

Goal

CHARMopoly interactively helps players understand the structures, terminology, opportunities, and challenges of the CHARM-EU Alliance while also functioning as a dissemination and visibility tool. Through a playful, competitive format, players move across an Alliance-themed Monopoly board and encounter scenarios based on CHARM-EU vocabulary, programmes, and priorities.

The game informally makes the complex workings of a European University Alliance more tangible, memorable, and approachable.



Target group

- CHARM-EU partners' staff and students
- Other Alliances' staff and students

Format & type of content

A facilitated, Monopoly-inspired board game played in small groups. Conventional properties are replaced with CHARM-EU partner universities, locations, initiatives, and thematic areas. Traditional chance or community cards are replaced by cards featuring CHARM-EU terminology, opportunities, and scenarios. As participants move around the board, they encounter key concepts and are prompted to discuss and reflect on the Alliance and its activities.



Channels & tools used

- Printed game board and physical cards
- Dice and playing pieces
- Facilitator instructions to support gameplay and answer questions

Impact and efficiency

- Number of participants reached
- Number of people who subsequently ask for more CHARM-EU information
- Number of follow-up interactions, i.e., attending further events or partaking of CHARM-EU opportunities
- Increased awareness of CHARM-EU structures, opportunities, and vocabulary

CHARMopoly is efficient as a dissemination tool because it translates complex institutional structures into a concrete and engaging experience. Rather than presenting CHARM-EU only through written materials or presentations, the game enables participants to explore the Alliance actively. Its playful format can attract participants who might otherwise not engage with CHARM-EU information, making it especially useful for awareness-raising and first contact with the Alliance.



Necessary resources

- Human resources and time demand: Staff effort and time investment to organise and facilitate the activity at events
- Technical and material resources: printing costs for the game board and cards; space and tables for participants to play



DEI aspects

- The game introduces participants to the cultural diversity of the CHARM-EU Alliance
- The game encourages participants from different backgrounds and institutions to share perspectives

