



# The Ethical Finance Game

**An education for sustainable development resource about personal financial management**

**Exploring the social and environmental impact of personal banking, investments and businesses**

**Helping players make more responsible and ethical decisions when managing their money**

Ethica -The Ethical Finance Game is an educational board and role-play game. It lets players assume the roles of bank customers, investment bankers or co-operative business entrepreneurs with money to save, invest and loan.

It explores how well their ethical intentions stand up in the world of international finance. Players visit different banks where they can choose a share investment, cooperative investment or a savings account. Each investment gives the player either a positive or negative financial (Profit), social (People) and environmental (Planet) score. This score is partly dependent on news of the business investments, global economic news and partly based on chance. Needless to say that the most ethical family investor and bank investor win.

The focus on ethical finance education is particularly timely due to the financial banking crisis of 2008, which is still so much in the news, the increasing difficulty that students have in managing their personal finances and debts, as well as the growing range of financial products and services on offer to young people.

Ethica is designed for between 6 and 27 15+ year old students in schools, colleges and universities as well as youth groups. It is particularly relevant to business, finance and economics students but also for the more informal curriculum as part of financial literacy programmes and personal and social education.

There are simple versions of the game, as well as increasing complexities over the three rounds, or years.

There is a comprehensive Leaders Guide and an opportunity for educators to join the online social network (<http://ethica.grouply.com>) to find and contribute feedback and teaching ideas, further case studies, video links, teaching plans and follow-up.



## Investment News

### Biolunch

CANADA: The company has announced that it will now purchase from farmers and growers. Canada introduced Vegetarian Thursday where all restaurants have to offer a vegetarian menu. As a result, Biolunch sales have increased by 80% in the last year. It was voted green restaurant chain in this year's global awards.

## Global News

A new accident on an oil rig leads to a major environmental disaster. Governments have imposed a moratorium on offshore oil production until new protective measures are introduced. This immediately increases the price of oil by 30%. Indirectly it encourages the financing of renewable energy worldwide. The transport and non-sustainable sector is affected negatively.

**SECTOR CONCERNED:**  
Transport, energy

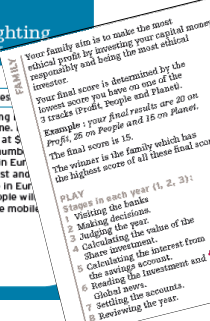
**IMPACT ON PROFIT:**  
Transport, energy -3 ethica  
Renewable energy +3 ethica

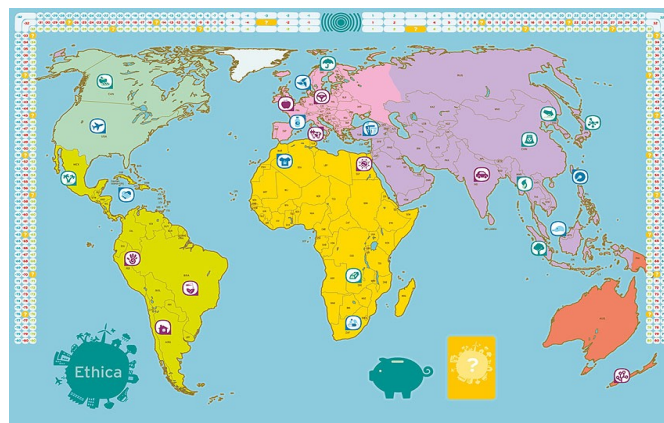
## Investment News

### Easyflying

UNITED STATES: Easyflying merges with a Chinese engineering company. They announce they will launch solar commercial planes by 2015. Boring chief engineer: «This is fake. It's just a marketing ploy.» Easyflying's shares also drop after publication of a report which shows how much low cost airlines contribute to global warming. Kerosene, as an aircraft fuel, as well as aircraft water vapour trails, are significant contributors to greenhouse gas emissions.

**SECTOR:** Transport





## Players will:

- Learn how personal savings and investments can affect other people, the planet and the global economy - both for better and for worse.
- Understand the pros and cons of different investments and savings, and their levels of financial, social and environmental risk.
- Be able to make more informed, ethical choices about how we can use and invest our money in a socially and environmentally responsible way.
- Understand how money can be a tool for both sustainable and unsustainable development in a range of businesses.
- Understand how banks can use and abuse the money that we invest in them.
- Understand how we can influence banks and businesses by choosing our bank or investing our money.

Ethica is a European project funded by EU Leonardo Transfer of Innovation, and based on the initial idea of Réseau Financement Alternatif. Susted has been further developing and testing this game since 2009 with partners in Belgium, France, Poland, Spain and Switzerland. The pack is available in English, Spanish, Catalan, French and Polish language versions.

Ethica is one of the few educational resources about ethical finance and has been awarded a Quality Mark by the Personal Finance Education Group.

The game will be available for sale at £22 (+ £9.50 p and p) by the end of October after it has been launch during National Ethical Investment Week and workshops have been run at several key conferences and events.

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Recommended teaching resource  
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