



Developmental Divide: The Land Preservation Dilemma Plaguing the IPCC

By: Bild

Member nations of the Intergovernmental Panel on Climate Change debated the merits of various approaches to land preservation in combating climate change, and were generally divided by their developmental status.

Each delegate addressed the formidable threat climate change poses to global society, and its relation to land usage. Disagreements arose, however, in delegates' approaches to mitigate the issue: They sought to combat land protection issues through a myriad of economic and environmental efforts.

Delegates from nations at all stages of development showed support for the formulation of economic policies to inhibit climate change. However, more developed nations shifted blame for the issue onto their less-developed counterparts, and suggested they should be held more accountable for skyrocketing global carbon emissions.

"Much of the world's carbon output comes from developing nations," the delegate from France said.

The delegate from Bulgaria expressed agreement, saying that developing nations "simply don't know how to deal with industry."

The delegate from Australia represented another general consensus of developed nations. She explained her priority of protecting ecosystems rather than the creation of economic restrictions that could harm lucrative industries. She made clear the extent of



The delegate from India expressed her disdain for the bad reputation of developing nations in regards to climate change efforts.

her nation's struggles with wildfires, and suggested that the committee focus on the environmental preservation before addressing economic changes.

"Our main oxygen sources combating carbon emissions are the forests we had which are being destroyed and is damaging a lot of ecosystems and our way of life," she said. "Economically, we can't stop exporting coal, which is raising our land temperature, but environmentally we have to stop and raise awareness for reforestation."

The delegate from India spoke for many other developing nations when she expressed her support for innovative economic policies that would facilitate the progression of

industry in an environmentally friendly manner, and denied that the majority of the blame for climate change was the fault of the developing world.

"It's unfair that developed nations put this burden on us. We've been some of the fastest and most successful at cutting carbon emissions," she said. "We plan to ban the use of diesel in cars by 2030, which is earlier than the United Kingdom."

This divide between developed and developing nations will likely persist far into the deliberations.

Japan Attacks

First

By: *The Guardian*

MOSCOW, RUSSIA--Worlds have collided over the unassuming yet utterly magnetic land of Manchuria. To the great surprise of the tense Russia, the Japanese Navy has opened hostilities between the nations by attacking the Russian Eastern Fleet in Port Arthur, China.

Despite the differing views among the delegates from Russia, they each share a common, unifying goal: destroying the Japanese.

General Nikolai "Siberian Wolf" Linevich, the Commander of the First Manchurian Army, has managed to maintain a level head in the midst of this pressing crisis. In the absence of the Commander of the Third Manchurian Army, Linevich has proposed the idea of "Military Matters", which recommends transporting the 75,000 troops under the Third Commander's vacant command over the Trans-Siberian Railroad in order to add to Linevich's forces.

"Japan has a clear advantage over us navally, we need to focus on the expansion of the military in land based pursuits," Linevich explained. He voiced intentions of directly advancing on the aggressive armies of their opposition, which he stated would be a surprise to the Japanese forces.

Linevich also passed a press release. "The world shall know what [the Japanese] have done," the Commander said, "the world will know of their utter cowardice."

Attempting Expansion Through Art

Delegates collaborate on expanding 1670 France's influence through art and architecture; however, their attention shifts on January 17th, when the workers building Versailles palace go on strike and the nobles make a brash grab at power.



Expanding the Swiss Cheese Market

By: *USA Today*

Delegates in the Swiss Cheese Union 1960 committee were discussing how to go about the expansion of the Switzerland cheese market. Switzerland is known for being a leading producer of high quality cheese. The Swiss Cheese Union has been running a very successful cartel of cheese and has profited greatly off of providing artisan cheese at inflated prices. Recently the Union has been struggling on what type of approach they'd like to take to expand their market even further.

Delegates wanted to focus mainly on spreading advertising and awareness to the Swiss cheese product, however different delegates had different approaches to advertising. Personally, I agree with how the delegate Nordin Gerber approached the marketing dilemma. Gerber decided that action needed to be taken to broadcast televised commercials as well as through radio stations to spread the word of swiss cheese. Television is the future so it only makes sense to market your product through there and truly reach masses from all around the globe.

Gerber specified that he would start the "Behind the Sbrinz - The

Cheesemakers of Switzerland" campaign. This campaign would focus on interviewing local Swiss cheese makers to testify about the quality "cultural significance" of the cheese being sold. Gerber stated how the advertising of the cheese must display how the union cares about its workers as well as its consumers. I agree with this approach because consumers want a product that is unique and genuine which is everything the "Behind the Sbrinz" campaign stands for.

Direct attributes of this campaign would be that there would be the launching of variety cheese lunch packs that will include both the 3 traditional cheeses but also the more expanded varieties that are being newly created. Additionally, the lunch packs will include wine, chocolate, and bread, all customary side food that are consumed with cheese.

I agree with the promotion of this campaign's variety lunch packs because I believe it will appeal to Western culture considering that many Americans and Europeans are busy in their daily lives. So many people in Westernized countries have busy lifestyles, especially in urban areas, which makes the variety packs so convenient for western consumers. Also by having such a wide variety of cheeses be available rather than the traditional 3 used by the Union consumers can pick up on what flavors they favor and can therefore buy more of that specific cheese.

Overall, I believe Nordin Gerber brought up excellent points on his campaign to expand the Swiss cheese market to the Western nations through creating variety cheese packs and various other delegates agreed with this point of action as well. Western nations symbolize so much of the future yet to come through television and urban living, it only makes sense to cater to them.