

***Ms Telesfora Mobile Phone  
(female character)***

Your company is engaged in manufacturing mobile phones. You have several factories throughout the country that employ thousands of people. You worry yourself about the environment and at the same time about maintaining the production rate. You are looking for a strategy to reduce the impact on the environment without reducing your benefits and so that jobs can be maintained.



*Mr Prudence of Consumption  
(male character)*

You belong to the OCU, a non-profit organization that works in the defence of consumer rights, where you develop a very active work. You have participated in several initiatives to expose the misleading advertising of different companies, especially those related to food and cleaning products. Before making a purchase you think very well what you need, you compare prices and product characteristics and you check the labels.



**Marta Naturalmind (female character)**

You belong to a group of environmental conservation "Green Action" that has been carrying out campaigns for many years. These campaigns denounce the impacts caused on planet and human beings by the excessive consumption of electronic and technological products. You extend the useful life of your mobile, your computer or your video game console repairing them or continuing using them even if the model is no longer in fashion. If it is possible you buy second-hand items. Together with your colleagues of Green Action, you organise flea markets where people can barter or give away clothes, games, sports equipment, etc.



**Mr Allseller**  
**(male character)**

You work in advertising as a freelance publicist. You usually work for big companies that entrust you to create and produce ads for their products. Market competition is very tough so sometimes you use strategies that can confuse the consumer, because your work depends on the sale of the products that you are advertising.



**Ms Legalita O'Kelly**  
**(female character)**

You are the person in charge of drafting legislation related to consumption, advertising and environment. You know well the influence that advertising has on consumer decisions and the consequences of consumption for the environment. You are also aware that advertising and the sale of mobiles and electronic products provide jobs to many people. Although you have some proposals in mind, you would like to listen to the opinions of the different groups before taking a decision.

