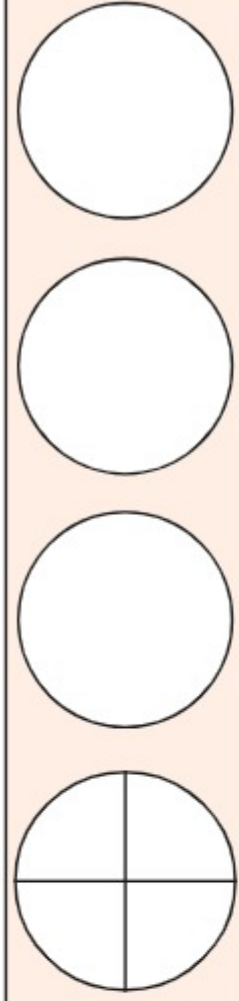
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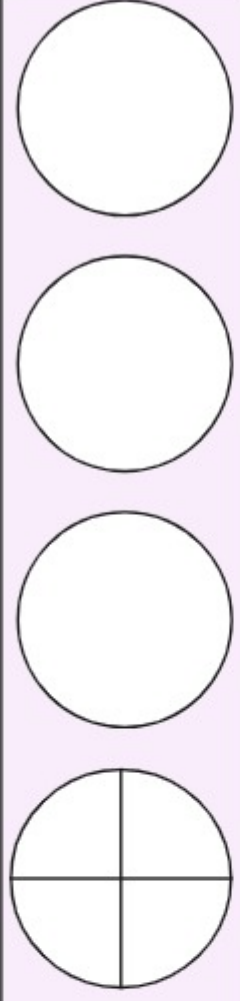
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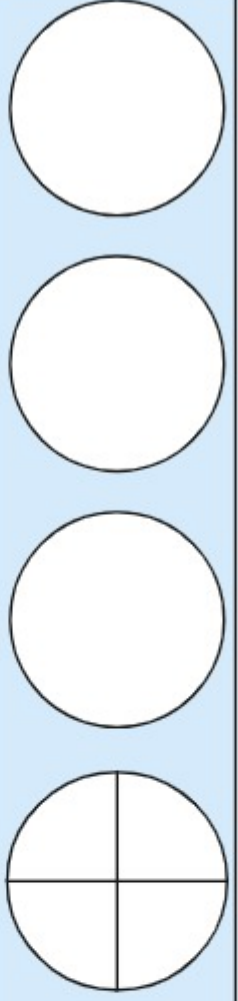
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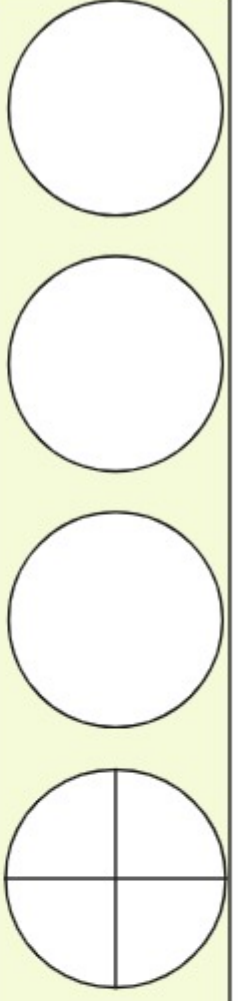
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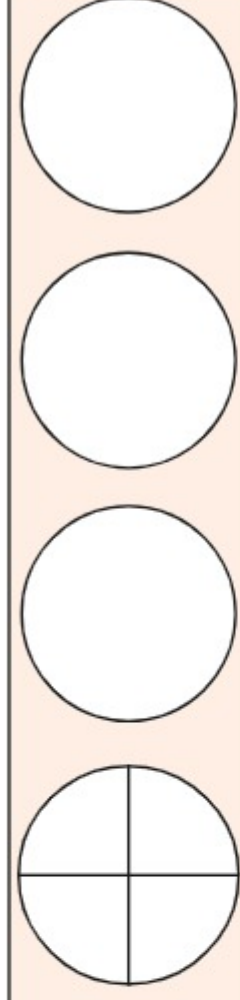
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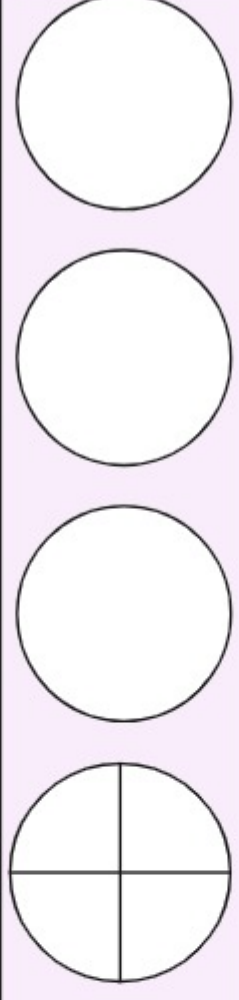
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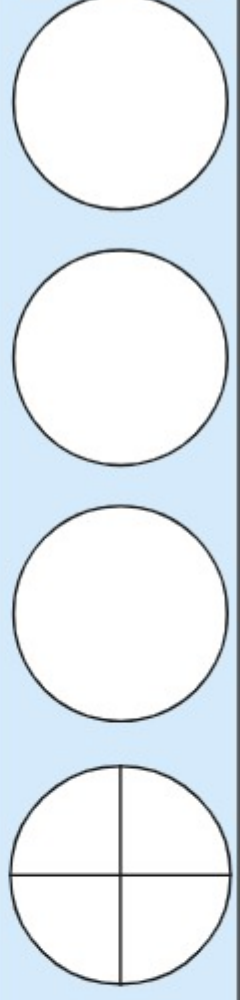
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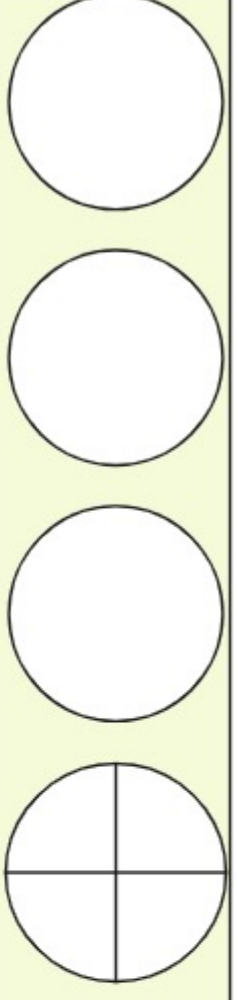
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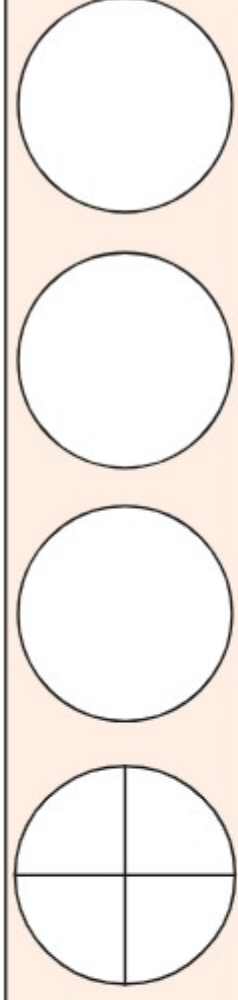
Fairtrade



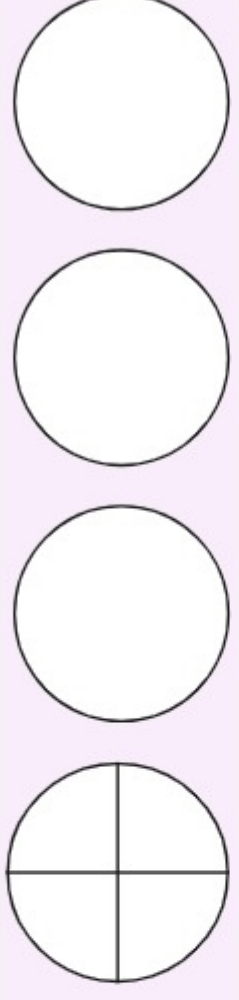
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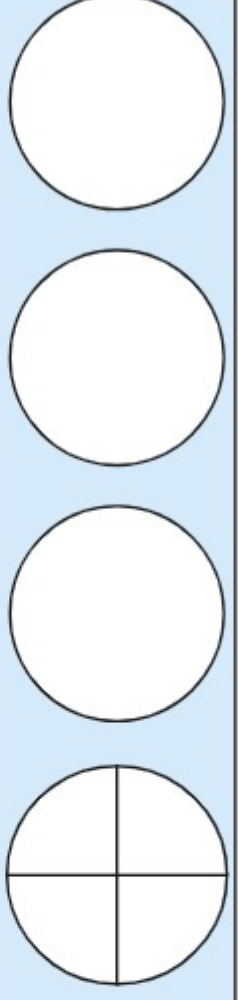
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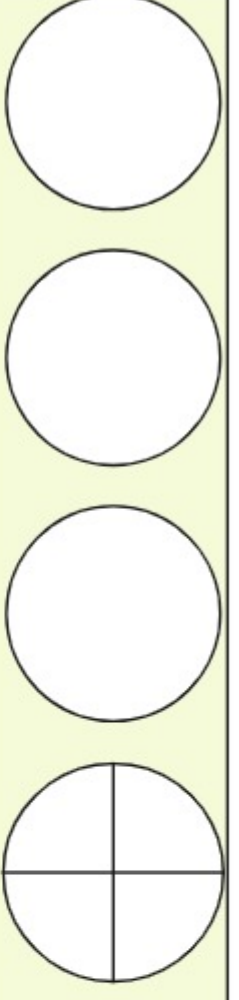
Quality



Fairtrade



Ecology

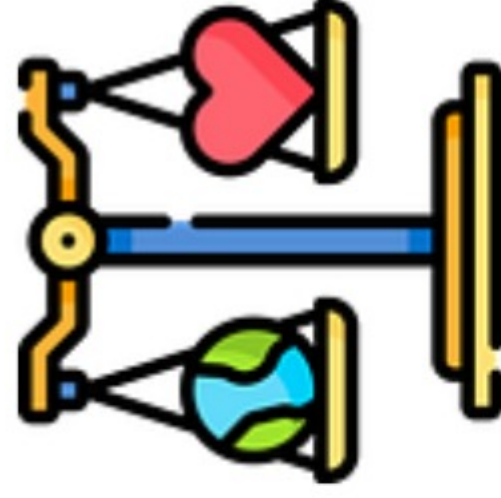


Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairtrade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ecology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Brand	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fairtrade	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ecology	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



FAIRTRADE PARTNERSHIP



You partner with a renowned Fairtrade organization, enhancing your brand's ethical appeal.

Increase **1 level in Fairtrade**

50€



QUALITY ASSURANCE CERTIFICATION



Your company receives a top quality assurance certification, boosting consumer confidence.

Increase **1 level in Quality**

50€



ECO-FRIENDLY INITIATIVE



Your company launches a successful eco-friendly initiative, gaining widespread recognition.

Increase **1 level in Ecology**

50€



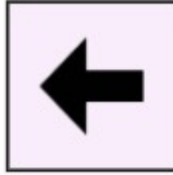
BRANDING CAMPAIGN



A new branding campaign resonates with your audience, significantly improving your brand image.

Increase **1 level in Brand**

50€

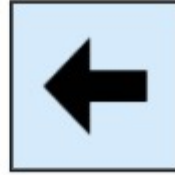


QUALITY SWAP

A mutual agreement helps improve quality and Fairtrade standards.

Exchange 1 Quality level with another player for 1 Fairtrade level.

40\$

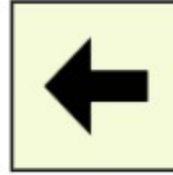


FAIRTRADE EXCHANGE

Engage in a fairtrade exchange to improve ethical standing.

Exchange 1 Fairtrade level with another player for 1 level in another dimension.

40\$

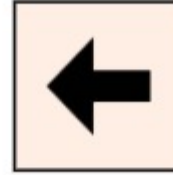


FAIRTRADE FOR ECOLOGY

Collaborate to boost fairtrade and ecological impact.

Exchange 1 Fairtrade level with another player for 1 Ecology level.

40\$

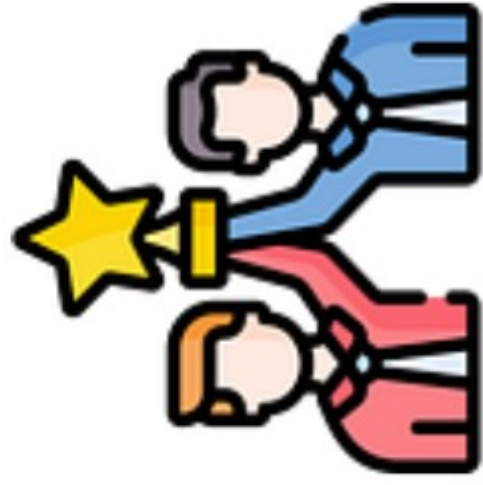


COLLABORATIVE BRANDING

Negotiate a quality swap to benefit both companies.

Exchange 1 Quality level with another player for 1 level in another dimension.

40\$



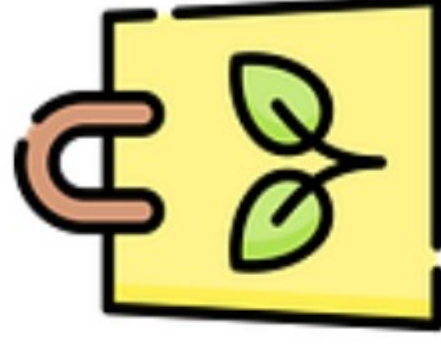


FAIRTRADE EDGE

Your Fairtrade practices win over ethically-minded consumers.

Take 1 level Ecology from a target player.

120€



ECO ADVANTAGE

Your eco-friendly practices attract global attention and acclaim.

Take 1 level Ecology from a target player.

120€



QUALITY SUPREMACY

Your superior product quality leaves competitors in the dust.

Take 1 level Quality from a target player.

120€



ETHICAL DOMINANCE

Your commitment to Fairtrade practices outshines competitors, drawing their customers to you.

Take 1 level Fairtrade from a target player.

120€

