
THE ‘BADDIES’

PROFILE

The powerful and Rich Business Leader Roberto Trani is the main villain. He pays the smug Leader of Planet Parliament (amongst others) to bias the debate to ensure Trani is funded to help save the Amazon rainforest. Trani runs a sustainable forestry business called Forest SOS. Both he and the Leader are privileged by class and status. Trani is a slick operator and a clever man. He is quick to identify how to turn disaster to his benefit. He always fights his fights to the end.

[Roberto Trani is a character in the novel ‘Jabujicaba’ by Rosa da Silva]

VALUES

Both Trani and the Leader are short-term and out to get what they can for themselves. They are unscrupulous, opportunistic and greedy. Trani is prepared to stop at nothing to achieve his aims. The Speaker is prejudiced against ordinary people and all minorities. Trani abuses the concept of sustainable development.

SPEECHES

Both Trani and the Speaker’s parts are fully scripted. Trani’s introductory speech ironically sets the scene for who he is.

Since the Earth Summit in Rio 33 years ago, enlightened business leaders like myself have built our future on the three pillars of sustainable development: People, planet, profit. *Win win win for all.* Jobs! Trees!

RESEARCH

Relevant blogs and science briefs (under Resources) on www.planetparliamentnow.org