



# 2022 Esade Sustainability Simulation Challenge

Decision-makers needed  
**Are you in?**





## Introduction

The 2022 Esade Sustainability Simulation Challenge has been created by Esade together with La Fageda and CompanyGame. It is a business simulator that allows students and Esade Alumni to promote the Sustainable Development Goals set for the international business community by the UN, while exploring their implications for decision-making.

The simulator is inspired by the work of the foundation La Fageda, which has been active in sustainable development in the dairy industry for many years. It is open to all students on programmes for a degree or double degree, science and law master's, and MBA programmes in all formats at the Business and Law Schools, as well as Executive MBAs and master's students in the Executive Education Unit in the 2021-2022 academic year.

The challenge is also open for the Esade alumni members of the Alumni Community. The participation of Esade Alumni will enrich the experience and help create more diverse and multidisciplinary teams, allowing the exchange of knowledge and learning between students and alumni.

Esade students that participated in the 2021 Esade Sustainability Simulation Challenge will not be able to participate again in this new edition.

## The challenge has two phases:

**1 Qualification phase**  
Groups of 5 to 7 teams compete against each other

**2 Final phase**  
The winning teams advance to the final.

## Registration

The registration period is from:

**February 14<sup>th</sup> to March 13<sup>th</sup> 2022**

### Relevant

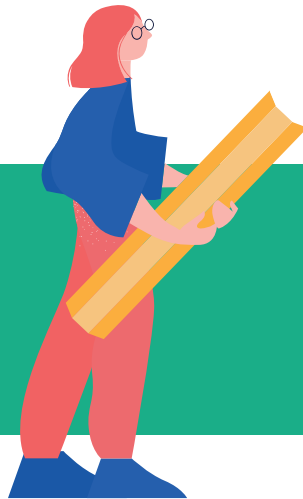
Please note that participating in the Challenge will represent a dedication of 4 to 5 hours per week.

Participants can register by following the instructions on the challenge website and providing the following data:

- Name and surname
- Gender
- Esade email address
- Nationality
- Age
- Study programme

- Level of knowledge of the SDGs  
(on a scale of 1 to 7, with 7 being highest).

- Area of interest in organisations  
**Member of Esade Alumni Community\***  
(Only available to Alumni members of the Esade Alumni community)



**BOOK YOUR PLACE →**

By registering for the challenge, Esade students will be bound by the 'Student Obligations & Responsibilities Form' that they signed for each of their programmes – as this agreement also applies to this experience. Alumni will also be required to sign a data protection agreement. Information on data protection will be provided during registration.



**Registration is individual. The challenge organisers will configure balanced, multidisciplinary teams that will create an enriching experience for everyone.**

At the beginning of the challenge, participants will be told to which team they are assigned. Changes won't be allowed once teams are configured by organisers.

## Communication and Participation

Communication for all participants will be through the challenge Moodle page.

**Participants will use their personal Esade and Esade Alumni access codes** to carry out all activities.



## Planned Activities

All challenge activities will be online, except for meetings that teams may choose to arrange.

**The Challenge will take place as follows:**

**Weeks 1** / Study the case and organise teams.

**Weeks 2, 3 & 4** / Complete the first two decision rounds.

**Weeks 5** / Training activity to reinforce knowledge about SDGs.

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**weeks**

**Weeks 6, 7 & 8** / Complete the next two decision rounds.

**Week 9** / Communication of results and generation of lessons learnt.

The final phase will be held in May and June and will last approximately four weeks, during which three rounds of decisions will be made.

## Planned Schedule

### Qualifying Round

The challenge will run from March to June 2022. Participants will make four rounds of team decisions, according to the following schedule:

**Access to the simulator:**

**21<sup>st</sup> March 2022**

Between decisions there will be minimum 1 week

Round	Decisions to be made by:
1 <sup>st</sup> round	3 <sup>rd</sup> April before 20:00
2 <sup>nd</sup> round	12 <sup>th</sup> April before 20:00
3 <sup>rd</sup> round	30 <sup>th</sup> April before 20:00
4 <sup>th</sup> round	8 <sup>th</sup> May before 20:00

Dates and times are provisional. This information will be definitively communicated on the Challenge website and directly to all the teams before the start.

### Final Phase

The final phase runs from  
**16<sup>th</sup> May to 17<sup>th</sup> June 2022**

Round	Decisions to be made by:
1 <sup>st</sup> round	29 <sup>th</sup> May before 20:00
2 <sup>nd</sup> round	5 <sup>th</sup> June before 20:00
3 <sup>rd</sup> round	17 <sup>th</sup> June before 20:00

The organising committee reserves the right to resolve any issue not foreseen in these rules. The committee members are: dean of the Esade Business School; project coordinator; and the managing director of Innova Management.

## How is the Ranking Decided?

### Rankings will be generated from the company value parameter.

The simulator has an indicator (company value) that reflects the results of each company. Based on the decisions made, company values will increase or decrease.

This indication will be announced 18 hours after each period has been processed – and can then be viewed at any time by entering a personal username and password.

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## Awards

**All participants receive a diploma as an honorary award for their participation.**

A special mention will be added for participants in the winning team.

**Esade will award €2,500 to the challenge's partner organisation, La Fageda Foundation, in the name of the winning team.**



The winning team will also present an investment recommendation to La Fageda based on one or several SDGs.

This recommendation will not be binding for the foundation, whose board of trustees may freely dispose of the sum donated.

In addition, Esade Alumni commits to finance a communication campaign valued at €2,500, to give visibility to the Challenge and the winning team through its own communication channels (newsletter, website blog, social networks, among others...), impacting in the entire Esade alumni community.

## Grounds for Disqualification

- Falsification of participant data (name, age, or any other item) that prevents correct identification.
- Misuse of the platform in a manner contrary to the principles of loyalty, good faith, fair play, and confidentiality; or use of the platform in a way that breaks the challenge rules or conflicts with its purpose.
- Failure to respect deadlines.
- Each team decides their dynamic, but if a team does not take a decision in the given time period it gets disqualified.
- Participation by a student in more than one team.
- Involvement of a lecturer or external consultant in team decisions.

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## Communication

The official website of the challenge, and where all monitoring and any information or notes will be made available, is the challenge Moodle page, the address for which will be communicated when the groups are formed.

If participants have questions or technical problems with the simulator, please contact:  
[soporte@companygame.com](mailto:soporte@companygame.com)



Further information can also be obtained from the project coordinator:  
[josepluis.cano@esade.edu](mailto:josepluis.cano@esade.edu)

