



## Becoming a green business

Getting workforces to change their everyday decision-making and setting the tone for peer accountability is key to achieving sustainability commitments.

### Is your organization ready?

#### WHAT IT IS

ROCKET Go Green is an **experiential business simulation game** that addresses environmental needs within organizations to connect everyday decision-making with the sustainability of both your organization and the planet.

Played virtually or in a classroom, participants learn and improve business skills by **running a virtual business in a realistic and interactive platform**. The game presents real-world business scenarios to accelerate resilience and develop problem-solving abilities.

Teams will need to **optimize a simulated business that is wasteful and has a negative CO2 impact to become a green business**; all whilst staying in business and profit.

#### HOW IT WORKS

ROCKET Go Green **generates ideas that stick**. The platform uses simulation technology, behavioral dynamics, and experiential learning techniques to train users and change mind-sets.

#### Experience is a source of learning.

Experiential learning has been proven to improve thinking skills and creating deep and lasting connections.

“ For the things we have to learn before we can do them, we learn by doing them ”  
Aristotle

## BENEFITS



#### SUSTAINABILITY

Protecting the environment and the health of local communities.



#### INVESTMENT

Attracting green investment and funding options.



#### REPUTATION

Improving the reputation of a brand by aligning with consumer values.



#### PROFITABILITY

Saving on operational costs and mitigating against future energy use, leading to a higher ROI.



#### RESILIENCE

Strengthening business resilience and avoiding green penalties with sustainable practices.

