

# The NOVA POLIS game

A strategic simulation game for learning Corporate Sustainability



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# Game overview



## Purpose:

- Teach sustainability through decision-making
- Bridge theory and real-world business challenges



**Player Role:** CEO of textile manufacturing company

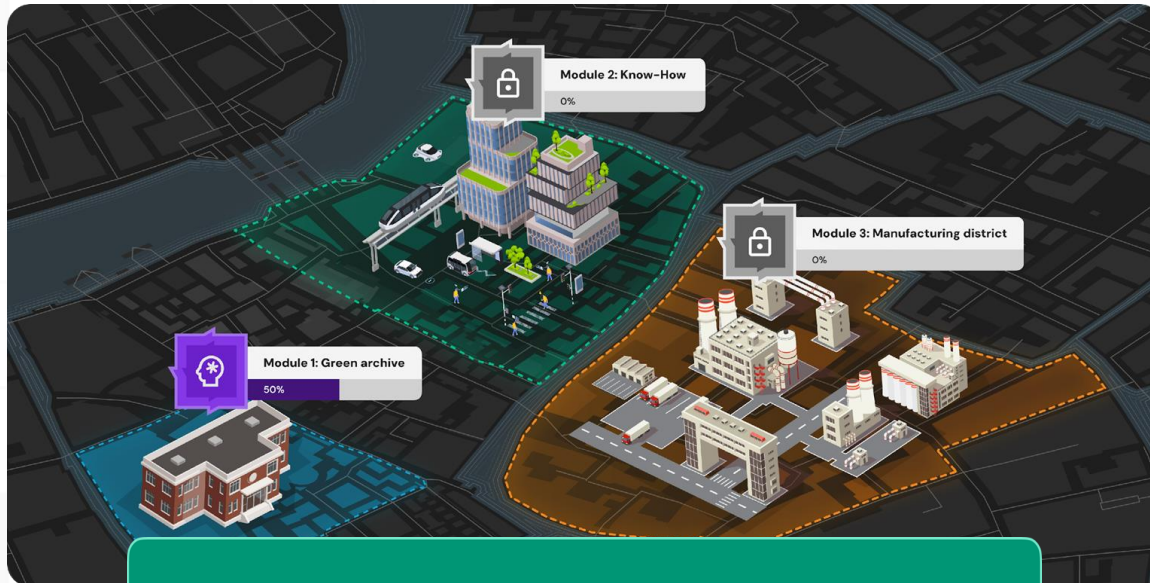


**Duration:** 7 turns (years)

## Goal:

- ✓ Transform a traditional company into a sustainable one
- ✓ Balance profitability and environmental impact

# Narrative setting



The world of Nova Polis

## Industrial district with :

- Fast production
- Cheap materials
- No traceability

## Mission:

Prove sustainability and profit can coexist

## Core Challenge:

“Efficiency has devoured sustainability”

# Learning objectives



## What players learn

- Sustainability requires long-term vision
- Trade-offs between short-term and long-term gains
- Systems thinking in business decisions

## Key insight:

- Green investments → short-term costs → long-term exponential returns

# Core game mechanics

## Structure

- 7 turns (years)
- €1.5M annual budget (non cumulative)

## Each turn:

- Choose Investments
- Observe results
- Decide what to do next

**Key Partners** 1 available

**Maintain Status Quo**

Continue with current suppliers without strategic modifications

**Suppliers Audit** Tier 1

In-depth analysis of supply chain to identify ESG risks and opportunities for improvement.

**Quick Win**

Auditing reduces supply-chain risk and prevents costly disruptions.

**Payback: 6 years**

**Operating Costs: -30.000€/Year**

**Net Benefit: +30.000€/Year**

**180.000€** +15 Sustainability +10 Reputation

**Unlock:** ESG Supplier Certification, Local sourcing

**Customer Segments** 1 available

**Maintain Status Quo**

Keep serving the same customer segments.

**Search for Green Segments** Tier 1

In-depth study of eco-conscious customers and early adopters of sustainability.

**180.000€** +16 Reputation +12 Innovation

**Unlock:** Sustainable B2B Programme, Community Eco-Warriors

**Victory condition:** achieve at least 3 out of 4 KPIs

# Key Performance Indicators (KPIs)

## Four Dimensions of Success



### Sustainability

Environmental impact & circularity



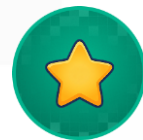
### Innovation

New technologies & business models



### Efficiency

Resource optimization & cost performance



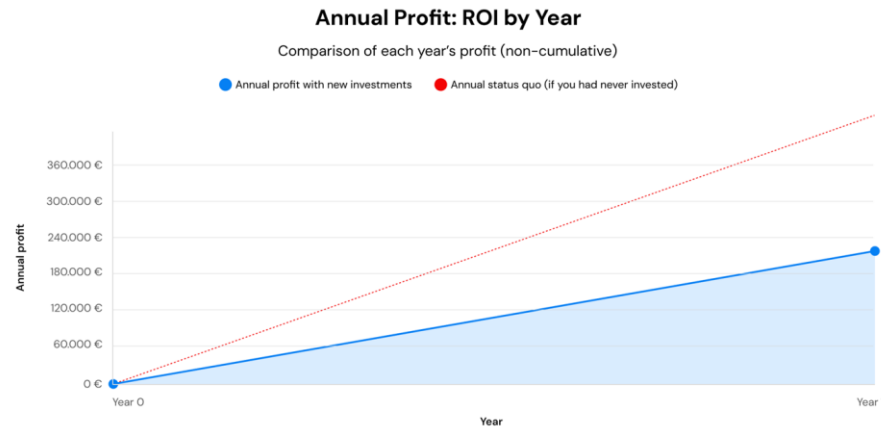
### Reputation

Brand perception & trust

# Strategic Decision System

## The Sustainability J-Curve

This chart shows the initial "Valley of Death" (where costs outweigh benefits) and the subsequent exponential growth compared to doing nothing (red line).



## Future Outlook

Looking ahead to the next 6 years, the roadmap to full transformation still requires significant effort. Priorities are: efficiency e sustainability.

## Key Principles:

- No skipping ahead
- Build capabilities step-by-step
- Long-term strategy matters

## Tech Tree & Business Model Canvas

- 9 investment areas (e.g. resources, activities, customers)
- 3-tier progression system

# Advanced game features

## Realistic Learning Mechanics



### Financial modelling

Cashflow, ROI, break-even



### J-Curve Effect

Initial losses → long-term gains



### Annual reports

Feedback on strategy and performance



### Ethical dilemmas

- No “right” answers
- Real-world complexity

# Educational Value & Impact



## *Why Nova Polis Works*

- Experiential learning (learning by doing)
- Safe environment for decision-making
- Encourages critical thinking

## **Skills Developed:**

- Strategic thinking
- Sustainability mindset
- Systems thinking

**Final message:** Sustainability is complex but achievable – with the right strategy

# Thank you and enjoy your game!

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