

*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

- A Natural or manmade,3 conditions must be present for a wildfire to burn
- In Forest fires severity is measured in term of tree morality
- Lightning is one of the natural causes of fires

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Fires are the major cause of forest degradation
- Loss of bio diversity
- The wind spreads the fire rapidly

*What do they*  
**SEE?**

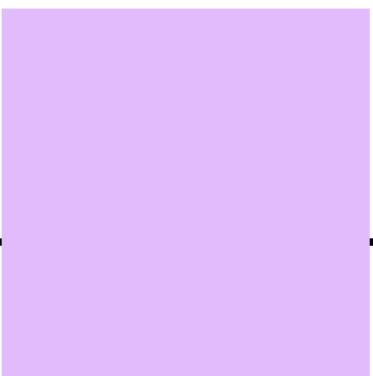
environment  
friends  
what the market offers

- Starts from the natural causes such as lightning
- Purposely caused by local inhabitants
- Wild fires spread uncontrollably

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Leads to global warming
- Degradation of catchment areas
- Loss of wildlife habitat and depletion of wildlife



**PAIN**

fears  
frustrations  
obstacles

- High atmospheric temperature
- Caused by the source of fire like naked flame
- Electric spark

**GAIN**

“wants” / needs  
measures of success  
obstacles

- Uncontrol fire occuring in vegetation more than 1.8 m
- Uncontrol fireing wooded area
- Unpredictable fire