



Escape the Feed: The Eco-Scroll Crisis

Scenario Description and Roadmap

Context of the story

Players are part of a digital content team trying to fix a broken eco-awareness app that's been corrupted by misinformation, clickbait, and unsustainable advertising. To restore the app's feed, they must progress through 5 phases, each with a mini-puzzle or logical challenge using printed cards.

Note: This ER was created using an AI, namely ChatGPT, to assist in the writing and creation process.

Global explanation

The game takes place in one room and is structured as a linear escape scenario with 5 major challenges (enigmas). Each challenge contributes to building a new communication strategy and social media presence. All materials are low-tech, using printed cards, a smartphone, and basic internet access.



Roadmap

Phase A – Briefing and introduction

- Players gather by a table or another seated option. The card decks are placed in front of them (turned so that no answers are revealed). Players are given a printed press release note (Annex 1) explaining the situation with the app and data that they need to analyse and recover.
- The trainer or Game master accompanies this introduction, outlines the rules, the objectives and the structure of the game and suggests that participants write down the result of each step (on a whiteboard or paper pages) to facilitate the final phase, as they will be necessary for later.

Resources: Press release (Annex 1), printed cards (Annexes 2 to 6), whiteboard or paper pages for notes

Phase B – Digital detox

The Game master picks up the first set of cards (Annex 2) and presents them to the players, with the bottom side hidden, only showing the side with the statements and illustrations. The 8 statements involve green actions and sustainable products.

Step B: Sort the posts

- Players have to identify which digital posts are reliable and which are greenwashed, but they cannot turn the cards over. Preferably, the Game Master should handle the cards to avoid revealing which ones are “FALSE”.



- After correctly sorting them, the Game master turns the selected cards over. If the division is correct, once sorted in the right order, it reveals a hidden code on the back of the credible cards: **ECO1**.

Resources: Printed green cards (Annex 2), whiteboard or paper pages for notes

Phase C – Password trash

The Game master hands players part of the second card set (Annex 3), which includes 9 cards showing account recovery questions and password examples, and one card with the hint and warning: “A strong password is like a strong climate policy - unpredictable, unique, and backed by good data.”

The Game master should keep the last “digital keycard” with a QR code and the code “GREEN” on the back, which should stay hidden.

Step C: Security first

- Players identify 3 recovery question cards and 6 password cards. Some of the passwords are obviously weak (predictable numbers, words or years), while others follow best practices (symbols, randomness, non-personal content).
- They need to identify a secure password and a smart recovery question.
- If they pick one of the strongest passwords (!r8V\$kP2#zm7 or dr!ft-b1cycle_s@lt#2025) and the most secure recovery question (the preschool teacher’s nickname), the Game master hands over the “digital keycard” to reveal the next code: **GREEN**.

Resources: Printed code cards (Annex 3), whiteboard or paper pages for notes



Phase D – Factstorm

Players are handed the third set of cards (Annex 4), which contains one card that reads “Misinformation spreads faster than facts.” and 6 quiz cards with eco-questions, each offering 3 potential answers. The correct answer on each card is backed by real-world data, while one option is clearly misinformation.

Step D: Where is the truth?

- Each card has a fact-based eco-question (related to decomposition time for plastic, water use in clothing, energy savings from appliances).
- Players must discuss, eliminate the misleading options and identify the correct answer for each card.
- Every correct answer is associated with a number or letter. When combined according to the number in the top corner, they form the third code: **2FACT3**.

Resources: Printed quiz cards (Annex 4), whiteboard or paper pages for notes

Phase E – Algorithm anomaly

Players are handed the fourth card set (Annex 5) which contains 10 content cards, which should be given in a random order, and a “Feed priority guide” card, which shows how different types of posts rank for ecological impact.

Step E: What is relevant?

- The cards include different types of posts: verified NGO posts, educational eco-tips, personal blogs, sponsored content and clickbait headlines.



- Players must use the priority guide to arrange the cards in an order that reflects sustainable, high-impact content first, focusing on verified NGO posts and educational tips.
- When the feed is correctly arranged, the top left corners of the selected cards reveal the final code: **FEED4**.

Resources: Printed feed cards (Annex 5), whiteboard or paper pages for notes

Phase F – Eco-code unlock

Players are handed the final card (Annex 6) which reads “REBOOT NOW” and has 4 lines that they can complete.

Step F: Combine the codes

- Players have to put the codes that they discovered in each of the previous phases in the correct order:
 - **ECO1**
 - **GREEN2**
 - **FACT3**
 - **FEED4.**
- Writing down the codes in the right order finishes the game.
- The Game master confirms that the system has now been successfully rebooted, restoring an authentic and sustainable app.

Resources: Printed special card (Annex 6)



Phase F – Debrief and reflection

The facilitator or Game master leads a discussion on what went well, what was challenging, lessons on cybersecurity, misinformation, and digital branding, real-world relevance of digital crisis response and how to improve communication and prevention in future.

Optional: Collect short written reflections or feedback.

Resources: Debrief notes form, whiteboard, reflection handout or survey.



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