

# Guide for Prospective Facilitators

Thank you for your interest in becoming a facilitator of the 2030 SDGs Game.

This guide is a reference to help you understand what kinds of people are suited to becoming facilitators of the Game, and whether or not the Game will be an effective tool that is in alignment with your views. The guide will also deepen your understanding of the concepts and principles underlying the Game and how we came to adopt these ideas.

Please note that the guide is a nine-page document reflecting our core principles on which the game was designed. We believe it will be most helpful if you read the guide carefully rather than just scanning it, and closely examine whether you are a fit with the 2030 SDGs Game.

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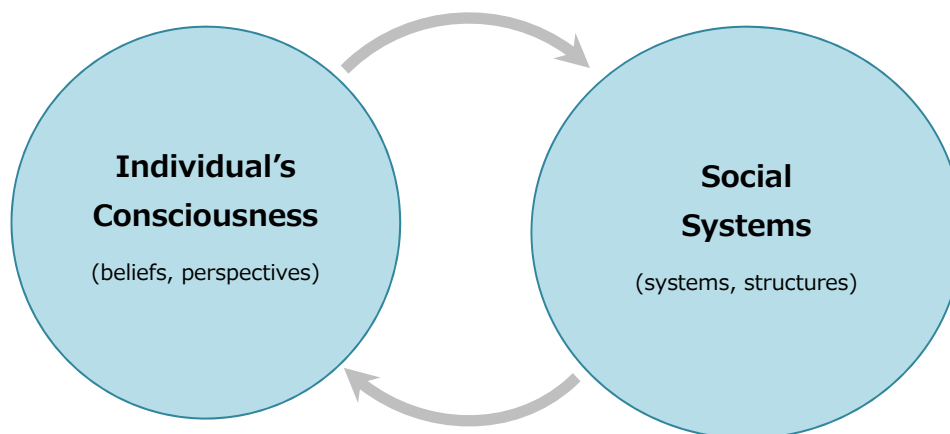
## 1. Imacollabo's Perspective

### 2030 Sustainable Development Goals: Transforming Our World

Our view is that the world's social systems are created and maintained through the consciousness of individuals, and that only the transformation of individual consciousness can bring about transformation of our social systems.

Transformation begins in our inner world and manifests as how we are being. Then change can appear in our outer world through what we are doing and how we do it. As individual consciousness transforms, we become catalysts for the inner shifts in our beliefs, perspectives and paradigms that naturally foster change in our outer world, and in its systems and structures.

In other words, without transformation of individual consciousness, the transformation of our social systems cannot occur.



**Becoming conscious**

#### **SYSTEMS**

Our shared world functions through its social systems, institutions, customs and cultures. These systems exist on many levels, including the level of countries as well as their components, such as governments, businesses, schools, and communities. All of these represent the external creations (outer world doing) that is the collective creation of individuals.

#### **INDIVIDUALS**

Meanwhile, individual consciousness includes our personal paradigms, perspectives, values, beliefs, and principles. This inner framework is where our thoughts originate, and is the starting point for our choices and actions. So the results of these individual choices and actions, uniting in collective action, create our social systems.

If we understand that transforming our own individual consciousness and our ways of being is the most effective way to transform our social institutions, where do we start?

First, it is vital to become aware of what state of consciousness is driving our actions and choices. If I say, "I'm going to fight for peace!", who am I being in that moment? Or when we tell ourselves, "No matter what anyone says, I am right" (which is quite common), could we become aware that we are being defensive and narrow, rather than being open and curious to learn about a different perspective?

We at Imacollabo trust that the awareness that arises from this sort of inner exploration enables us to discover new possibilities and new ways of being together, and thus the freedom to create new social structures.

Our name, **Imacollabo**, is derived from the combination of four concepts: two are Japanese words and two are English.

- "**Ima**" is Japanese for "now", (as in not someday),
- "**coco**" means "here" or "myself", (not somewhere or someone else),
- "**labo**" is from "laboratory", reflecting our intention to learn from experimenting and calibrating rather than waiting for perfection,
- "**collabo**" from "collaboration", indicating how much we value working together.

The spirit of Imacollabo expresses our hope of bringing forth new worlds together with fellow co-creators, sensing the full range of possibilities without getting too serious, and in every moment becoming more aware of the deep consciousness that guides our actions.

We at Imacollabo have consistently taken action based on these ideas, and they represent the design inspiration for our 2030 SDGs Game.

## 2. What is the 2030 SDGs Game?

The 2030 SDGs Game **helps us recognize the social systems and behavioral patterns we participate in today - the worldviews each of us holds**. It also helps us become aware of possible actions and worlds that we have not yet created. The diversity of worlds that appear in each game simulation of our real world reflects the unique consciousness and action choices of the participant players.

The game design offers us an experience of the unlimited possibilities of what could happen, and enables players to reflect on our individual and collective "ways of being" in the world. Without resorting to difficult concepts, players get an intuitive sense of how we are all connected through our social systems, and how we all collectively create the world we share.

### 3. Intentions incorporated in the development of the 2030 SDGs Game

We have carefully woven two key intentions into this game from its inception.

**(1) To simulate the real world.**

**(2) To help players feel the reality and severity of our current situation, and at the same time all of the possibilities present in it.**

Another way to say **(1)** is that **this game is designed to be played free of any agenda, and not for teaching the “right way” of being for the world.** Players neither enjoy nor learn from games that covertly or overtly impose outcomes that the creators consider correct. This game was designed so that anything is possible; from the worst scenarios to the best that could happen in the real world. This extremely important aspect helps people remain curious while experiencing and learning. And particularly with adults, it has been shown that feeding participants the right answers is ineffective, while inviting freedom of action and then reflecting back on what transpired is most effective.

**Intention (2) is crucial for encouraging innovation.**

Many teaching curriculums and movies calling for transformation actually kill the creative impulse by focusing too much on how dire the global situation has become. We believe that we will not transform this vast and diverse world in any effective way simply by instilling guilt or a sense of crisis. So our game design **leaves players with a positive feeling that “they can have impact and change the world”.**

These two crucial elements combined are responsible for the game’s growing popularity and rapid spread throughout Japan and around the world.

We invite every experienced facilitator, corporate trainer, educator, teacher and activist who wants to facilitate the 2030 SDGs Game to reflect on the distinction between facilitating an experience with specific learning outcomes and facilitating an open discovery process like the 2030 SDGs Game.

### 4. Pricing system

There are basically two kinds of costs you will incur to be able to use the 2030 SDGs Game. All costs are before tax.

#### 1) Cost of becoming a facilitator

After you take the 3-day facilitator training course and pass the assessment, you will be certified to use the card kits as a facilitator. The cost for the training and obtaining this certification is 250,000 yen, approximately US \$2,500, for three days (includes one card kit).

## 2) Cost for using the card kits

The cost for using the card kits depends on which of the following four cases applies.

### A. When proceeds from the game are US\$500 or more

The fee for using the card kits is 20% of the proceeds from the game event.

Examples of this case include holding events and workshops using the 2030 SDGs Game and selling training services using the 2030 SDGs Game to outside customers.

### B. Use inside facilitator's own organization, no proceeds are generated.

The fee for using the card kits is US\$800 per instance in the case of for-profit corporations and US\$400 per instance in the case of other corporations and government agencies.

Examples of this case include internal use as part of employee/staff training and internal use for events or marketing.

### C. When sales proceeds are less than US\$500

No fee for using card kits is charged. This is applicable to the same uses as A with sales proceeds less than US\$500.

### D. Use for public education

No fee for using card kits is charged.

This is applicable to use in classes in primary schools, middle schools, high schools, or universities.

## 5. How the pricing system was decided

As the 2030 SDGs Game is based on the SDGs, whose aim is to transform the world, **we have set a price system that is not bound by conventional financial common sense alone.**

Specifically, our approach is **“to make full use of the power of money. For those who have money, we charge a substantial fee. At the same time, it is also our policy to turn no one away from experiencing the game due to lack of funds.”**

Though it may take some time, we believe you can imagine this more clearly if we offer some background:

The 2030 SDGs Game has been highly regarded since it was first developed, and people have constantly asked if they could buy card kits. Considering the intent of the themes handled in the game, we thought it important to have as many people as possible experience the game and deepen their understanding of the SDGs, so we very seriously

examined the possibility of providing this game free of charge by means of crowdfunding. However, we concluded that providing the game for free would **not** result in many people experiencing the game and deepening their understanding of the SDGs. We share the details of these considerations in our facilitator trainings. Very simply, we found it inadvisable to provide the game for free for the following reasons:

- People tend to easily discard what they have received without effort.
- In terms of professional development, offering services or products free of charge will not help those who provide the game as part of their professional services.
- People who attend poorly facilitated events have no opportunity to deepen their understanding.
- The more poorly facilitated game events there are, the fewer people there will be who want to play the game.

The current price system, on the contrary, aims to achieve these results:

- Professionals can consistently facilitate high quality events.
- Only people who are highly committed and motivated can become facilitators.
- People who attend well-facilitated events will deepen their understanding.
- Because the games earn a reputation for being well-facilitated, high-quality events, more and more participants will come.

This is why the facilitator training is designed for people who have the commitment to pay well for their training—in other words, professionals who expect to earn a return on their substantial investment. In addition, the act of paying a substantial sum in and of itself enhances the power of commitment.

This is what we mean when we say that our policy to “make full use of the power of money”.

On the other hand, our policy to “turn no one away from experiencing the game due to lack of funds” is reflected in “C. When sales proceeds are less than US\$500: No fee for using card kits is charged”.

This policy makes it possible to hold free events, and helps motivate individual facilitators to organize events on a grassroots level.

At the beginning of this section, we stated that “we have set a price system that is not bound by conventional financial common sense alone”. In particular, issues around money and the economy are always accompanied by our own “unexamined beliefs”. These are themes with many potential discoveries that will help us in creating a new world, so we have made time to explore these issues together in the facilitator training.

The fees received from the facilitators when they hold events using our card kits (see 3. 2) are to be pooled as “Transformative Project Funding”. Our certified facilitators will discuss and decide how to use the funds.

## 6. Who is best suited to become a facilitator of the 2030 SDGs Game?

If you resonate with and **understand from your own experience** what is written so far in this document, you are probably well-suited to become a facilitator of the 2030 SDGs Game. On the other hand, if any of the following categories describe you, you may need to give this decision careful consideration.

- You want to use the game to convince apathetic people that they should commit to creating a better world.
- You want others to listen to your views or your knowledge, but can't get people to listen to you, so you see the game as a way to get people to pay attention to your ideas.
- You want to be a facilitator simply because it is cheaper than bringing in outside facilitators.
- You want to be a facilitator because someone told you to, rather than because you decided to do so yourself.
- You are not actually very familiar with or interested in the SDGs.
- You are not good at using computers.

**The 2030 SDGs Game is not a tool for persuading people with different views from yours.**

**In our experience, it is unlikely that people with a low level of interest or commitment can facilitate effective game workshops.**

Also, you will need to use projectors for the PowerPoint files at the events, and certified facilitators communicate with each other mainly on the internet. Thus, it will be difficult if you are not proficient with computers.

Rather than becoming a facilitator, you can still invite certified facilitators to hold the game at events you organize and host, so please consider other possibilities as well.

## 7. Outline of 2030 SDGs Game Facilitator Training Course

The duration of the course is three days from 09:30 till 18:30 (Day 1 starts at 10:00).

### Pre training reading

Participants will be provided with some reading materials regarding the 2030 SDGs Game, leadership, the SDGs, and 'SDGs and business'.

### Previous night game event

Participants are required to attend the game event on the evening before the first day of training. The experience will be referred to and discussed during the training.

Day 1	
<b>Morning:</b> <ul style="list-style-type: none"> <li>● Exercise to connect deeply with each other as a community</li> </ul>	<b>Afternoon:</b> <ul style="list-style-type: none"> <li>● Concepts behind the development of the 2030 SDGs Game</li> <li>● How best to explain and frame the game in actual game events</li> <li>● Learn to handle the cards</li> </ul>
<b>Homework:</b> Prepare for first presentation	
Day 2	
<b>Morning:</b> <ul style="list-style-type: none"> <li>● Trial run for presentation + feedback</li> </ul>	<b>Afternoon:</b> <ul style="list-style-type: none"> <li>● Q&amp;A for Game Presentation</li> <li>● How to facilitate Post-Game Reflection</li> <li>● Post-Reflection Presentations: Connected World, Business Cases</li> <li>● SDGs: more detail</li> </ul>
<b>Homework:</b> Prepare for Assessment	
Day 3	
<b>Morning:</b> <ul style="list-style-type: none"> <li>● Individual Assessments</li> </ul>	<b>Afternoon:</b> <ul style="list-style-type: none"> <li>● Assessment Results Announced</li> <li>● Community and license fee,</li> <li>● Facilitator Presence</li> </ul>



**NOTE:** You will need to prepare for the practical examination in the evenings of Day 1 and Day 2, so please do not schedule other engagements during training days if at all possible. Also, arriving late or leaving early will not be allowed because of the large volume of material to learn and to ensure mutual learning in the group as a whole.

### **Post training excursion (optional)**

We will arrange an excursion the day after the training to build and deepen community spirit. (For example, visiting temples in Kamakura after Tokyo training.)

## **8. Afterword**

Thank you for reading this long document.

As stated in the beginning, the 2030 SDGs Game is a game that helps us recognize the social systems and behavioral patterns that we have created today - the worldview each of us holds. This is a game that increases our awareness of the world we live in and how we are being in the world.

Becoming a facilitator means that you will continue to be aware of your own worldview and your own behavioral patterns.

We look forward to collaborating with those who feel a resonance with what is written in this document. We hope that you will participate in our training.