You are a 35-year-old man working as a grain trader. You are IT-savvy, one of the ‘social media class’. You studied at the university and can well afford the school fees for your young son; in fact, you recently paid off some debts and now you are saving money to move to a more desirable residence, outside Kul-Bayne. You are married and leave your wife in charge of housework and home-related planning.
An Environmental Management Officer comes knocking.

She saw you at the consultation meeting about the droughts where you already gave your opinion, but you repeat it here.

How has the drought affected you and what would improve your situation?

You explain that the information about drought risks is very poor, but you pick up what news is available – you have TV, radio, mobile, laptop, etc. The main thing you notice (and your wife complains about when she does the shopping) is the increasing price of food – and also water, you buy in bottled water.

This time, lots more people come to the neighbourhood meeting, from diverse backgrounds.

There is an idea for an organised network of volunteers in Kul-Bayne that would support residents who need practical help as the drought bites. This could be something your wife and son could get involved with: checking in on and helping neighbours (although it’s not your place to pick up a spade – best leave that to the farmers). What else is on your mind?

For you, there could be some business opportunities worth exploring in this situation.

Discuss with the group.