

Structure for the Escape Room exercise for RightNow

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1. Start with a storyline. Create a story that the player will go through when advancing the steps of your challenge. Fit the learning materials into your storyline
2. Find images or videos that visually support the story you created. This helps the player to visualise your narrative and keep them motivated
3. Create challenges that help to assess the competences / learning outcomes and theme them to fit your story. The easiest type are challenges that require writing a correct word (or number) or choose the correct option from a list of options. These types are also the easiest to reproduce.

RightNow
<u>Requirement</u>
2 introductory
1 intermediate
1 advanced
2 expert

RightNow
<u>Travel agency (this one)</u>
1 introductory 2C
<u>1 intermediate 3C</u>
1 advanced 4C
1 expert 5C

RightNow
<u>Second story</u>
1 introductory 2C
1 expert 5C

Entrepreneurial Spirit

On successful completion of this resource, learners will be able to:			
Levels	Knowledge	Skills	Attitudes
<i>Intermediate</i>	Basic knowledge of: what it means to be entrepreneurial. ways to develop an entrepreneurial outlook. values of entrepreneurship	Identify opportunities on a personal level. Self-assess their own level of entrepreneurial competence. Identify qualities and values in themselves. Complete independent research online.	Openness to work individually, on their own initiative. Appreciation of an entrepreneurial outlook.

Travel 2 – Entrepreneurial Spirit – Introduction

Intermediate Level

Now that you have established how you want to run your eco-travel business, its time to put your ideas into action! However, the unprecedented COVID-19 pandemic has really put a spanner in the works for getting your business off the ground. On the other hand, the pandemic has really given you some great ideas. Since the global pandemic took the world by storm, you have noticed how global emissions have been significantly reduced. You see how beneficial this has been to the planet, and you want to carry this through in your business' ethos, post-pandemic. You want your company to highlight how sustainable travel is the only way forward. Let's get to work!

Image

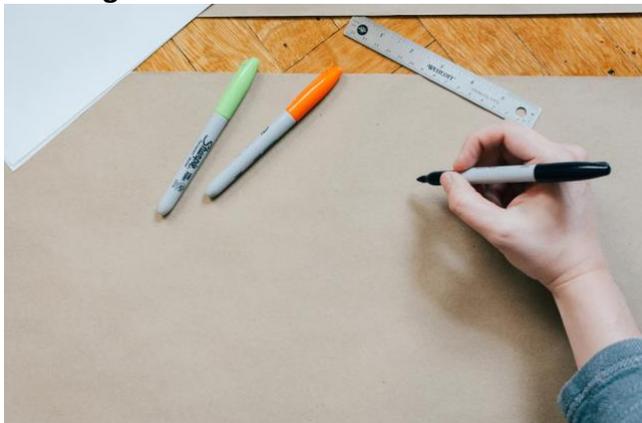


Travel 2 – Entrepreneurial Spirit – Challenge 1

1.1 Scenario

You do not want to look at the pandemic as a negative for your business, even though it has set back your business plan. Instead, you want to take the time in lock-down to spread awareness about your up and coming business. Who knows, maybe other people will start to think of how sustainable travel could positively affect the planet.

1.2 Image



1.3 Challenge

In order to promote your business, you will first need to think of how your business will stand out from the rest. This will make sure that your clients will not only know what your company stands for, but it will also be one they won't forget. Time to get to the drawing board!

1.4 Question

Which of the following options should be the principles of your business?

1. Responsible travel to natural and cultural areas, that conserves the environment and sustains the wellbeing of local people.
2. Always offer flying transport where possible, even in short haul flights (<500km).
3. Environmentally friendly forms of transport
4. Liaise with accommodation services with effective waste treatment systems, that recycle, that are energy efficient, and, where possible, that use environmentally friendly energy sources such as solar energy or hydroelectric power.
5. Encourage guests to disrespect the local environment in their location choice.

1.5 Solution

1, 3, 4

1.6 Congratulate the Learner

Wow! Well done. An important part of your business strategy is to consider what your business' principles will be. With morals like these, your sustainable travel is bound to hit the ground running and get people thinking about how they can travel more efficiently. Nice work!

1.7 Image



Travel 2 – Entrepreneurial Spirit – Challenge 2

2.1 Scenario

Now that your business has a name, it is time to start thinking of what measures you want your business to be known for. You start thinking about how across the world, international borders were

closed, flights came to a halt and people were asked to stay in their homes. You decide it will be important to do some research on the statistics that emerged from the COVID-19 pandemic.

2.2 Challenge

“Empty streets mean clear skies” you hear a headline in a news broadcast. You want to really investigate how global emissions have reduced due to the travel restrictions around the world. You decide that studies such as these might help others to realise the importance of using environmentally friendly alternatives when the world goes back to ‘normal’ after the pandemic.

You watch the news story and try to gain some valuable information that you can highlight to your customers.

<https://www.youtube.com/watch?v=sxpZvPv8GhY>

2.3 Image



2.4 Question

What was the percentage drop of carbon emissions in 2020 in comparison to 2019?

2.5 Solution

2.6 Congratulate the Learner

Well done! That's right, the drop in CO₂ emissions was around 17% in April of 2020 when compared to the same time last year. You know that this drop is unfortunately not a long-term forecast, so you want to see how your business could speed up a transition to renewables or to sustainable travel alternatives, to try and achieve this drop in emissions in a regular year.

2.7 Image



Travel 2 – Entrepreneurial Spirit – Challenge 3

3.1 Scenario

After researching how renewable energy and sustainable travel could have a profoundly positive effect on global warming you want to show the world the vitality of preserving the earth's natural resources. In order to get your business up and running, you will first have to find investors that are willing to get involved with your eco-travel company. It will be difficult to pitch your idea to a group of investors, but you are confident that your idea will be attractive to the many environmentalists out there.

3.2 Challenge

In order to attract these investors, you will need to sell your business idea. You want your business to succeed but you want to make sure that your eco-friendly vision is at the forefront of their minds. You will need to identify what impact you think your business will have on the world. You decide to come up with three different impacts that your business could potentially have. You have not heard of many other sustainable travel companies in your region and you really want to set the standard high. Time to get thinking!

3.3. Question

From the infographic, list 3 ways that your sustainable travel business could have a significant impact on the world.

https://www.epa.ie/media/Infographic_7KeyChallenges_Nov2017.pdf

1. _____
2. _____
3. _____

3.4 Solution

- Environment, Health and Wellbeing
- Climate Change
- Implementation of Legislation
- Restore and Protect Water Quality
- Sustainable Economic Activities
- Protect Nature and Wild Places
- Community Engagement

(A combination of 3 of any of the above answers are correct)

3.5 Congratulate the Learner

Wow! You really had your thinking cap on! These impacts are bound to get your investors interested in your business. Way to go!

3.6 Image



Travel 2 – Entrepreneurial Spirit – Challenge 4

4.1 Scenario

Now that you have your investors on board, you want them also to understand why sustainable travel is important. You know that sustainable travel will only become a reality when everybody becomes involved. It requires a collaborative approach.

4.2 Image



4.3 Challenge

You are faced with figuring out who “all of us” really is. You find a website that tells you about this but for some reason the web page has not loaded properly, and you need to figure out which groups you will need to target. You get to work to solve this puzzle.

4.4 Question

Can you figure out who your target consumers will be from the jumbled-up groups below?

OALCL NCMUSOIMTEI

4.5 Solution

Local Communities

4.6 Congratulate the Learner

Well done! It is important to remember that when we think about playing our part in protecting and conserving the planet, that we all work together. This means that when considering your market and customer segment, you will need to prioritise working with local communities. Alongside this group you will also need to consider; destination leaders, tourism businesses and travellers. You know that these people are the most prominent actors in the travel industry and that they can make a significant impact if they turn to sustainable travel alternatives! Nice work!

Travel 2 – Entrepreneurial Spirit – Conclusion

You really are building a movement to encourage people to travel responsibly. What a difference your business will make. You are nearly ready to get your business up and running! Next you will

need to delve into your business strategy and work towards carbon budgeting, carbon offsetting, and much more. It is all about creating a better future. Let's get to it!

