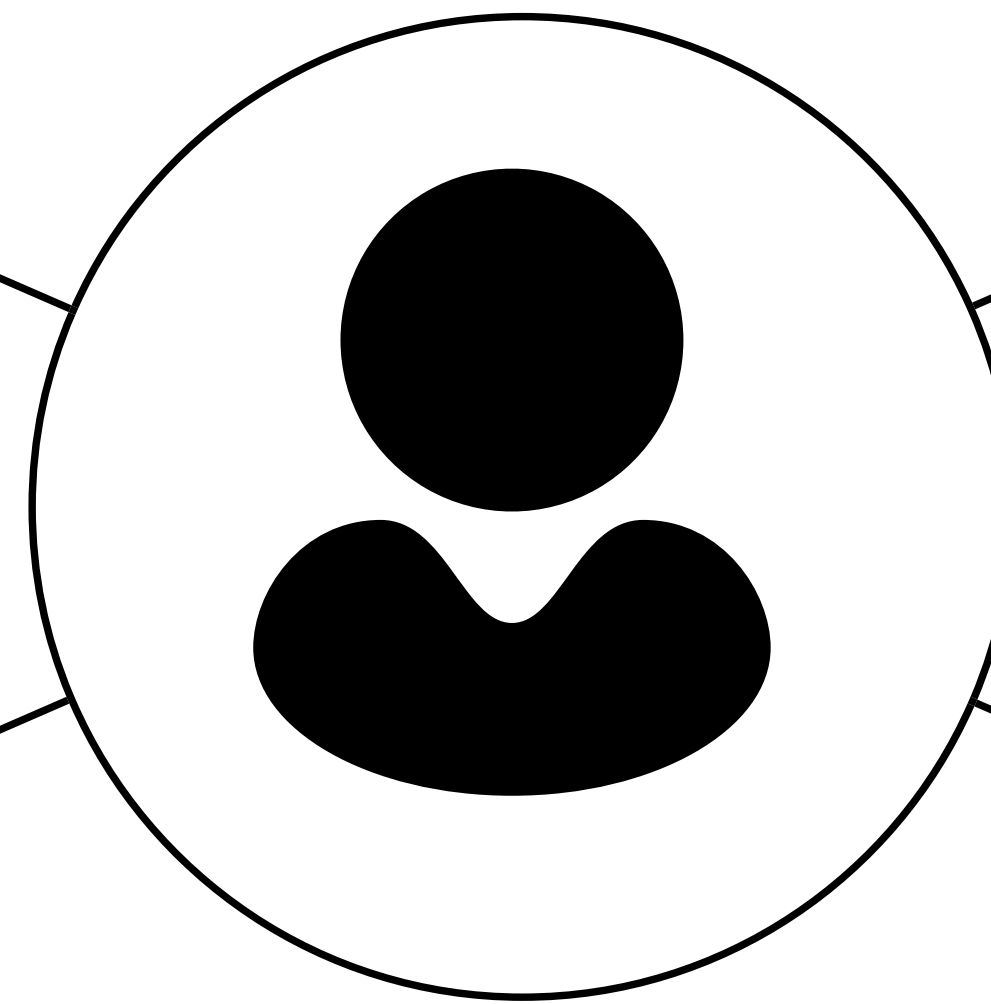


# What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations



# What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

## What do they HEAR?

what friends say  
what boss say  
what influencers say

## What do they SEE?

environment  
friends  
what the market offers

high-tech  
systems for  
growing food

Smart  
greenhouses