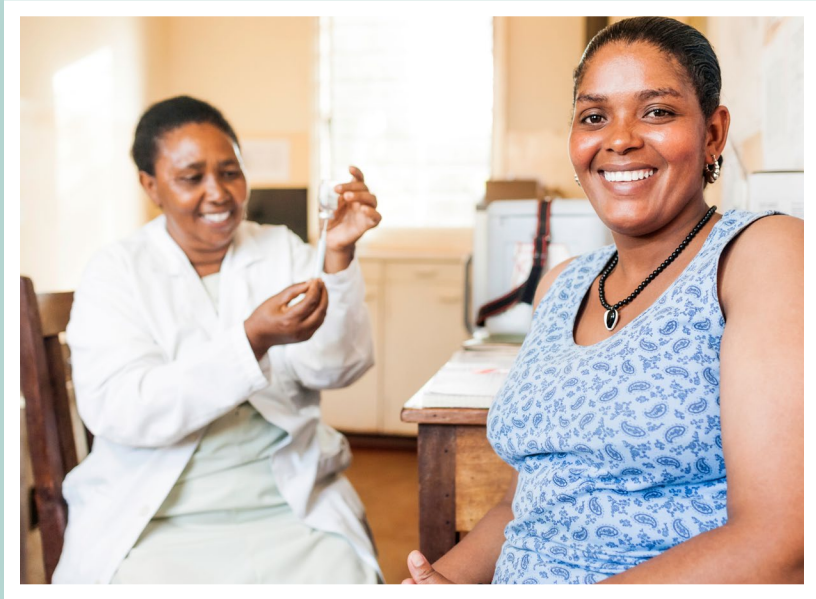


# South African Doctor



ramplett / iStock

**NAME:** Abena  
**AGE:** 38  
**OCCUPATION:** Doctor  
**WAGES:** \$39,000/year



Abena has a family practice in South Africa, and she is also a mother and wife. As a doctor, she sees families just like her own suffer from the spread of disease. Often it is not even the cost that keeps these families from treatment, but the availability of medication. She hopes for new ways to treat the serious conditions her patients face.

# Canadian University Student



François Pilon / Stock



**NAME:** Emma  
**AGE:** 23  
**OCCUPATION:** Student  
**WAGES:** \$2,000/year

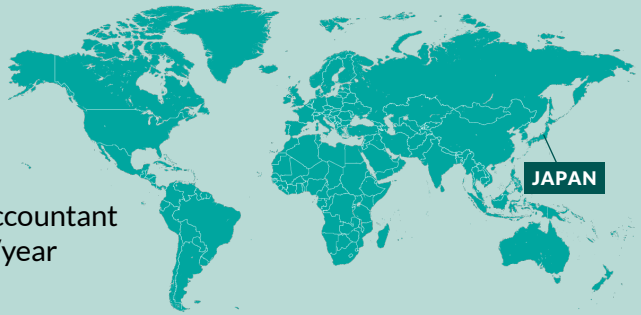
Emma is a college student in Toronto. She is studying culinary arts, with the goal of starting her own restaurant some day. She's heard about technologies that can make foods taste better, or be produced more sustainably. She is unsure how she feels about this: she supports sustainability, but she feels uneasy about serving people engineered foods.

# Japanese Businessman



tokyoform / flickr

**NAME:** Souta  
**AGE:** 32  
**OCCUPATION:** Accountant  
**WAGES:** \$90,000/year



Souta is a businessman and single dad. During the day he works as an accountant, but after hours it's all about his son. His son wants to grow up to be a biologist or an engineer, and Souta does all he can to support these dreams. Souta also cares about our planet, and hopes we can find new ways to live sustainably.

# British Farmer



Owen Price / Stock



**NAME:** James  
**AGE:** 45  
**OCCUPATION:** Farmer  
**WAGES:** \$43,000/year

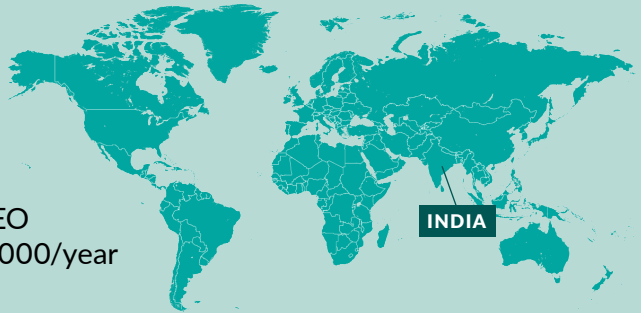
James is a third-generation farmer who has been working the land for almost 30 years. He's seen many hardships, from rising costs to maintain equipment to local effects of climate change. One year he lost an entire wheat crop to an insect infestation. He has three daughters who are not certain if they will follow in their father's footsteps, so James worries about the continuation of his family legacy.

# Indian CEO



Adobe Stock

**NAME:** Sunil  
**AGE:** 48  
**OCCUPATION:** CEO  
**WAGES:** \$80,000,000/year

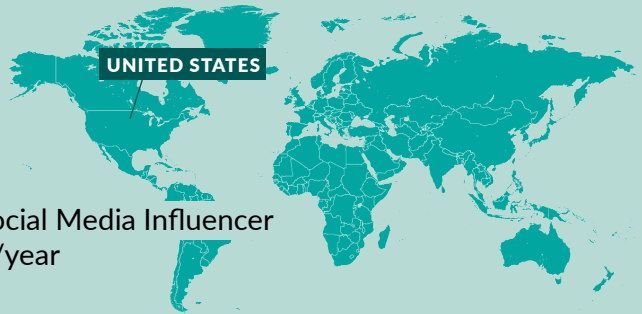


Sunil is an engineer who has built a wildly profitable computer company. He regularly appears on lists of the world's richest people. However, he believes his company's future profits are threatened by extreme weather and climate change. He recently launched a venture capital fund to invest in emerging technologies that might reduce the carbon footprint of his business. Sunil is especially optimistic about harnessing the power of biology to solve current challenges.

# American Influencer



mapodile / iStock



**NAME:** Amanda

**AGE:** 28

**OCCUPATION:** Social Media Influencer

**WAGES:** \$60,000/year

Amanda is a successful influencer who follows emerging global health and beauty trends. Her posts are viewed by millions of young professionals around the world. Her most popular posts focus on eco-friendly products, but she has been criticized because they are always more expensive than the standard brands. She would like to see more reasonable prices for the sustainable products that she promotes.