

Consumer (face)

8 role cards and 2 incident cards

The printing instructions are on the last page.



The colors on the face of the card extend slightly beyond the boundaries, so use the back side as the guide when cutting out the cards.

The pattern of card is reversed for printing.

Consumer (face)



Consumer

CHOICE ③

Support the company
Supporter



Consumer

CHOICE ②

No action
Wait-and-see, indifference

There's nothing I can do
about it alone



Consumer

CHOICE ①

Boycott
Share your slogan for the
boycott



Retail store (face)



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Retail store (back)



Retail store

CHOICE ③

Support the company
Increase transactions



Retail store

CHOICE ②

Same as before
Wait-and-see

For now, follow the
company's actions



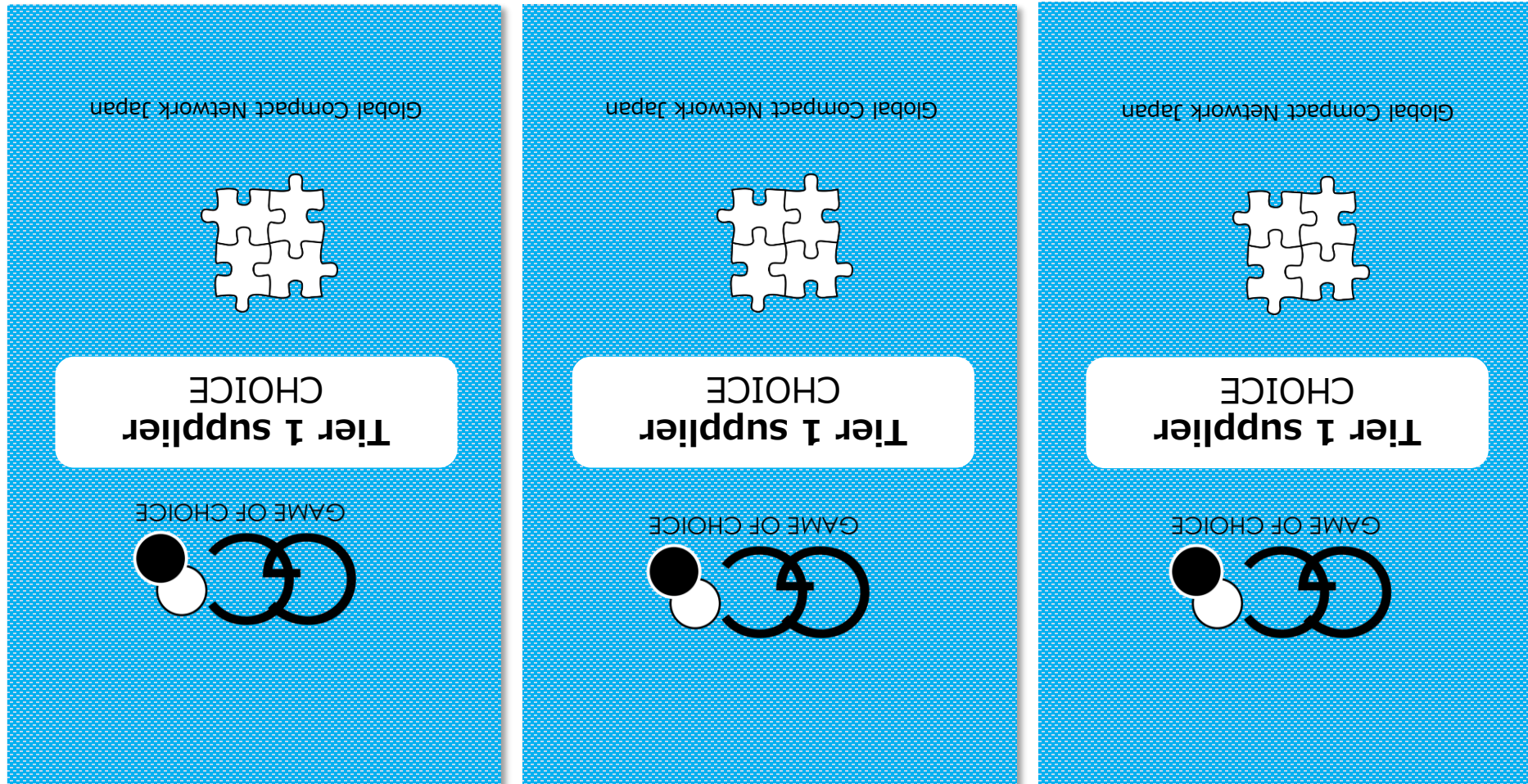
Retail store

CHOICE ①

**Suspend or reduce
transactions**
Oppose company's choice



Tier 1 supplier (face)



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Tier 1 supplier (back)



Tier 1 supplier

CHOICE ①

**Suspend or reduce
transactions**

Oppose company's choice



Tier 1 supplier

CHOICE ②

Wildcard



Think
outside the
box!



Tier 1 supplier

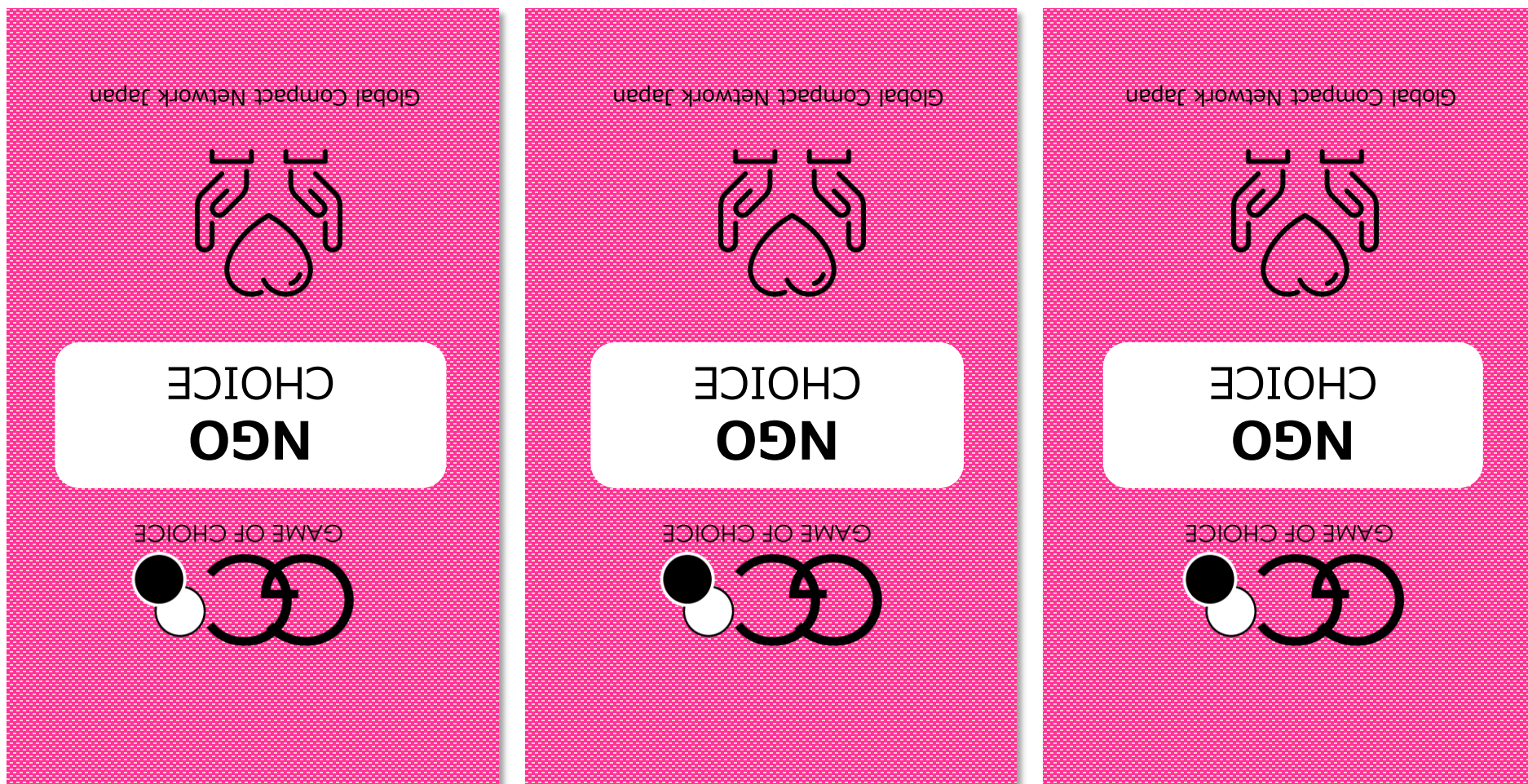
CHOICE ③

**Cooperate for
improvement**

Strive to make things better



NGO (face)



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NGO (back)



NGO

CHOICE ①

Attack/Criticize

Oppose company's choice
Deploy a negative campaign



NGO

CHOICE ②

Wildcard



Think
outside the
box!



NGO

CHOICE ③

Support the company
Help the company move beyond
the incident



Community (face)



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Community (back)



Community

CHOICE ①

Protest

Share your slogan for the protest



Community

CHOICE ②

Wildcard



Think
outside the
box!



Community

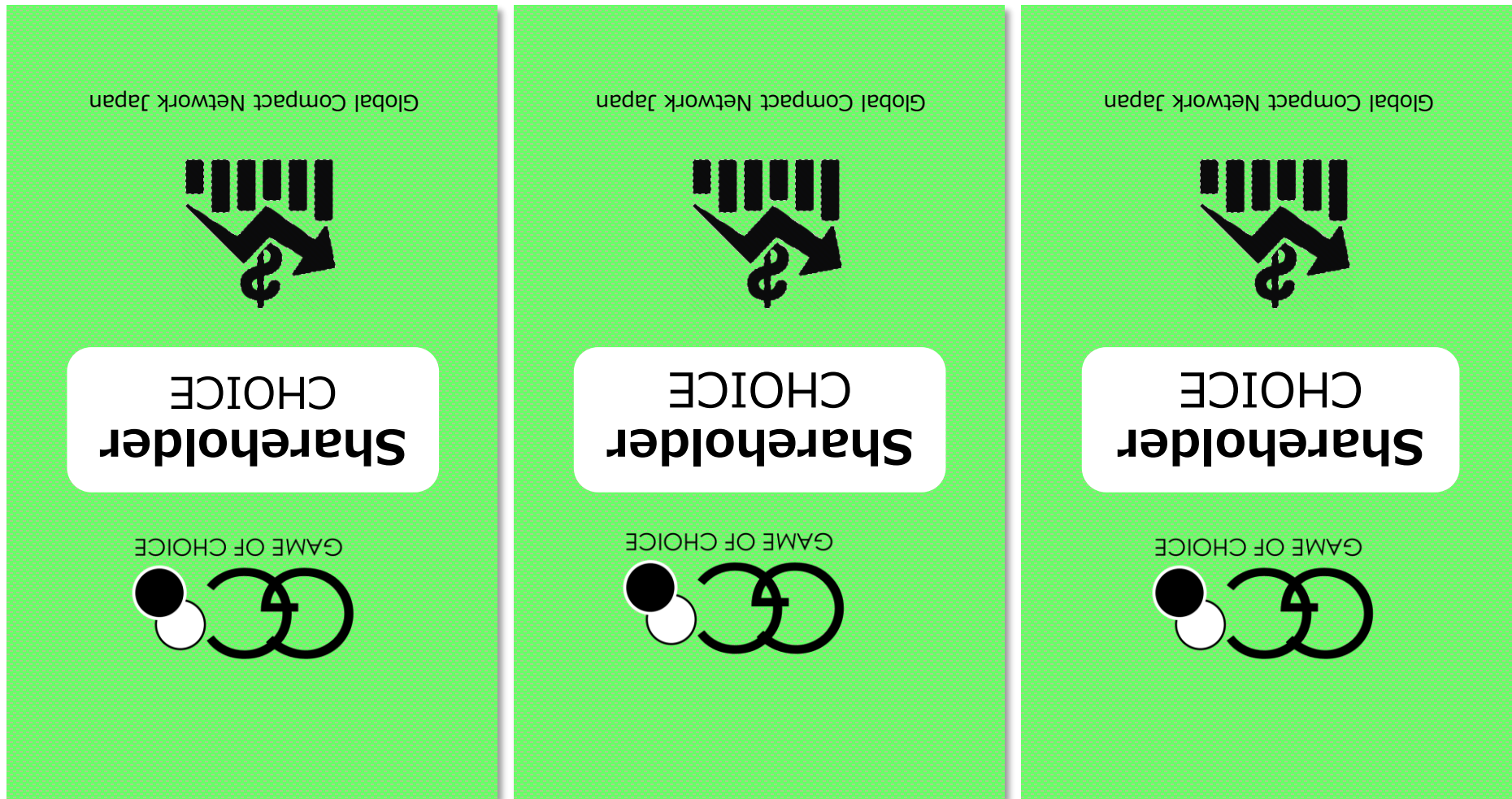
CHOICE ③

Discuss with company

Talk with the company to resolve
the issue



Shareholder (face)



The colors on the face of the card extend slightly beyond the boundaries, so use the back side as the guide when cutting out the cards.
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Shareholder (back)



Shareholder

CHOICE ①

SELL
Sell shares



Shareholder

CHOICE ②

KEEP
Keep shares



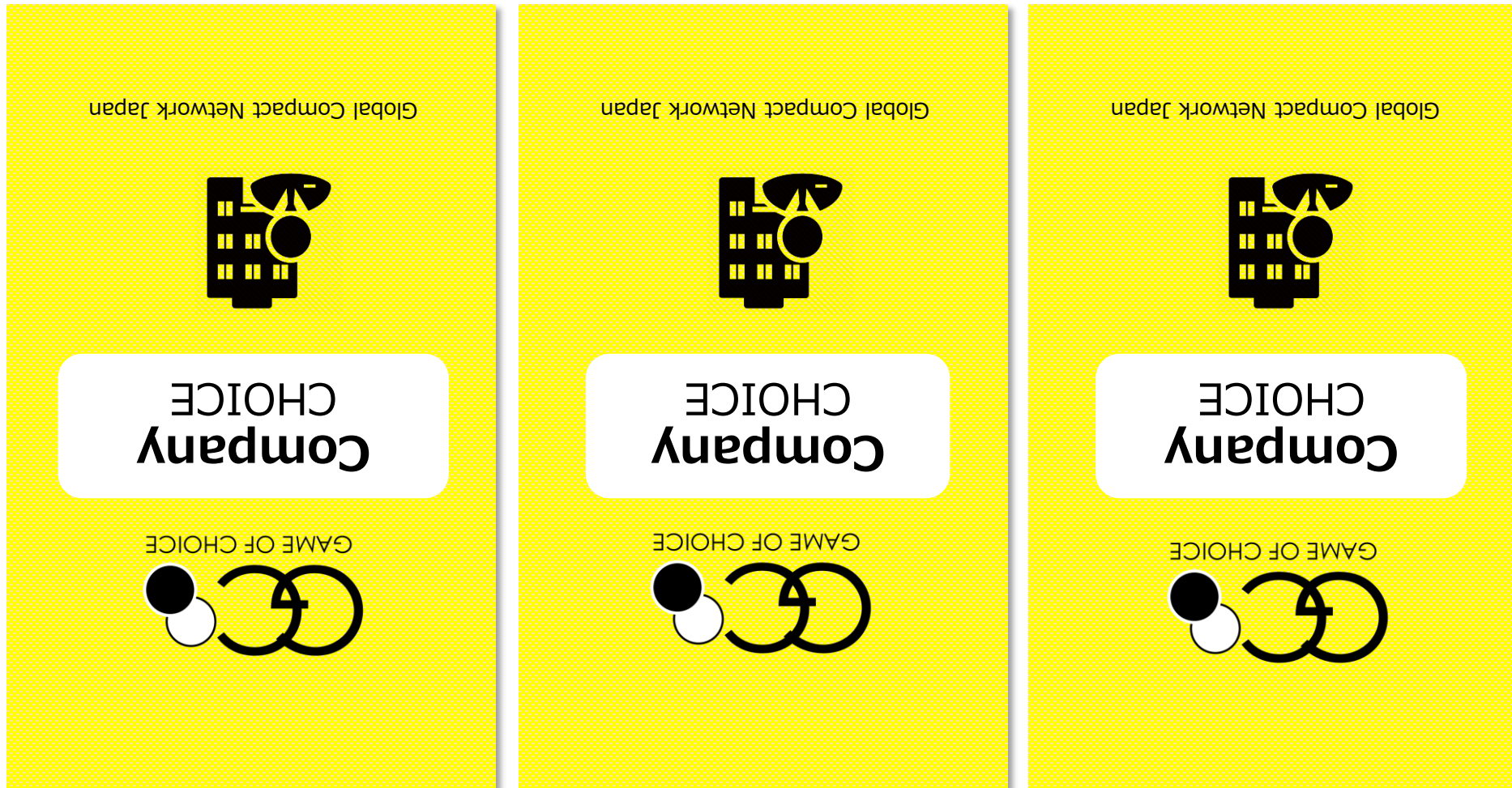
Shareholder

CHOICE ③

BUY
Buy shares



Company (face)



The colors on the face of the card extend slightly beyond the boundaries, so use the back side as the guide when cutting out the cards.
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Company (back)



Company

CHOICE ①

Claim no direct relation

Outside the scope of
responsibility



Not my problem



Company

CHOICE ②

Fail to acknowledge

We will no longer deal with
suppliers who do this



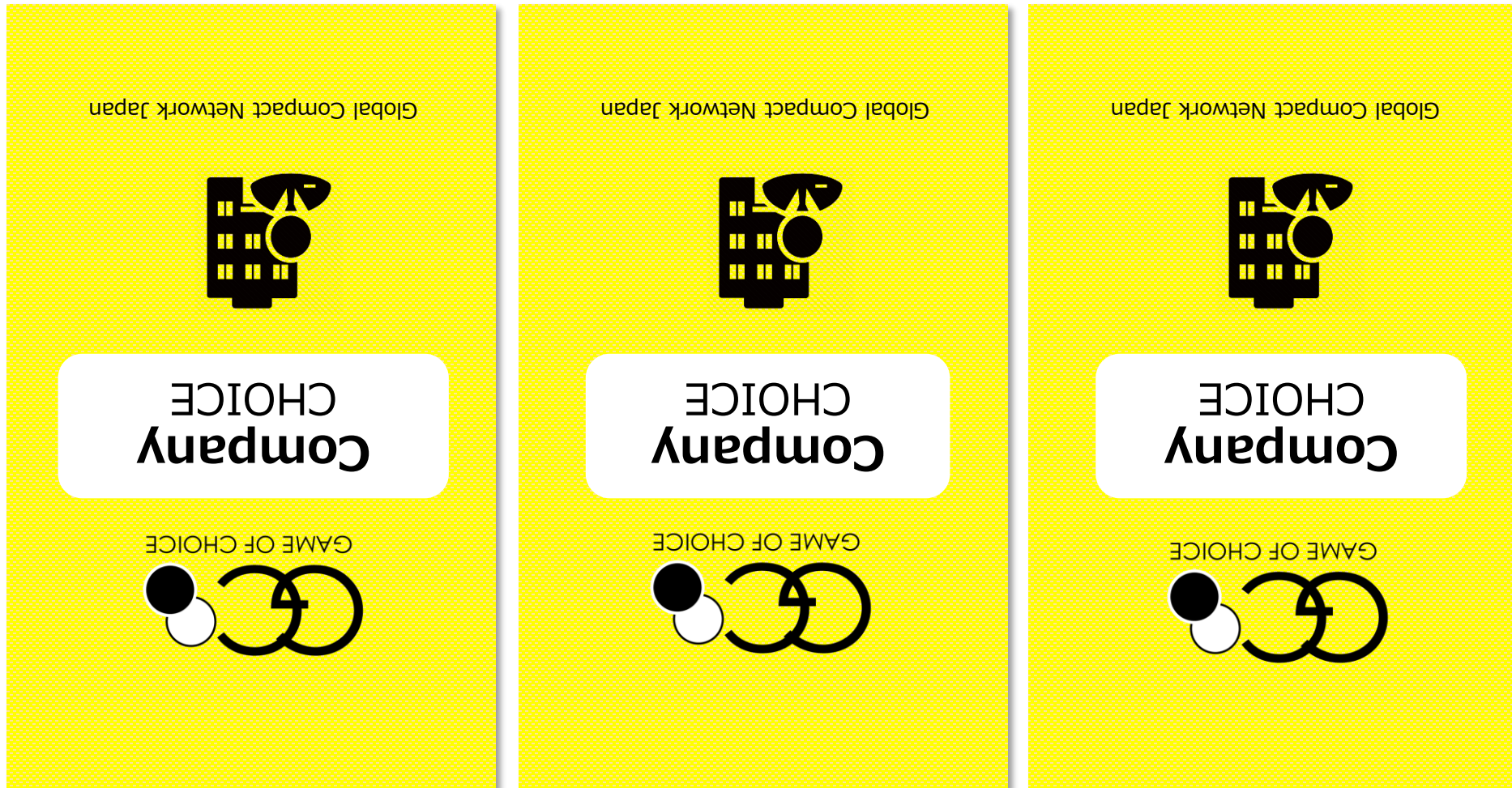
Company

CHOICE ③

**Make Tier 1 supplier
solve at its own cost**



Company (face)



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Company (back)



Company

CHOICE ④

Partially bear cost of improvement

Work with Tier 1 supplier



Company

CHOICE ⑤

Take full responsibility

Create a problem-solving mechanism

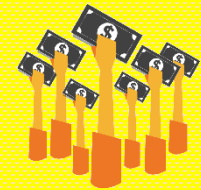


Company

CHOICE ⑥

Call for crowdfunding

Limited to indirect support



Incident cards (face)

Use the face side as the guide when cutting out the cards with scissors.

Incident 1

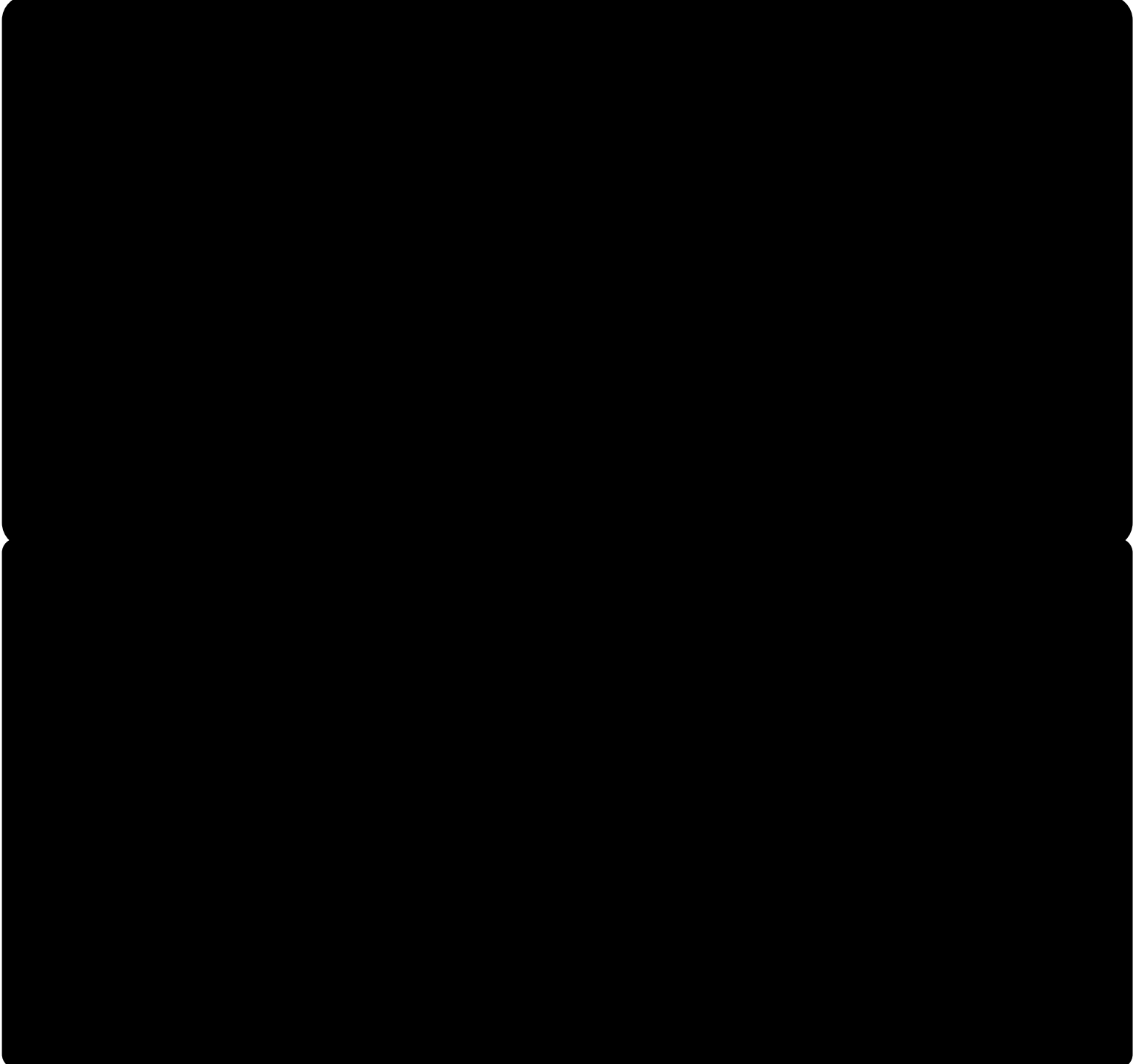
- Several children were found while visiting a supplier's factory.
- When asked what they are doing, one of the children say, "brought tea to our parents working in the factory."
- It was discovered later that the children were working full-time in the factory and not attending elementary school.
- The manager says that the children's families were very poor, and if left unchecked, they had no choice but to beggar or prostitute.

Incident 2

- An NGO investigation reveals that one of the supplier's sub-contractors (Tier 2 supplier) does not pay the minimum wage.
- They also use a 12-hour shift system with only two 10-minute breaks.
- There was a rumor that the some employees trying to unite were fired.

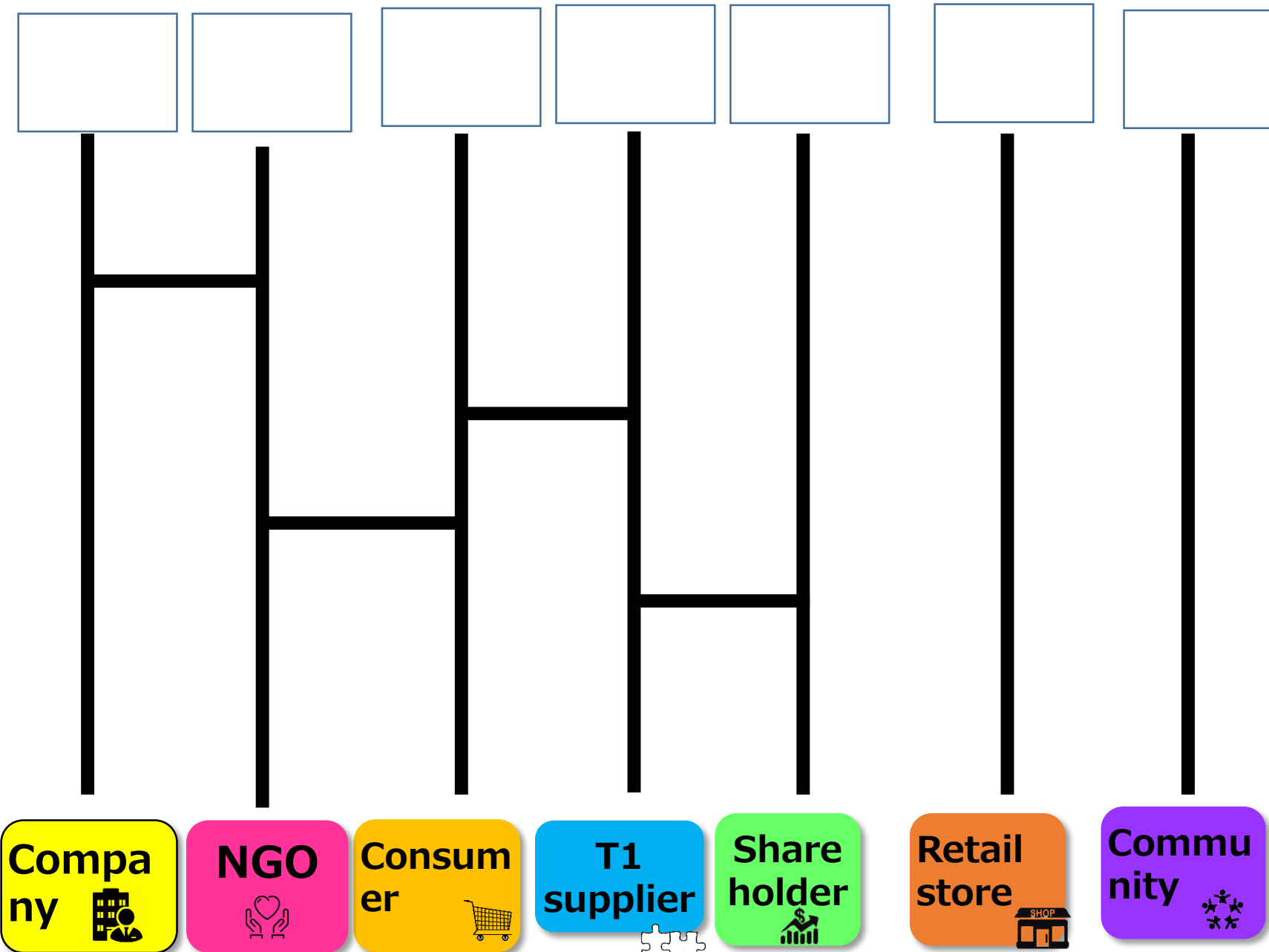
Incident
cards
(back)

Print adjustment page
(do not delete)



Lottery for assigning roles (maximum 7 people)

If there are fewer than 8 people, enter their names above the sticks in order from left to right.
The rightmost roles are lower in priority.



Settings and tips for printing cards:

Print with the settings “Double Sided,” “A4 Horizontal,” “Long Edge Binding (Top),” and “Color.” You can easily cut out the cards with scissors and align the face sides with the back sides.

Use the back side as the guide when cutting out the role cards.

Use the face side as the guide when cutting out the incident cards.