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## Business on the Move board game throws its first dice in Irish Primary School



Figure 1 - *Business on the Move* board game ready for play

*Business on the Move* is an educational board game to excite and inspire players about global supply chains. With a game board featuring a manufacturing facility in China on one side and real UK based retail destinations on the left, the game teaches players about the processes involved in international trade by rolling dice and making decisions.

Invited by Stuart Burke of IIFA Full Trading Member Hytech Logistics, game creators Andy Page and Pat Smedley ran a group game in St. Oliver Plunkett's Primary School in Malahide, Co. Dublin with Mr. Fortune's 5<sup>th</sup> class pupils on Thursday 16<sup>th</sup> February 2017.

Pupils were divided into teams and given a base of operations with start-up cash. A Banker then showed the pupils how to invest their money in suitable transport facilities in order to fulfil their order cards for their Customers, the only way to make money and edge closer to winning the game by earning the most profit. Through playing the game, pupils discovered how manufactured goods travel from an international manufacturer to the United Kingdom and the dangers that could befall them. As the game progressed, Andy and Pat threw curve ball scenarios onto each board, encouraging pupils to react to and be conscious of CO2 emissions and other dangers for which they could be safe from... provided that they had invested in Insurance!

"I have believed for many years that the introduction of "The Supply Chain" to young people at an early age would be welcomed and understood by the children. Today's exercise with Andy and Pat and their excellent game proved to be a real success with the pupils who showed a huge appetite to learn about The Supply Chain in this effective and fun way. The feedback from Mr. Fortune and the

children was incredible, they are already looking for further opportunities to fit the game into their busy schedule.”

- Stuart Burke, Managing Director, Hytech Logistics

“Within 10 minutes I could see that the Kids had a real handle on the game. They were planning their next moves while their classmates played their turns out. What was really special was when Pat declared a special rule for double movement on dice rolls. Having learned that the longest distance on the game was for bringing containers by sea, one team immediately dropped their focus on delivering their goods locally and applied the movement advantage strategically for later benefit. It’s fantastic that the game introduces players to facts about the industry and to see the pupils react in such a way really showed how effective *Business on the Move* is as a learning tool.”

- Seamus Kavanagh, Executive Officer of Irish International Freight Association



**Figure 2 Stuart Burke, HyTech Logistics, Pat Smedley & Andy Page, *Business on the Move*, outside of St. Oliver Plunketts National School, Malahide, Co. Dublin**

Andy Page and Patricia Smedley are former teachers who have set up a not-for-profit social enterprise that has developed a fun educational game that is intended to excite and inspire 9 to 19 year olds about business and the global supply chain. Following extensive trials with nearly 600 young people aged 9-19, logistics managers and HR staff, their educational board game, *Business on the Move*, was launched in the summer of 2014. Since then, the game has visited both schools and businesses around the UK. A regular feature at the annual Multimodal exhibition in Birmingham, UK, Pat and Andy showcased their game in Dublin during 3<sup>rd</sup> – 8<sup>th</sup> October 2016 as part of the 2016 FIATA World Congress Dublin. Pat and Andy are now working on a Global Edition of the game, featuring a larger map and greater involvement from freight, transport, distribution and retail partners from around the globe.

For more information, please see: <https://www.businessonthemove.org>

## **About HyTech Logistics**

Hytech Logistics, headquartered in Dublin has provided Logistics Solutions to National and Multinational clients since entering the market in 2000.

We have a proven track record in solving logistics problems whilst adding value to our clients. Our partnership approach to clients always ensures success for both parties. Our management team have over sixty year's experience in Supply Chain Service Delivery. Our team are highly skilled and focused on Customer Care, Quality and Compliance.

Our IT infrastructure completes the package allowing clients to outsource their Logistics Operations ensuring Dynamic service at reduced costs. Our core services of Freight forwarding, Contract Logistics and Technical Distribution ensure full Supply Chain coverage from manufacturing to The Final Mile for all our clients.

Read more at <http://hytechlogistics.com>

## **About Irish International Freight Association**

Irish International Freight Association is the National Representative Body for the Irish Freight Forwarding community. Run by a Council of elected representatives from its membership body, the Association's overall aim is to ensure that the concerns of Members and their Clients are heard and acted upon. With 120 Members nationwide, IIFA members facilitate 90% of Ireland's international trade.

IIFA as a recognised industry stake-holder maintains membership of a number of knowledgeable and influential Associations both at National and International level. IIFA is Ireland's National Association Member of FIATA, the International Federation of Freight Forwarders' Associations, based in Zurich, Switzerland and is also a member of CLECAT, the European Association for Forwarding, Transport, Logistics and Customs Services, based in Brussels, Belgium. Locally, Representatives from the IIFA Council sit upon Revenue's Customs Consultative Committee and other relevant stakeholder groups, such as DTTAS' recently formed BREXIT group.

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