



E-commerce challenge

Relevant escape room scenario & project resource	Online Influencers scenario The digital pitch: unlock your sales strategy scenario SHAPE toolkit
Target group & needs	Age 15-30 Group size 3 – 8 people depending on the scenario
Duration	60 minutes
Target competence areas	Entrepreneurship Competence – Financial & economic literacy Digital competence - understanding different digital tools and platforms, targeting audience
Objectives	- Participants will learn how to effectively engage with different audiences. - Participants will apply key digital marketing techniques to optimise reach and engagement.
Materials & equipment	- Annex documents - A table or desk - A whiteboard or paper pages and markers or pens - A set of drawers, folders and/or boxes - A variety of unrelated documents (red herrings)



	- PC or tablet or phone and internet connection for the online mini game
Useful resources	Youth Innovation Tool Lab – SHAPE project https://resourcecentre.savethechildren.net/pdf/EN-Facilitators-Guide.pdf Revenue/cost mini profit game online https://www.simcompanies.com/
Setup	Printed materials, regular room (classroom, meeting room, etc)
Step-by-step instructions	Trainer or youth worker has to: 1. read the scenario description and road map 2. follow the instructions in conception and set up 3. Lead the game as stated in Trainer's guide 4. In debrief, introduce the online minigame and share real-life story with the SHAPE project if relevant
Debriefing questions	- What was easy or difficult? - Which strategies helped the most? - What did you learn about social media and business? - How would you apply this knowledge to a real business or cause?
Assessment & evaluation	Ask for rating on the scale 1 to 5, 5 being the highest, use following questions:



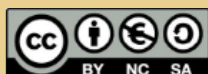
	Overall, did you enjoy this activity? Before this activity, how familiar were you with the digital and/or entrepreneurship notion explored in this escape game? Would you say that this activity allowed you to explore new dimensions of the topics explored? Would you like to participate in other escape games to learn about digital skills and/or entrepreneurship in the future? Do you feel you were able to contribute to the escape game? Do you have any recommendations to make sure all players can participate in the game?
Variations & adaptation	Consider online version of the game, all materials are digital and can be shared via online meeting platforms
Trainer tips	Take a good time for briefing, explain the game and structure well, give time for answering questions and lead the game well as a Game Master. In debrief, allow everyone to express their feelings and observations, give feedback and make notes if useful/usable
References & further readings	Laudon, K. C., & Traver, C. G. (2023). E-commerce 2023-2024: Business, technology, society (18th ed.). Pearson. Chaffey, D., & Ellis-Chadwick, F. (2022). Digital business and e-commerce management (8th ed.). Pearson.



Larsson, T. (2016). Ecommerce Evolved: The essential playbook to build, grow, and scale a successful ecommerce business. CreateSpace Independent Publishing Platform.



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