



INTRODUCTION OF THE SUSTAINABILITY GAME

In the capital of Europia, called Mapton city, there is a shopping mall called 'EuroMall'. EuroMall is a modern shopping mall, with over 50 shops, located in the very heart of the city centre of Mapton. It is a completely covered shopping centre with an enormous variety of shops, which makes it a real shop-heaven for millions of shop-addicts across the country of Europia, every year.

The management of the city centre (area) organizes on a yearly basis the 'enterprise of the year' award for its shops and their location managers. Every year there is a central theme for the award.

This year the theme for the award will be sustainability. Who will be the most sustainable enterprise or shop of the year and will bear this prestigious title for the whole year, including lots of free publicity.

The criteria for the award winning shop or organisation are based on the principles of sustainability and Corporate Social Responsibility. The jury rewards the taken initiatives for their courage and creativity in sustainable entrepreneurship and the knowledge of and attitude towards sustainability.

There are 5 nominees who are all very eager to win the title. But to win this prestigious award, they still have to answer a range of questions in different fields of knowledge, skills and attitudes but also in the field of 'knowing your neighbours'.

The jury is formed by the management of the city centre area, some city council consultants on sustainability & CSR and the public.

The 5 nominees for this year are:

Hair salon 'YOLO'

Nail Studio 'BLINGBLING'

Travel Agency 'FLY-DRIVE'

Lunch & Diner 'YUMMIE'

Telephone & tablet store 'RRRING'



Hair salon 'YOLO'

Questions related to the following subjects:

- Customer relations
- Recycling waste
- Colours / chemicals
- Water

Nail Studio 'BLINGBLING'

Questions related to the following subjects:

- Nails & chemicals
- Ventilation
- Waste management
- Ergonomics

Travel Agency 'FLY-DRIVE'

Questions related to the following subjects:

- Sustainable travel
- Water
- Souvenirs (protect the environment)
- Sustainable accommodation)

Lunch & Diner 'YUMMIE'

Questions related to the following subjects:

- Fair trade ingredients
- Water and food (litres)
- Healthy lifestyle
- Environmental impact (choice of fish)

Telephone & tablet store 'RRRING'

Questions related to the following subjects:

- Production of mobile devices
- Recycling old computers
- Burn out with youngsters caused by mobile phone use
- Energy consumption



BONUS

Besides the questions for each of the 5 retailers, the management of the city centre has decided to add a few bonus questions, in different fields of sustainability, to see where they could improve in this mentioned field.

EuroMall is motivated to move up towards being the most Green Mall by the end of the year 2020.

These are the subjects with bonus questions

1. Transport improvement on delivery of goods with trucks (location in city centre)
2. Green energy;
 - Solar cells and motion sensors
 - Heat recovery
3. Customer experience