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| Government | **Goal:** Be reelected in the elections.  **Special Task:** Fund the University. One card costs 5 points from the economic indicator. |
| Environment NGO | **Goal:** Protect the environment. You will not rest until the environmental indicator is at 10. |
| Industry | **Goal:** You want the economic indicator to be as high as possible. The more the better. Think of all that money and how happy the shareholders will be! Because without the economy, what’s the point?  **Special Task:** Fund the company researchers and decide what type of innovation they have to play in the next round. If you decide that you need more innovation for the economy, they must deliver on it (if they can). |
| University | **Goal:** The quest for knowledge is what keeps you going. And if some of it is useful as in innovation, why not play ball?  **Special Task:** Draw as many cards as the government allows from the card deck. If you have a pair, you get to decide how you want to play them.  An environmental innovation brings one point to the environment and the card sum to the economy. An economic innovation improves the economy by two times the sum of your cards’ values. If you play both a process and a product innovation at the same time, the effects double! |
| Company-Researcher | **Special Task:** Draw as many cards as the industry allows from the card deck. When you have a pair of matching black or red cards, you must follow what industry is telling you to do.  An environmental innovation brings one point to the environment and the card sum to the economy. An economic innovation improves the economy by two times the sum of your cards’ values. If you play both a process and a product innovation at the same time, the effects double! |
| Citizen | **Goal:** You want to consume as much as possible. You do not care about the environment at all. Afterall, what have those pesky critters ever done for you?  You expect the same commitment to the economy from your government. Only a strong economy is a good economy – grow economy, grow!  **Special Task:** Consume normally for 5 economic points, or more sustainability for 3 economic points. |
| Citizen | **Goal:** You want to consume as much as possible. But at the same time, you do care about the environment – at least a little bit. Then again, steak is nice and the sun in the tropics does feel better than in South Sweden. Since you do not own a large stock depot, the growth of the economy is mainly numbers to you. But when times get rough people start to lose their jobs, now that is a consequence. Difficult decisions…  **Special Task:** Consume normally for 5 economic points, or more sustainability for 3 economic points. |
| Citizen | **Goal:** You are a friend to all animals. Mother nature is like a mother to you. To you it is obvious that we must protect the environment. It sustains all of life, plus it is fun to be outdoors too! Who cares if some suits make a lot of money? The only trickle down you care about is the waterfall in your favorite nature reserve. Then again, you do not want to starve, and some clothing might also be nice …  **Special Task:** Consume normally for 5 economic points, or more sustainability for 3 economic points. |