



The digital lockdown: escape through community

Scenario Conception and Setup

Items' index

Phase A Diagnosis: Where are we going wrong?

- Printed CEO letter – “1.1. Phase A - Letter from the owner of EcoRoots”
- Linked riddle (through QR code in the letter): “1.1.1. Phase A - template for the QR code and riddle”
- Free QR code generators: <https://login.qr-code-generator.com/> or <https://me-qr.com/qr-code-generator/qr>
- Additional annex: “1.1.2. Phase A - GameMaster hints”
- Fake analytics report (with hidden password) “Social media performance summary” – “1.2. Phase A - Fake analytics report”
- Additional annex: “1.2.1. Phase A - GameMaster hints + hidden word”
- Paper or whiteboard and markers

Phase B – Discovery: What does the community want?

- Fake customer feedback – “2.1. Phase B - Fake customer feedback”



- Additional annex: “2.1.1. Phase B - GameMaster hints + hidden word”
- Audience persona and social media platforms cards – “2.2. Phase B - Audience persona and social media platforms cards”
- Introduction and tips: “2.2.1. Phase B - introduction and tips for participants”
- Additional annex: “2.2.2. Phase B - Correct logical matches + Guiding questions and hints”
- Envelope with influencer message with missing hashtag – “2.3. Phase B - Influencer message with missing hashtag”
- Hashtags through QR code suggestions: “2.3.1. Phase B - QR code - hashtags”
- Additional annex: “2.3.2. Phase B - Gamemaster hints + hidden word”

Phase C – Creation: The strategy that sets you free

- Strategy template (printed or on whiteboard/paper) – “3.1. Phase C - Strategy template”
- Additional annex: “3.1.1. Phase C - Gamemaster hints”
- Paper or whiteboard and markers

Phase D – Debrief and reflection

- Additional annex: “4. Phase D - Gamemaster hints”



Detailed conception

Important note: The “Game Master hints” and additional annexes are not meant to be shared with the participants but to help the facilitator guide them through the use of the relevant annexes.

Item 1 – CEO’s letter

Material needed

- Printed A4 letter – “1.1. Phase A - Letter from the owner of EcoRoots”

Tutorial

Print the annexed CEO letter and seal it in an envelope. It should be waiting on the desk at the start of the game.

Item 2 – Fake analytics report

Material needed

- Printed PDF document – “1.2. Phase A - Fake analytics report”

Tutorial

Print the annex and place it at the Diagnosis Zone. Game Master hands it to players only after they solve the riddle.



Item 4 – Social media screenshots

Material needed

- Envelope with printed screenshots of comments + numbers – “2.1. Phase B - Fake customer feedback”

Tutorial

Print, cut and mix the comments. Place them in an envelope. Game Master gives it once the password from the analytics report is solved.

Item 5 – Platform match puzzle

Material needed

- Audience persona and social media platforms cards – “2.2. Phase B - Audience persona and social media platforms cards”

Tutorial

Print, cut and mix the persona and platform cards. Place in an envelope to be given after the “Engage” code is found.

Item 6 – Influencer message

Material needed

- Printed message with missing hashtag and QR code with three options to choose (can also be handwritten without QR code) – “2.3. Phase B - Influencer message with missing hashtag”



Tutorial

Print the influencer message and QR code with hashtag options. Place in a marked envelope. Game Master gives it after correct platform matching.

Item 7 – Strategy template

Material needed

- Printed, handout or use of whiteboard – “3.1. Phase C - Strategy template”

Tutorial

Print the template or prepare a handout. Game Master gives it only after the correct hashtag has been chosen.



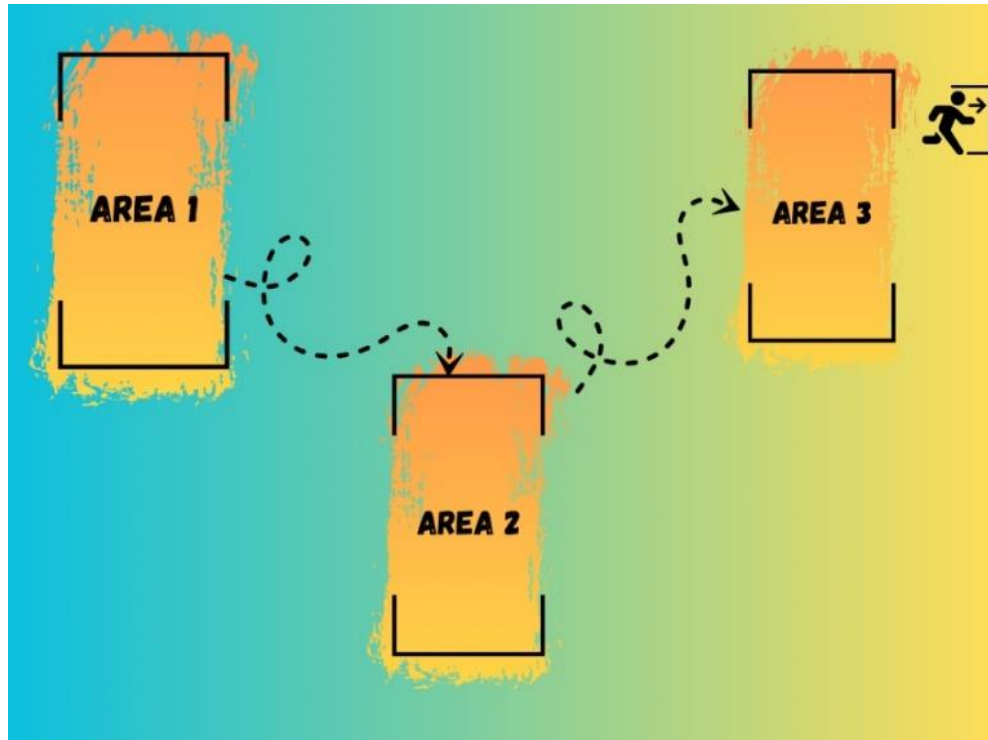
The installation of the room(s)

One room with 3 clear activity areas:

- Area 1: Diagnosis Zone: A desk or table with the CEO letter (in an envelope) and the printed analytics report. This area sets the mission and launches the first puzzle.
- Area 2: Discovery Zone: A table or wall display with printed “customer feedback” comment cards, target group cards, and a sealed envelope labelled “From an Influencer...”. This zone covers puzzles B.1 to B.3, including the QR code that reveals the final missing hashtag.
- Area 3: Strategy Zone: A whiteboard or dedicated workspace where teams build and present their community strategy. A printed template is available for structure.

Envelopes and QR codes are used to control the flow between phases. Each completed task reveals the next physical item (e.g., a new envelope, code, or clue), ensuring a smooth narrative and logical progression.

The facilitator (Game Master) acts as a gatekeeper between steps, providing access to the next resource only when the previous one has been successfully solved.



For the next game

Follow the instructions to reset the game for another group of youngsters.

Phase A – Diagnosis: Where are we going wrong?

- Reprint the CEO letter, if this is scratched
- Ensure the analytics report is reset and password not revealed
- Seal a new envelope



Phase B – Discovery: What does the community want?

- Mix up or replace social media comments
- Replace influencer clue if marked
- Reset QR destination if needed

Phase C – Creation: The strategy that sets you free

- Wipe whiteboard / print new strategy template
- Clear the previous strategy from the whiteboard or remove sheets



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