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THE DIDACTIC MINE ^{of} YOUTH WORK

For age 12-17

Boat factories in the market!

e-BOOK



Boat factories in the market!



Overview

This activity is about an investment made by a business angel and factories who are building boats and selling them on the market. The activity explains the concepts of demand and supply and shows how production and sales can be influenced by competition, market requirements and market fluctuations; and explains how you can change the market in your favor when you know how to optimize costs, production, marketing, and sales.

Therefore, "Boat Factories in the Market!" presents an opportunity to integrate the concept of recycling and sustainability into the business simulation. By using recycled (already used) papers for boat construction, the activity highlights the importance of environmentally friendly practices in business operations. Additionally, the activity aligns with Sustainable Development Goals (SDGs) related to responsible consumption, industry innovation, and environmental sustainability.



Learning objectives

- To understand and recognize the interconnectedness of production, sales, and the market while considering the principles of sustainability, responsible consumption, and industry innovation.
- Apply economic concepts like demand and supply in a simulated market with an emphasis on environmentally sustainable practices.
- Develop creative problem-solving skills and adaptability to market changes, incorporating sustainability as a core principle in business decision-making.





Age

12 to 14 years old.



Time

60 minutes.



Group Size

5 to 30 limit the group size not to waste too much paper even if it spare paper already used.



Materials

- Collect many A4 recycled (already used) papers (from 50 to 100 papers, depending on the size of the group), you can use even old magazines if the size fits.
- Coloured pencils.
- Colored notes, that will be used as mock money they can be again made with already used paper.
- Handout “how to fold a boat with paper step by step instructions”.



Preparation

- Be prepared on the concepts of business angels, investment, demand, and supply and with the principles of sustainability and responsible consumption.



Description

Step 1: Introduction

1. Explain that sometimes, the skills and experience we've developed through our hobbies and activities qualify us for certain gigs. Begin by splitting participants into groups of four or five, each representing a boat factory.
2. Provide each group with the "How to fold a boat with paper instructions" handout.
3. Distribute 10 A4 papers (recycled) and colored pencils to each group, clarifying that these resources are an investment from a business angel for building boats and preparing for a boat fair.
4. Set the stage by explaining that this activity integrates concepts of demand and supply, emphasizing the influence of competition, market requirements, and fluctuations on production and sales. Highlight the significance of incorporating principles of sustainability, responsible consumption, and industry innovation into business operations.
5. Therefore, explain to the participants they do not have to pay for these resources as this is an investment made by a business angel who asks them to use paper sheets and coloured pencils to build boats and prepare the factory for the next boat fair, where they have to sell their boats. They have only 8 minutes to build the sustainable boats, and boats and prepare for selling them at the fair. The boats should have a price. Give no instructions on how the boats should be built nor on the number or price.

Step 2: First Fair

1. Instruct groups to build boats without specific guidelines on design, quantity, or pricing within the 8-minute timeframe.
2. Act as the business angel during the fair, buying all boats without negotiation. Provide mock money to groups based on their requests.
3. Inform groups that to continue building boats, they must purchase papers and pencils, setting prices for each. Allow 8 minutes for decision-making.



Step 3: Second Fair

1. Resume the role of the business investor, expressing financial constraints due to a crisis.
2. Buy only three boats (the cheapest) and do not buy from each factory! Groups with remaining money can choose to buy more resources (paper or more pens).
3. You give them the good news, a new investor is coming on the market, and he is interested in boats, but he/she has a precise technique/scheme that factories should follow in building the boats. You provide each group with the scheme for building the boat and preparing for the fair.
4. Provide each group with the scheme and allocate 10 minutes for preparation of the new boats or re-modelling the old ones.

Step 4: Third Fair

1. Act as the investor at the third fair, buying only boats that meet quality standards, environment sustainability and responsible consumption.
2. Conclude the game by explaining the concepts of demand and supply, illustrating how production and sales are influenced by market dynamics.
3. Emphasize the importance of optimizing costs, production, marketing, and sales for success in a competitive market, aligning with principles of sustainability and responsible business practices.



Tips for facilitators

- At the end of the activity, provide a clear explanation connecting the demand and supply rules experienced in the game with the real-world importance of sustainability in business operations. Emphasize the role of recycling in fostering responsible consumption and its positive influence on the market dynamics.





Debriefing and Reflection

- What is a reflection on an activity?
- What is it that you have personally learned from this session?
- Now that you learn how your clients might react to your products, what will you do differently? (For instance, in the first phase, when the demand on the market is high – maybe it is worth to set bigger prices and produce more).
- How market demand and customer preferences might be influenced by eco-friendly practices. Explore the potential positive impact on sales and customer loyalty (SDG 8 - Decent Work and Economic Growth).
- How did the choice to use recycled materials impact your boat factory's performance in the market?
- Considering the phases of high demand, did you observe any correlation between setting eco-friendly practices and customer preferences?
- Reflecting on the environmental impact of your boat factory, what changes would you make in future production to align with sustainability goals?
- In what ways can your potential future business incorporate sustainable practices, and how might it influence customer perception and demand?



Variations

- Consider choosing another object that can be built from recycled materials, ensuring it aligns with sustainability objectives and provides a balance between complexity and feasibility.



References

- <https://yourkite.org/toolkit/launch-your-boats/>



HANDOUT

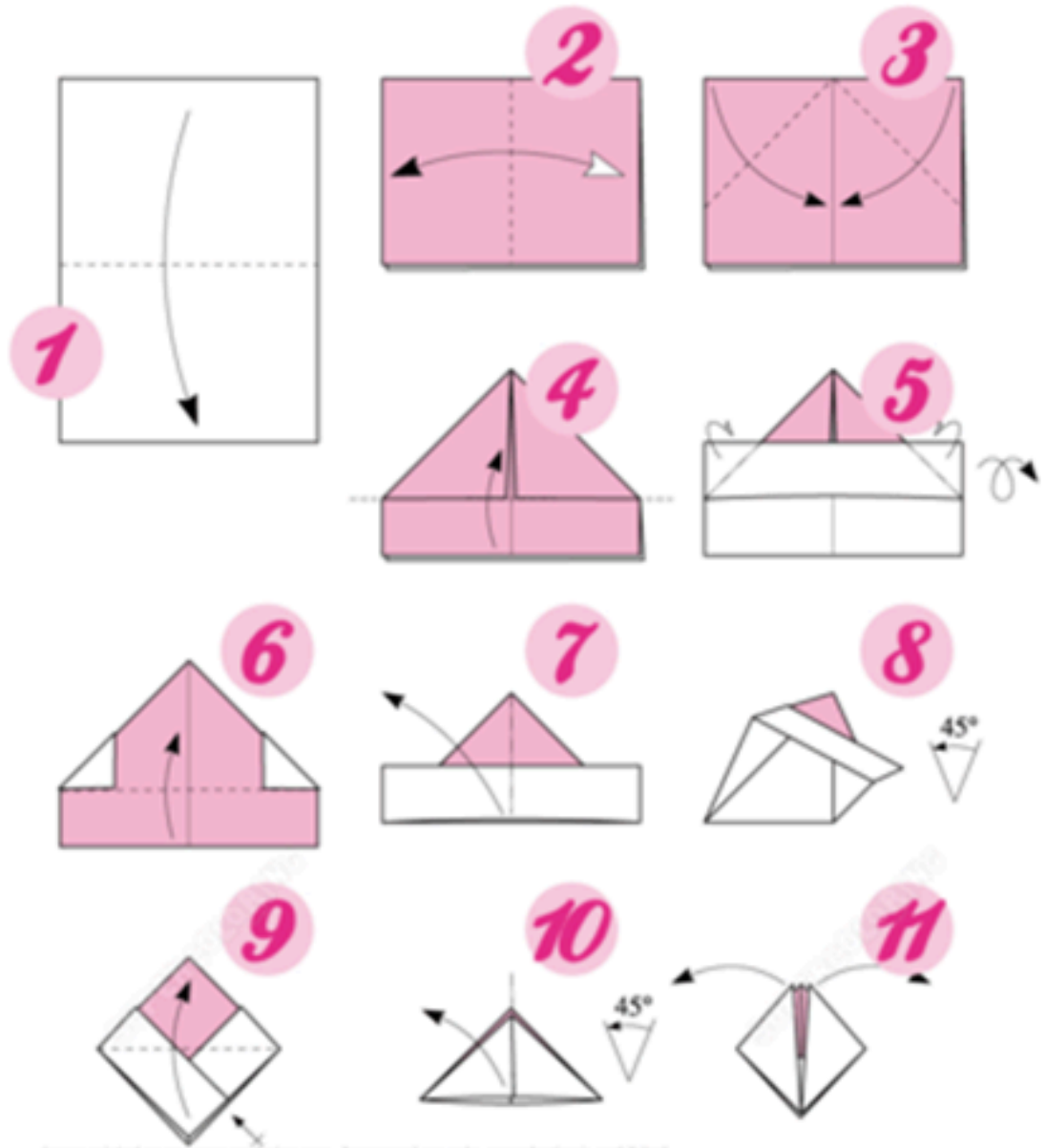
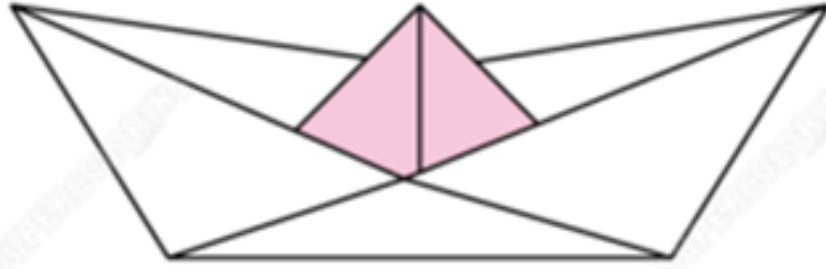


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