



solutions

READ ONLY WHEN YOU ARE STUCK!

get in your instagram account

- Start with the card 00. Then, open 02.
- Then, reveal 03 and 27.
- Combine 03 and 27 to go to 30.

publish your unboxing video

- Look at 30 to reveal 19, 41, 79 and 53.
- Look at 19 to reveal 05, 25 and 85. Hidden 21.
- Look at 41 to reveal 16, 12, 01 and 44. Hidden 50.
- Look at 53 to reveal 28.
- 21 opens 22 which opens 23.

to find the

- Look at 25 and 44. The #girlpower on 50 leads you to 69. Reveal 38.
- Look at 85 and 79. The #greentech on 50 leads you to 90. Reveal 09 and 07. 09 reveals 48.
- Look at 05 and 16. The #carbonneutral on 50 leads you to 72. Reveal 14, 11, 31.

to solve the posts

- Combine 28 and 07 to go to 35. Combine 35 and 23 and get the number 58 / error!
- Combine 12 and 48 to go to 60. Combine 60 and 23 to reveal 83.
- Combine 14 and 31 to reveal 45. Combine 45 and 22 to reveal 67.
- Combine 38 and 11 to reveal 49. Combine 49 and 21 to reveal 70.

The last code $7+6+4=17$
 $17+01=18$ --> unlock your account and find 99

UNBOX is a game based on cards. The cards will be revealed one after the other, so it is important you respect the structure. To help you understand how this works, there is a tutorial version.

start with the tutorial

- Start by looking at the card 21 "Article" and reveal the card 00.
- Set a timer of 9 minutes.
- Follow the instructions.

UNBOX

You are now ready to play UNBOX.

- Reveal the card 00.
- Set a timer of 45 minutes.
- Follow the instructions.
- Have fun and learn!

respect the order the of the cards

For your own fun, it is required that you follow the right order, otherwise it will be confusing and less fun to play.

you don't need a phone

UNBOX is designed to be analogue, meaning you don't need the internet.

there is a solution card in case you are stuck

Welcome to UNBOX - a pedagogical escape game with cards about the global value chains, developed by NOAH - Friends of the Earth Denmark.

Before the game starts:

- Print all the document on both sides.
- Cut and fold the box.
- Cut the cards and put them face down in three piles.
 - The six first cards on this page with rules, help and solutions in one pile.
 - A tutorial to understand how to play in a second pile.
 - The UNBOX game in a third pile.

when you are ready, take the card called "Player's guide".


contact



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UNBOX is based on the structure of the UNLOCK escape games, adapted by Guillaume Berthelot for his students under the game U.N.F.A.K.E - Mission Climat (license : [CC BY-NC-ND](#)).

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disclaimer

The UNBOX game is fictional, but all the information are based on true stories and realities of the globalized world.

UNBOX is a term which refers to an online phenomenon, where people unbox packages in front of their camera and comment on the product they received.

Parcels end up eligible for resale when lost or unclaimed, or if the address is illegible, incorrect or missing. These packages used to be destroyed because it was too expensive to mail them back to the sender, but now they are sold - by weight - by delivery companies, who thereby avoid the cost of storage and eventual incineration.

In this game, the participants are invited to reflect on the different parts of the global value chains, such as where the raw materials are from, how they are processed and manufactured, and how they are thrown away.

help

symbols



Combine the cards containing these symbols, they fit together. You have to sum their numbers and see if it corresponds to one of the other cards in the deck.



This means you can reveal the cards with this number.



This means there is a hidden number. Find it to reveal the card.



This is a special symbol. There is a red card containing three solutions to move on.



00

tutorial

2. then, start here.



03

tutorial



06

tutorial



09

tutorial



11

tutorial



20

tutorial



21

tutorial

1. read this article.



24

tutorial



26

tutorial

06

T-shirt tag

?



TUTO: The symbol (?) in the top right corner indicates that there is a hidden number in the illustration. Find it and reveal the card with that hidden number.

03

sweatshops

discard 06 20 26



average wage per hour: €6

TUTO: Well done! Remember the symbols on the top, and try to look around to find the fitting part.

00

A container



Each year many containers fall from the cargo ships and end up on beaches.

TUTO: The numbers on the card indicate which card you can take in the deck.

20

inside the box

discard 00 09 11



TUTO: Congratulations! The container is now open. Reveal the cards with the numbers shown on this card. Discard the cards indicated on the top.

11

A key on the beach



TUTO: The key opens the lock. You can combine the cards □ & □ and reveal the card with a number which is the sum of the two cards combined.

09

A locked container



TUTO: The container is closed with a lock. What about trying to open it?

There are clues on another card to help you open the container.

26

Rihanna's Instagram



Dior will give a certain percentage of the T-shirt profit to Rihanna's charity Clara Lionel Foundation, which funds education, health and emergency response programs across the world.

24

Analysis

discard 03 21

Dior wants to empower women and girls by saying we should all be feminist. The T-shirt costs \$710 - more than some smartphones - and a part of the profit will be given to Rihanna's foundation, but we don't know how much. At the same time, the female employees of the Dior's sweatshops are poorly paid and will never be able to buy the T-shirts they produce. Using the wording "we should all" when only rich people can afford the T-shirt, and not paying properly their workers, do you think it is fair?

YES / NO

TUTO: Congratulations, you are at the last step of the tutorial. You are now ready to play UNBOX!

21

Article

Clean_clothes_campaign



Is Dior a feminist brand?
#Weshouldallbefeminist the quote from the feminist writer Chimamanda Ngozi Adichie is now on the Dior's new T-shirt collection. It will cost \$710. After many scandals in the fashion industry, such as the use of traditional patterns from Indigenous people or the collection "homeless", the famous brand decided to change their image and show how they can empower women. Dior mentioned that the clothes will be produced sustainably in Europe, and respect all the workers. The brand aims to be fair, green and feminist.

TUTO: The goal of the game is to answer the question in the title by following the container's route.

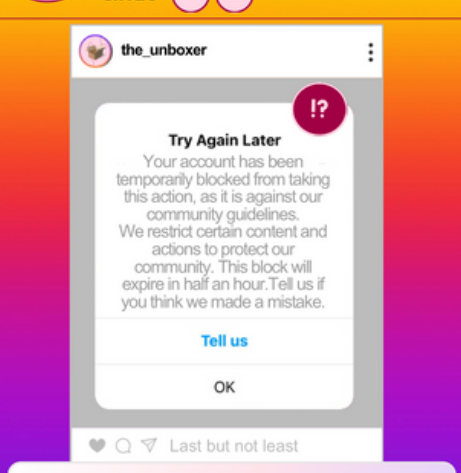


02 get ready! ?



You are about to post your video.

01 your video is blocked



Your video has been reported to Instagram and is blocked from the platform.

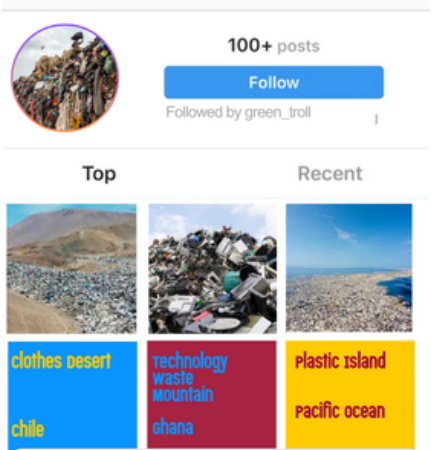
00 UNBOX



You are the_unboxer, a trendy and hype influencer, followed by a huge community from all over the world. Companies often ask you to market their products through your account to increase their sales among youth. This is a nice way to earn money and discuss it with your community. This time, Amazon is asking you to make an *unboxing video of unclaimed parcels*, as a way to become greener and deal with waste. The environment matters to you and you want to set a good example. But when you start publishing the content, you get reactions from your followers, which can compromise your career. You will get deep in Instagram's world to understand what is going on.

open the card 02 and set a timer for 45 minutes. good luck !

07 A hashtag



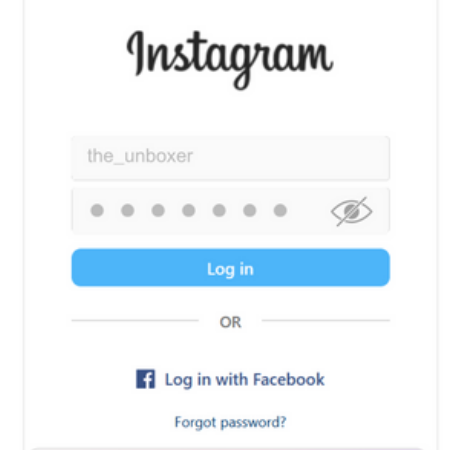
The waste is displaced in different parts of the globe.

05 unboxing video #



In the mysterious box there is a lipstick.

03 Password



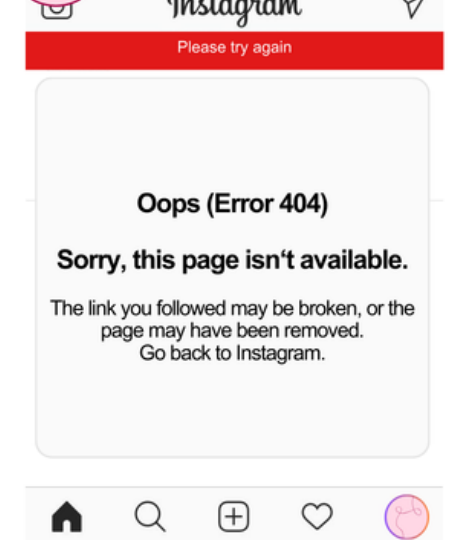
Your password has been saved.

11 A post

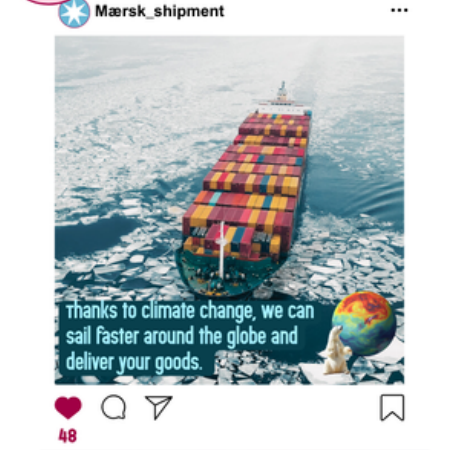


The new trade agreement will enable companies to produce cheaper goods, by not paying the workers nor protecting the environment.

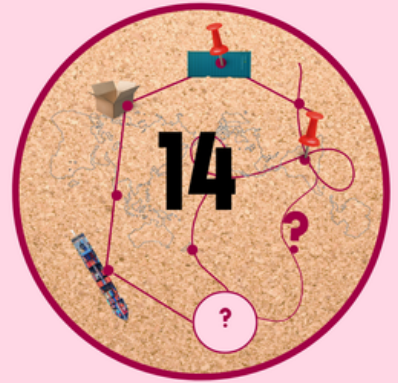
10 ERROR !



09 A post ?



The shipping company is happy to say that because of climate change, they will be able to sail goods faster, through the Arctic which is melting.



14

A carousel



A post about pesticides to help trees grow, from a famous pharmaceutical industry.

13

The End

you decide to keep your video as it is but you now know the consequences of the global value chains on people and on the environment.

some reflections to go forth:

- What have you learned during the game?
- Look at your clothes, your phone or other products you consume. Do you know where they are from? And who produced them?
- What could we do collectively to build fairer global value chains?
- Do you know any alternatives to the global value chains, existing in your local area or in your country?
- Reflect on the 6R's method: rethink, refuse, reduce, reuse, repair and recycle before you buy something new.
- Remember it is possible to resist marketing strategies by reclaiming your needs.

thank you for playing the UNBOX game.

12

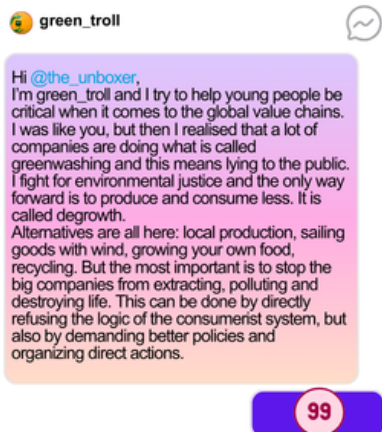
A post



Tin that is in the electronics is coming from mines. Blasting to extract minerals destroys and pollutes the environment and livelihood of local people.

18

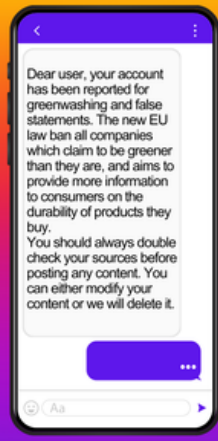
Direct Messages



You've got a message from green_troll.

17

Direct Messages



In your direct messages, the platform is notifying you why your video has been blocked.

16

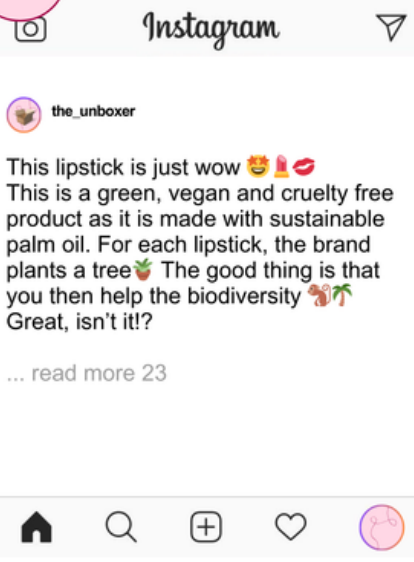
A post



A follower refers to this post.

22

video description 2/3



... read more 23

21

video description 1/3



... read more 22

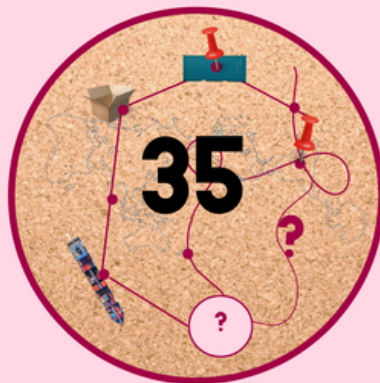
19

unboxing video



I am so excited to share this video with you! This unboxing is amazing! Read more content...21

You're posting your video.



26 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed. Go back to Instagram.

25 unboxing video #

the_unboxer

In the mysterious box there are clothes.

23 video description 3/3

Instagram

the_unboxer

The phone is amazing OMG 📱👍👍
I didn't need a new one but now that I have it, I won't say no 😊 the design is more sustainable and the battery 🔋 should last longer, thus saving energy and the climate 🌞🌱

30 your profile

discard 00 02 03 27

You're preparing your followers for the live video that you're about to stream.

28 A post

discard 53

zero_waster

Millions of products end up as waste, because they are designed to break quickly and are produced cheaply. This is called planned obsolescence.

27 Log in

Instagram

Phone number, username, or email

Password

Log in

OR

Log in with Facebook

Forgot password?

You need to log into your account.

38 A video

Clean_clothes_campaign

A video from an organization employing workers from manufactures, who are not paid properly.

35 A comment

discard 07 28

Comments

love_bombing

@the_unboxer it is super cool that you can help Amazon to promote some solutions about unclaimed parcels. There is so much waste, it is really nice to fight #overproduction with the unboxing videos. It is good for the climate and for the consumers <3

Add a comment as the_unboxer

You've been tagged in a comment.

31 A carousel

Friends_of_the_Earth

The rainforest is cleared to make space for the big monoculture fields and it kills the biodiversity.

42 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed.
Go back to Instagram.

41 comments

Instagram

Liked by galinaskaya and others

#Unboxing #Unclaimedparcels #Amazon #Surprise #50

emwe • Looove this lipstick. It's so beautiful - and good for animals. I saw the brand's post. **16**

wind_roses It is nice for women and the planet **44**

I don't think it is sustainable **12**

Green_troll I report your video **01**

You get likes and comments from your followers.

40 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed.
Go back to Instagram.

45 A comment

discard **14** **31** **72**

Comments

_wokism_or_not

@the_unboxer
Don't you think it is paradoxical to plant trees for each lipstick, when we could avoid producing so many of them and deforesting certain areas? A lot of people lose access to their livelihoods and there is a lot of wildlife which dies. #sacrificezones

You've been tagged in a comment.

44 A post

green_pink_jeans

save the planet, empower women buy organic cotton!

#NOPFAS #girlpower

A follower refers to this post.

43 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

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Go back to Instagram.

50 hashtags list

discard **41** **30**

- #Greenlife EN/55→
- #Sustainability NA/68→
- #Greentech NT/90→
- #Madein MA/66→
- #Fairtrade TR/43→
- #Womempowerment EM/39→
- #Girlpower LP/69→
- #Happyplanet GI/54→
- #Natureforever EF/26→
- #Carbonoffsetting OF/15→
- #Carbonneutral NN/72→
- #Climatefriendly ND/40→

Discard when you have used 3#.

49 A comment

discard **11** **38** **69**

Comments

_matriochka18

@the_unboxer
I think it is problematic to say that it is great to have cheap goods. They are often made by underpaid people in bad working conditions. #globalinequalities

You've been tagged in a comment.

48 A post

discard **09**

The_energy_lobbies_official

HOW does the future look like?
MORE technology.
MORE energy.

#netzero #fossilfuelsfuture

A future based on more technology will require more energy than wind and sun can produce. Can energy produced from mining or burning forests or polluting with nuclear waste be green?



55 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed. Go back to Instagram.

53 A story

18:38

world on fire

POV: when you understand planned obsolescence

28

A reel in your feed, about a method used by big companies to create cheap quality goods.

52 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed. Go back to Instagram.

66 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed. Go back to Instagram.

60 A comment

discard 09 12 48 90

Comments

_theActivist

@the_unboxer
Do you know that the green energy is coming from raw materials extracted from the mines? The green tech is an illusion. It would be better to keep your old ones longer and consume less. #extractivism

You've been tagged in a comment.

58 greenwashing !

discard 35

Penalty : 2 minutes.

This is a case of greenwashing. Overproduction will never be good for the climate. It might seem fun to unbox surprises, but the production system behind it is very dirty. It would be a better idea to tackle the roots of the problems, instead of marketing it as green. Try again.

69 Hashtag

discard 44 25

#girlpower

100+ posts

Follow

Followed by your friend

Top Recent

38

The #girlpower page, referring to many different posts.

68 ERROR !

Instagram

Please try again

Oops (Error 404)

Sorry, this page isn't available.

The link you followed may be broken, or the page may have been removed. Go back to Instagram.

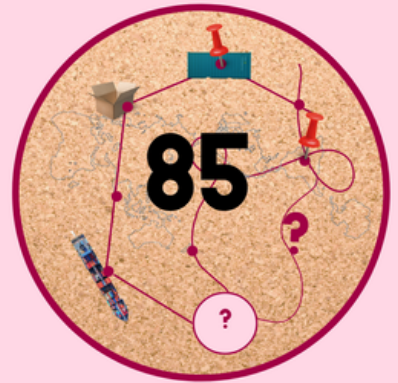
67 Analysis

discard 22 45

A lot of products today are made with raw materials that are transformed and manufactured and then sold with a lot of advertisement. Actually, most of the products are sold because big companies create "needs" among their customers. They tell them that buying their product, such as this lipstick, will help the climate by planting trees. But would you have needed the lipstick? Could we have avoided the deforestation in the first place?

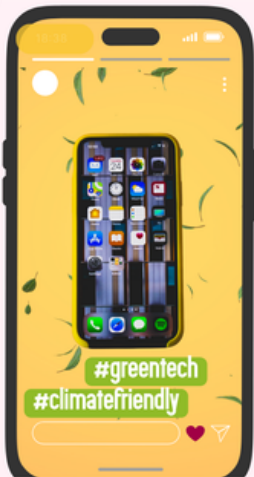
will you say in your next video that planting trees while not changing the modes of production is green?

+03 Yes / NO +06



79

Ads

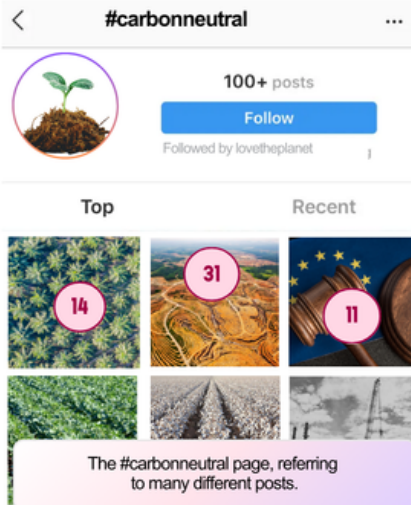


An advertisement video.

72

Hashtag

discard 05 16



The #carbonneutral page, referring to many different posts.

70

Analysis

discard 21 49

To produce cheap goods, the companies - with the help of EU trade agreements - are moving their factories to countries where they don't have to pay the workers with good wages, and where the laws are not protecting the workers.

Those people are working hard to produce all the products we consume in the Global North and they do not have the same privileges, as they are not paid properly.

could you make your followers and friends more aware of the working conditions and the cheap prices?

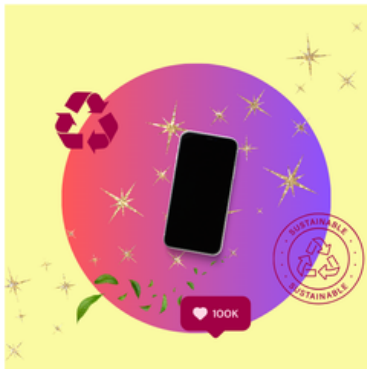
+07 YES / NO +05

85

unboxing video

#

the_unboxer



In the mysterious box there is a smartphone.

83

Analysis

discard 23 60 35

A lot of the alternatives presented as eco-friendly are often fake solutions. Indeed, to produce green batteries, you need to extract even more material! Producing more energy to produce more goods is not a solution, as the extraction of gas or petroleum and the deforestation to produce biomass are not green at all. One of the ways out of this consumerist society is to reduce your needs, to recycle, and to wait until the last moment to change your devices.

would you present to your followers tools to fight greenwashing and resist the traps of consumption?

+04 YES / NO +02

82

The End

you decide to change your video and publish new content that will help your followers be critical with regard to the global value chains.

some reflections to go forth:

- What have you learned during the game?
- Look at your clothes, your phone or other products you consume. Do you know where they are from? And who produced them?
- What could we do collectively to build fairer global value chains?
- Do you know any alternatives to the global value chains, existing in your local area or in your country?
- Reflect on the 6R's method: rethink, refuse, reduce, reuse, repair and recycle before you buy something new.
- Remember it is possible to resist marketing strategies by reclaiming your needs.

thank you for playing the UNBOX game.

99

Your next story

discard 18

what is your next story about?

Has green_troll convinced you and are you ready to give a twist to your influencer career? What are you going to do?

- Open the card (82) if you are willing to change your video.
- Open the card (13) if you will keep your video unchanged.

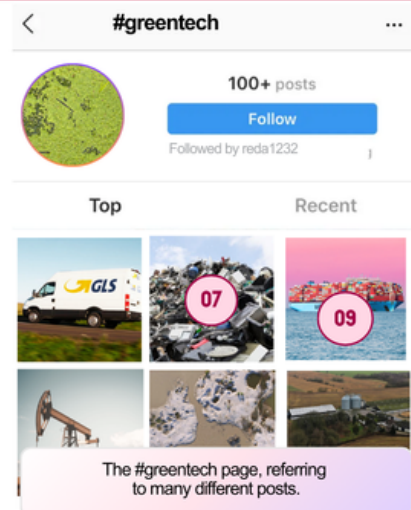


You are done with the game UNBOX. Stop the watch and see if you made it on time.

90

Hashtag

discard 79 85



The #greentech page, referring to many different posts.

86

ERROR !

Instagram

Please try again

Oops (Error 404)

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UNBOX

You are a trendy and hype influencer, followed by a huge community from all over the world. Companies often ask you to market their products through your account to increase their sales among youth. This time, Amazon is asking you to make an unboxing video of unclaimed parcels, as a way to become greener and deal with waste. But when you start publishing the content, you get reactions from your followers, which can compromise your career...

content:

- **6 BLUE cards**
with rules, help and solutions / 6'
- **9 ORANGE cards**
with a tutorial to get how to play / 9'
- **54 PINK cards**
with the UNBOX game / 45'

2-4
 60 min
 14+



Cut on solid lines.
Score and fold on dotted lines.
Apply glue where indicated.