ecoCEO

The link: https://ecoceo.vito.be/it/ecoceo-il-gioco

SHORT DESCRIPTION

ecoCEO is an interactive educational game that helps students understand circular economy strategies and sustainable business models. Players manage a company that produces electronic goods, such as microchips, smartphones and e-bikes, making decisions about resources, production processes and revenue models. The game shows how circular strategies like recycling, reuse, repair, take-back systems and product-service models can improve business resilience and reduce environmental impact



Escape Rooms for Green Entrepreneurship

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SUGGESTIONS

- Use the game in secondary school classes to introduce circular economy and sustainable entrepreneurship.
- Divide students into teams of two and let them manage their company online.
- Ask students to compare linear and circular business strategies after playing.
- Connect the activity to economics, science, geography or ethics lessons.
- Use the final discussion to reflect on resource scarcity, waste management and business resilience.
- For offline lessons, use the free print & play card version with teacher guidelines.

KEY WORDS

- Circular economy
- Sustainable entrepreneurship
- Resource scarcity
- Recycling
- Reuse and repair
- Business models

LANGUAGES

Available in 20+ languages.

PRICING

ecoCEO is free to use. The online game is web-based and does not require installation; teachers can create a free account and students can join with a session code. The print & play version is also available for free download

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