

New Acquisitions of Pagelook and Avalon

These conglomerates continue to expand their areas of expertise rapidly. To reach out to other parts of the world, Pagelook and Avalon have each incorporated consulting companies to their boards. To improve transportation of goods via technological and infrastructure advances, they have added delivery companies. Most recently, to address growing concerns of food scarcity domestically, the boards have acquired fast food companies that have been optimizing mass food development and distribution for decades. As debate continues through the conference, reaching out to other companies that could give your board an edge over the others could be another strategy for victory.

Pagelook New Additions:

McDonalds - Tasked with influencing and improving domestic food production, consumption, and distribution.

McKinsey & Company - Serving as a global diplomat who can reach out to other groups existing in the world to find alliances, resources, or ways to address crises that arise during the conference. Will also be able to initiate direct communication with Boston Consulting Group in the Avalon committee.

Fedex - Responsible for designing, improving, and facilitating the transportation of goods and trade, both domestically within the Pagelook territory and internationally.

Avalon New Additions:

Dunkin' Donuts - Tasked with influencing and improving domestic food production, consumption, and distribution.

Boston Consulting Group - Serving as a global diplomat who can reach out to other groups existing in the world to find alliances, resources, or ways to address crises that arise during the conference. Will also be able to initiate direct communication with McKinsey & Company in the Avalon committee.

United Postal Service - Responsible for designing, improving, and facilitating the transportation of goods and trade, both domestically within the Pagelook territory and internationally.

NUGS - The History of the World after 2020

The world became set on a path towards catastrophe in the year 2020. As fires burned across Australia, the Amazon, and the West Coast of North America, the large and influential governments of the United States of America and the Russian Federation avoided addressing the inevitability of impending doom for the world as we knew it. While climate had become viewed as a more pressing topic globally, 2020 was the year that put the nail in the coffin of halting these effects. When American President Donald Trump won the 2020 election, the United States' track record of ignoring the warning of global climate experts was set to continue for the next four years.

Additionally, 2020 was the year that Russian President Vladimir Putin changed the Russian constitution to allow for him to stay in the office of president without term limit. The Russian government, instead of fighting for zero carbon emissions or directly addressing the problems stemming from an unstable climate, chose to fix the problem for Russia: they utilized the effects of climate change to their advantage. With a warmer Russia, farmers were able to expand their plots, generating more food for the nation and improving

economic output. With shrinking polar ice caps, Russian scientists were able to more fully explore the Arctic Circle. Here, they found vast amounts of petroleum, which reduced their dependency on fossil fuels from places like the Middle East.

Russia's success in maneuvering the climate crisis to their benefit inspired other nations to do the same. Instead of seeking to minimize climate change, countries did their best to prepare for the "inevitable". Trends of acting on one's own self interest continued, as some nations even went so far as pulling out of the United Nations. As countries around the globe gave up on divesting from oil and recycling plastic to pick up preparation for the apocalypse, those who strongly advocated for climate repair, like Al Gore and Greta Thurnberg, only spoke louder and tried harder to sway the minds of the masses.

As sea levels rose, the citizens of coastal regions and small island-nations like the Seychelles and Saint Vincent and the Grenadines became displaced to nearby cities or countries as refugees. While people did the best they could to look out for fellow humans in need, decreased food production due to increased drought rates resulted in refugee camps with criminally poor living conditions and small food rations. Additionally, increased humidity and poor sanitation in these camps led to incubation of rare or newly-discovered pathogenic diseases - all from bacteria and fungi that thrive in warmer climates. Not only did these diseases ravage refugee camps around the world, At this point, the already weakened United Nations' resources were spread so thin that it began to rely heavily on its frequently used non-government organizations, like Médecins Sans Frontières, CARE International, and BRAC, which were themselves exhausted of resources and personnel. The world that humanity had known and cultivated was slowly crumbling into disaster. Resultantly, the trend started by Gore and Thurnberg continued for several years, and as temperatures climbed higher and higher, so did the voices of resistance.

Early public acts of resistance against climate change promoting-activities were similar to those held in the 2010's - marches, rallies, and meetings with divestment and climate correction as key foci - these types of demonstration were particularly prevalent in North America and Western Europe. However, the 2020's introduced new challenges to these public displays of frustration. Governments around the world slowly became more militant, willing to use brutal force to quench those who don't share the same beliefs as those enacted by the government. These physical clashes between citizens and their governments culminated in the 2026 riots in New York City. What began as a peaceful protest turned violent as members of a militant climate-change denying group, EnoughEarthForAll (EEFA), incited violence with members of the protest. As local policing forces were called in to break up crowds, EEFA continued inciting violence. In the scuffle between EEFA and local police, seven local high school students present at the protests were killed. Sensationalized news reports about their deaths spread, and riots broke out across the city. A state of emergency was called by New York Governor, Chelsea Clinton, on September 4th, and lasted until September 10th, during which time the US National Guard was brought into the city to patrol and quell unrest in the city.

Following these events in September 2026, several things changed. The US government (many other nations followed suit and did the same) kept the National Guard on a ready standby in major cities to break up any large congregation of people that could turn violent - this made physical meetings for political rallies very difficult to accomplish. Additionally, those who believed in rallying against climate change had a new fear -

EEFA's violent outbursts against climate change activism. The combination of military and extremist pressures pushed climate change activism underground. Once public displays of earth love became anonymised discussions online on servers hosted by shell companies owned by major technological and industrial giants like Amazon and Facebook. While great discussion continues online about how climate change can be faced and reduced, and congresspeople like Bernie Sanders and Alexandria Ocasio-Cortez (active members in these online forums) bring these ideas to the US Congress, no productive legislation is passed - mostly a result of fear of inciting more violence by EEFA.

In 2028, the United States saw its next general election for the presidency. Chelsea Clinton, using momentum from her strong response to the 2026 NYC Riots to propel herself to the DNC nominee for presidency, ran against the incumbent President Mike Pence. The election was close, and Clinton won the seat. In 2030, Clinton was tragically assassinated by EEFA agents who had infiltrated the Secret Service. Her VP Tulsi Gabbard was called up to the role of the President, and subsequently imposed martial law country-wide to weed out existing EEFA sects spread around the country. While American military resources were not strong enough to sufficiently cover the entire country simultaneously, waves of "terror hunter" squadrons criss-crossed the country for the remaining two years of Gabbard's term as President. While EEFA lost its hold on the country and quickly dissolved into historical obscurity, Gabbard's martial law stunt was a sign to the American public that its government was not suited to cope with this changing world.

During these two years of martial law across the country, while many news media organizations spreading sensationalized news stories, the only reliability the American public could find was in news stories spread over Facebook and Amazon's social services. The American public quickly began reallocating their assets and trust towards large companies that seemed to transcend the fallibility of the American government. Additionally, Facebook and Amazon were able to expand and develop their products with increased attention to user feedback - making the public even more trusting in these companies.

The US general election in 2032 was a failure. 16% of the US public showed up at the polls as a result of low interest combined with a generally underpublicized candidate pool. While the Republican candidate came out on top, inauguration never happened. The central government crumbled - politicians returned to their home states and took part in local government for several years. Over the next few years, states isolated themselves politically, and only shared in their interactions with the major companies, Facebook and Amazon, that had supported them through the Gabbard martial years.

It is in this time frame, prior to the formation of the corporatocracies, that Amazon and Facebook changed their names. Jeff Bezos chose "Amazon" as the name for his company inspired by the Amazon Rainforest - exotic, unknown, and full of wonder. However, the fires that raged through Amazonia have brought a sad connotation to the name. Shifting to Avalon, the new name reflects the namesake Arthurian paradise - improving and fighting for righteousness to bring a better future. Mark Zuckerberg, seeing Bezos' name change as a publicity stunt, followed suit and came up with "Pagelook" as a rebranding move.

To escape competition on the West Coast, Avalon moved most of their assets to their HQ2 in Virginia in 2040. Also during this time, Google disappeared from America. Once Avalon and Pagelook had separated physically, they became even more dead-set on besting each other in the eyes of the American public. To do

so, they made deals with other companies in diverse fields, like health, defense, entertainment and transportation, to merge into super-companies that could outcompete the other. These conglomerates took years to form, but within a few years had become successful as businesses and as publicity stunts. The weak state governments were very interested in gaining the power that corporate sponsorship could bring, and they quickly found themselves being controlled by governing boards within these companies - and the public didn't really seem to care.

That brings us to today. The corporate hold over America has been completed, although it is still young. Where it goes will be up to you.

Where Are We Now

Things look very different in 2050 than they do in 2020, due to several factors. We will focus on these factors as they are related to the United States, as this is where the NUGS debate is taking place. However, considering these on a global scale could prove useful for international expansion or diplomacy attempts. Additionally, while corporate victory probably won't hinge upon all of these nuanced changes to the way the world works, understanding the world will be key to tackling some of the crises that come your way.

First, consider the impact of heightened sea levels. While the ocean has heightened more rapidly than experts expected back in 2020 - currently sea levels have risen by 1.5 meters. Increased flooding has pushed large percentages of the population out of coastal cities and upwards in altitude. For example, much of Florida has been abandoned due to increased coastal flooding. Coastal flooding, particularly with fluctuations in tides leading to frequent water flow, has led to destabilized infrastructure in coastal cities, which both endangers remaining citizens and puts a strain on your committees to try to regain the abilities that these buildings may have given you. Coastal infrastructure can include shipping yards and airports, residences, power and chemical plants, healthcare facilities, cultural landmarks, and workspace (not an exhaustive list). Addressing these issues will be key to keeping your citizens happy and healthy.

We've also seen increased extreme weather events, including hurricanes, droughts, blizzards, and tornados. Like coastal flooding, these events damage infrastructure, affect crop growth, and threaten the lives of citizens. Unlike coastal flooding, however, these events are not limited by altitude - they can occur nearly anywhere. Developing a comprehensive system to address future forms of extreme weather could be advantageous to protect both your citizens and your infrastructural assets.

The global trend of population expansion was not hindered by climate change, but agricultural output and distribution sure was! The current US population, while not generally starving, is facing a food shortage. While there aren't currently any rationing plans in place for either NUGS group, they could serve as useful options if food shortages do become worse. Additionally, it would serve you well to conduct research into expanding agricultural infrastructure and developing new technologies to improve agricultural output.

As previously mentioned, the refugee camps of the '20s and '30s served as incubators for the world's newest and deadliest diseases - some of which haven't even made their way to the United States yet (and with the

worldwide collapse of much of civilization, an outbreak in North America won't be easy to predict). Bacteria, parasites, fungi and viruses each have their own complicated biology, so one broad overarching policy may not be enough to protect your citizens (or yourselves) from new diseases.

Consider the political climate: the NUGS groups have recently consolidated their power to fill the void that the public left upon effectively disbanding the US government. The public wants to be supported and wowed by their new overlords, and they are ready to start over again if corporatocracy isn't working out. Additionally, not everyone is happy that the US government is gone. Expect resistance to what you may try to enact on the public. While including leniency clauses in certain new policies may reduce their overall efficacy, these measures could prevent riots by the public. Another political hurdle you may run into: what are you to your subjects? Are you dictators or guiding hands towards peace and unity? How much say will the public have in what happens within your companies? Having stemmed from tech companies with emphasis on addressing user feedback and concerns, how will this transition into your leading role in the country?

Technology has developed rather slowly over the past 30 years, directly as a result from governments becoming more self-serving from the '20s to governments' eventual collapse. While government-sponsored research has floundered, companies have continued to develop their products to the best of their abilities. The common theme of these improvements: addressing user feedback. Transportation has become safer, entertainment has become more varied, food producers have begun looking to make healthier food, although food shortages have made it difficult to have wiggle room, in case experimental crops fail.

While Pagelook and Avalon have heavily consolidated most of the major industries, there are still third-party groups that haven't been integrated into either conglomerate. These smaller companies feel threatened by the increasing monopolies that Pagelook and Avalon have over the consumer market, so don't be alarmed if they are not open to cooperation. Expect a shortlist of them during the conference so you are aware of which companies still exist in 2050.

Surprisingly, professional business attire has stayed the same (no need to put in extra prep to play your part in NUGS!)

Where Are They Now: The Rest of the World

While the events leading up the formation of the United States' dueling corporatocracies were not unique to North America, the end results varied from country to country. For the most part, it has been made clear to Avalon and Pagelook that existing governments have no intention of reaching out to provide aid, for fear that the American success of corporatocracy spread to their countries.

United Kingdom of Great Britain

Shortly after the US government officially closed its doors, the British public too gave up on their government, shifting back in favor of an absolute monarchy. King George VII (formerly known as Prince Charles, who selected the royal name of George upon his mother's death in 2027) and the rest of the British Royal Family gained public English favor with the well-received release of several seasons on *The Crown*.

While this poorly-veiled pro-monarchy propaganda was powerful enough to sway England in favor of a monarchy, the rest of the United Kingdom fought for their independence. The Irish, Scottish, and Welsh have reverted back to simpler times, using public forums and locally elected councils as stand-in governments until someone gives them a better offer.

In addition to losing its bond with Wales, Northern Ireland, and Scotland, the UK's Commonwealth has fallen - driven by the British government's lack of support for the Commonwealth's island member states when they began to see mass land shortages as sea levels rose. Only Canada has remained loyal to England - and while many of its residents have moved south to the American corporatocracies or have broken into their own smaller governments, a Loyalist government can be found in Quebec City run by Prince Harry and Princess Meghan.

Avalon has reached out to both England and Canada in the past few years in trade requests, but they have been incredibly unreceptive, although that's not to say they will always act this way.

The People's Republic of China

China was shocked with the Wuhan coronavirus in 2020, which continued to grow and evolve as it ravaged through Hubei, Henan, Anhui, and Jiangxi provinces, amassing a total of 25,000 deaths and ten of thousands more affected with long-term lung ailments as a result. Blamed as a result of overpopulation, China sought to spread its population through the country by constructing microcities around the provinces of Qinghai and Xinjiang. Construction began with residences, then the rest of construction was completed by those who were encouraged to move out to these new cities. Employment boomed, and so did the Chinese economy as they adapted the poor conditions to improve farming, mining, and forestry in the area. This population reorganization proved helpful to reduce the number of coastal residents that would've been displaced with higher amounts of coastal flooding.

China's communism has kept it afloat through the climate crisis, though they have certainly experienced changes. In 2025, China decided to give in to growing pressures in Taiwan, and recognized their independence. Since then, Taiwan has experienced increased flooding and infrastructure damage, and has fallen in debt to China in order to repair and relocate its citizens. In 2038, China engulfed both North and South Korea, who had continued to quarrel through the past two decades. China has also granted more autonomy to its western provinces, which flourished after the microcity expansion in the '20s. These western provinces have developed local governments who report back to the central Chinese government, and are becoming more economically independent from the rest of China. China has been the world's model for success through the apocalypse. Fearing and rivaling the American corporatocracies, expect neutrality or potential aggression from this superpower.

Russian Federation

Russia saw a nearly life-long reign by Vladimir Putin after his constitutional edits in 2020. He continued to exploit climate change and the ways it altered his country, turning Russia into a fossil-fuel powerhouse and an agricultural giant. In 2035, at the age of 82, Putin stepped down, handing the seat of power to Sergei Khrushchev, the great-grandson of Nikita Khrushchev, former premier of the Soviet Union. As the US corporatocracies supported the American public in preventing climate change, do not expect to receive much help from Moscow. Fun fact: Saint Petersburg was renamed to Putingrad in 2029, as a commemoration of Putin's 25 years in the office of the President.

Mediterranean and the Middle East

After years of coastal flooding and poorly organized resident relocations, governments around the Mediterranean and in the Middle East lost the faith of their citizens. This led to mass secessions of smaller groups from their central governments, forming small governments similar to the Greek poleis. These were regularly formed on the basis of ancestry and cultural background, although several poleis in the Eastern Mediterranean and more commonly through the Middle East were formed on the basis of religion. These small groups continue to fight with each other over resources in the region.

Western Europe

The European Union lost its relevance in Europe contemporaneously with the dissolution of the United Nations. As most of Western Europe's governmental prowess came in the form of the EU, the remaining governments slowly sank in power. Much like in Canada and the Mediterranean, smaller governments seceded from their central government based on geographic location, heritage, or occupation. Some of these groups continue producing highly sought-after goods, such as wines, cheeses, chocolates, and textiles, so trade with them could increase happiness among your citizens.

Central and South Africa

Many Central and South African countries have been facing terrible droughts and new diseases over the past few decades. While several governments fell, many have become militant to face civil unrest. Not much is known about how these groups have fared over the past decade and a half.

India and Southeast Asia

India's high population density and humid climate transformed its major cities into incubators for the world's newest pathogens in the 2030s. Fearing disease, many Indian citizens left the cities in favor of smaller towns or foreign cities in other Southeast Asian countries. As temperatures rose and extreme weather events became more commonplace, the economies of these nations crashed, particularly with decreased tourism and negative impacts to natural resource collection. While these governments still exist, they are very dependent on money from China, in exchange for natural resources and labor. Attempting to make deals with them could lead to Chinese aggression.

Australia and New Zealand

As with other Commonwealth nations, Australia and New Zealand abandoned their ties to the British crown. Communication with these nations has been very limited, so not much is known.

Mexico, Central and South America

Similarly to Africa, countries in Central and South America have been facing terrible droughts and new diseases over the past few decades. While the governments of Mexico, those through Central America, and into the northern part of South America. Governments in Amazonia and Patagonia seem to have become militant, but not much is known about how these groups have fared over the past few years.