

Name Your Scenario

Describe the scenario you've imagined in one short (but vivid!) sentence.



Today's Challenges

Looking around you in the present day, what do you notice that paints a particularly clear picture of the sustainability challenges the future might hold?



My Personal Experience

My Local Community

The National / Regional Level

The Global Level

My Future Forecast

Given the challenges you've identified, what might your world look like in 10 years time? How would someone from today know they were in a new, changed world? Where's the evidence?



My Personal Experience

My Local Community

The National / Regional Level

The Global Level

Eco-Opportunities

In your future story what opportunities do you see for planet-positive businesses to thrive? How many opportunities can you think of?



My Pitch Focus

From the opportunities you've unearthed above, which will you focus on for your Planet-Friendly Pitch? Why?

