

THINK and FEEL?

1. Worried about the impact of rapid population growth on the environment & resources.
2. concerned about the quality of life for themselves and future generation.

HEAR?

1. Media Reports & discussions about the impact of population growth on environment and society.
2. conversation among friends, family and colleagues about their concerns and opinions on the topic.
3. political leaders and experts discussing policies and solution to address population growth.

SAY and DO?

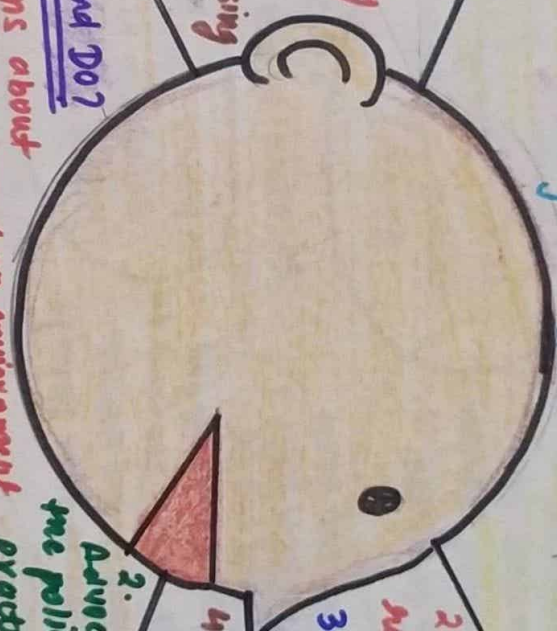
1. Express concerns about population growth and it's impact on environment and quality of life.

PAIN

1. Fear of losing personal space and privacy.
2. Difficulty accessing resources and opportunities due to competition from others.
3. Strain on infrastructure leading to traffic, pollution and other environment concerns.

GAIN

1. Access to larger pool of resources & opportunities.
2. Improved technology and infrastructure.
3. Greater potential for innovation and research.
4. A sense of shared responsibility and purpose in creating a sustainable future for all.



SEE?

1. Increasingly diverse communities with people from different cultures and backgrounds.
2. Crowded cities and suburbs with high rise buildings and dense neighbourhoods.
3. Strain on natural resources like water, food and energy.
4. Improvements in technology and transportation that allows people to connect and communicate more easily.

2. Advocate the policies & practices that promote sustainability and responsible resource management.