NGOs
Non-governmental entities operate in the space between the public and private sectors. As representatives of this space, your task is to think through ways to mobilize populations directly -- educating the general public, forging strategic partnerships, conducting outreach, supporting grassroots initiatives, and creating local interventions. You are the founders of a new non-profit or non-governmental organization created to work through your selected planetary health issue, and your task is to figure out a strategy. Your key challenges include: 1) figuring out your most effective entry points -- which aspect of the planetary health challenge are you best suited to address?; 2) defining your vision, mission, and activities -- how can you establish a specific and manageable area of focus, and how can you best communicate and execute this?; 3) finding funding for your activities -- what partnerships do you need to establish to support your actions?; 4) identifying your target audience -- which populations will you work with and how?; and 5) building community and dealing with barriers to collective action -- how can you incentivize people to care about pertinent issues and mobilize to act together?

Business/private sector
The private sector, comprised of for-profit businesses not controlled by the government, can have advantages in its nimbleness and flexibility. Businesses can move relatively quickly in response to key challenges, not being as constrained by political and financial considerations as the public sector (e.g. government) and civil society (e.g. non-profit organizations). You are creating a new business start-up to address your planetary health challenge, focusing on coming up with innovative solutions -- the development of new products or technology and strategic marketing campaigns. Your task is to develop your business strategy. Your key challenges include: 1) determining need -- what new technology or products would need to be created to address your planetary health challenge, and which of those would be most effective?; 2) figuring out your target audience -- to whom will you sell your product or technology?; 3) establishing financial viability -- how will you obtain initial funding for your start-up, and how will you establish financial sustainability through selling your product or technology?; 4) developing a marketing plan -- how will you attract your target audience to get them to buy your product or technology?; and 5) establishing customer relationships -- what will be your interactions (if any) with your customers going forward?

Government
Governments have the power to define economic policy, set industry regulations, propose and carry out new laws, mobilize task forces, forge international partnerships, and more. You are the newly-appointed cabinet of the executive branch of a democratic government, serving as advisors to the president, and you are tasked with developing a set of recommendations for action around your planetary health issue. For the purposes of this exercise, key powers of the executive branch in this government include negotiating foreign treaties and issuing proclamations and executive orders (essentially laws to be approved by the legislative branch, or Congress). Your key challenges include: 1) identifying the main aspects of your planetary health challenge that would benefit from government action -- what policies, regulations, and international agreements need to be formulated?; 2) determining your plan of action -- which actions will you pursue first and how?; 3) assessing your constituents’ needs and supporting their involvement -- how can you make sure that your actions will be supported by your citizens, and how can you ensure that their voices are heard?; 4) creating federal and domestic collaboration -- how will you work with the other branches of federal governments, as well as local governments, to ensure that actions are broadly supported and well-executed?; 5) forging international partnerships -- how will you work with foreign governments and multilateral agencies (e.g. UN) to address global issues?; and 6) maintaining longevity -- how can you make sure that your actions are as long-lasting as possible, even in the face of successors with different political ideologies?