



## NUGS Joint Crisis

Chairs:

Avalon: Janice Yang, Dina Atia

Pagelook: Zach Alfaro, Rene Reyes

## Letter from the Chairs

It is with utmost excitement that we welcome you to the joint crisis committee: NUGS! Over this three day weekend, expect to be immensely challenged in your creativity, problem-solving, and debate abilities as we tackle the most pressing problem of our era - how to navigate (and come out victorious) in this post apocalyptic world. The following guide should provide you with helpful information about the background of the situation, as well as the details of your specific role. Since this is an advanced crisis committee, we also wanted you to know that we will be diverging a bit from traditional parliamentary procedure. Instead, enabled by our small committee sizes, we will be operating with a fast-paced constant moderated caucus, and we will use directives, communiques, and notes to address the various crises that will arise throughout the sessions. Don't worry if any of this procedural jazz is unclear, we will explain in more detail when we all convene!

Now, here is a brief introduction from some of your chairs: On the Avalon side, there's Janice, a current sophomore from Taiwan who is studying Computer Science with a concentration in Negotiations & Policy. She is also the President of MIT's East Asian interest A Cappella group Syncopasian, and is furthermore involved in MIT's Dance Troupe. On the Pagelook side, there is Rene, a sophomore from Costa Rica studying Mathematics with Computer Science, along with a minor in Urban Studies and Planning. This is his second year chairing for MITMUNC after leading the UNEP committee last year, and was a delegate at MUN conferences in Costa Rica during High School.

## MITMUNC XII 2020 | NUGS

We are beyond excited to welcome you to MIT's campus, and we look forward to reading your position papers. We will also be drafting an update paper for you coming in mid-to-late January, with more info about NUGS that you can expect to become relevant during the committee! If you have any questions about NUGS, MITMUNC, or MIT in general, please do not hesitate to contact us via email at [mitmunc-nugs@mit.edu](mailto:mitmunc-nugs@mit.edu).

Sincerely,

Your chairs: Janice Yang, Dina Atia, Rene Reyes, and Zachary Alfaro

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# Living in a Post-Apocalyptic World

## Background

The year is 2050. The human population has been cut in half. Human activities went too far and drained 75% of the earth's natural resources and eventually, the earth's climate warmed by 2.5 degrees Celsius, past the point of no return. Because of this, sea levels rose by about 64 cm, causing many small island nations to disappear from the map. The warming of the earth and the rise of the sea led many more people to be exposed to natural disasters, including stronger hurricane and monsoon seasons. This led to a struggle among nations that saw the end of the status quo as we know it. Governments across the world, including the large economies of the United States, China, Japan, Germany, and many more were toppled and the world economic order broke down. Because of the fall of governments, there was a major power vacuum left to be filled. From the ashes of the former world, companies as we knew them were left to be free and with no regulation. They began consolidating power to rule what was left. Eventually, major companies banded and formed two company conglomerates. These two conglomerates would come to be known as Pagelook and Avalon. These two conglomerates now vie for the remaining areas across the world to bring under their sphere of influence. Pagelook and Avalon are both based in the contiguous United States controlling opposite sides. Pagelook controls everything west of the Mississippi river while Avalon controls everything east of the Mississippi. While these two conglomerates are based in the US, some of their subsidiaries have headquarters outside of the US, making both conglomerates have substantial footholds in many regions of the world while looking to finally control all other continents. Despite this power

struggle, the Australia and New Zealand governments were able to survive and are currently recovering from the collapse of the rest of the world. Please stay tuned for an NUGS update paper coming later in January with more information about North America and the rest of the world in 2050.

## **Past Actions - Pagelook**

Pagelook is headquartered in Menlo Park, California and controls the United States west of the Mississippi River. It has other regional headquarters depending on where its member firms have headquarters in its territory or contested territory. For example, Volkswagen has its headquarters in Wolfsburg, Germany so Pagelook will already have a presence there. However, Raytheon had its headquarters in Waltham, Massachusetts but has lost it to Avalon since Avalon controls all territory of the US east of the Mississippi River. If a firm had its headquarters in now Avalon's territory, that firm's headquarters is now moved to Menlo Park.

## **Possible Actions - Pagelook**

Pagelook should look to control all territories outside of the western half of the US in order to surround Avalon and eventually absorb it. Another strategy could be to surprise attack Avalon at their headquarters in Washington, DC. If done correctly, Pagelook could take out Avalon swiftly. However, there could be the option of splitting up all land equally.

Delegates are expected to brainstorm policies that are directly relevant to their company's area of expertise, in order to gain control and spread influence through various sectors such as transportation, food and beverage distribution, medicine, the military, education, and media just to

name a few. Some methods to think about include espionage, military force, control over core necessities (food, water, energy), bioweaponry, or even diplomacy with other rising forces of this world,. Be creative. Think outside of the box.

## **Positions and Portfolio Powers**

### **Lyft**

Once only a ride-hailing company, over the years Lyft has successfully developed its self-driving car industry into one of the most reliable and successful in the world, with its only main contender being Uber. All of its cars have further been electrified, and with the collapse of natural oil resources, it has now become economically infeasible for the population to own their own vehicles - in regions where Lyft operates, they have basic control over the entire transportation industry. Their main manufacturing partner is Volkswagen -- together, they are now the key player in deciding how to structure this new order's public transportation.

### **Cargill**

Cargill is a major agricultural provider, not only of food staples such as grain but also of livestock and other necessary products such as oils. Food scarcity will be one of the most pressing issues of this new era, and how to properly grow and distribute food will be of the utmost concern. The delegate of Cargill must become an expert in the policy decisions that will shape the future of the agricultural landscape in this post-apocalyptic era of huge climate changes. New agricultural technology developments and systems must be considered!

## **Boeing**

Boeing is in constant competition with Airbus to be the world's biggest commercial airplane manufacturer. With the collapse of governments, airlines disappeared as well and Boeing is now directly in charge of this commercial air travel, as well as producing cargo aircrafts to move goods. Therefore, in Pagelook's endeavor to expand its control, Boeing can play a key role in getting residents to create strong connections between different territories to promote travel as well as collaboration between industries. Furthermore, the delegate of Boeing will be in charge of policy decisions regarding aviation, which includes new technologies. There is also a big opportunity here to push for more environmentally-friendly approaches to air travel.

## **Raytheon**

Raytheon is a large military contractor, which produces weapons, electronics, and shortly before the apocalypse, resumed its manufacturing of military airplanes. With the collapse of governments, military companies have become powerful enough to control the military itself. Therefore, the delegate of Raytheon will be a protagonist in all decisions regarding war and defense, which includes both production and the troops themselves. Keep in mind that this delegate's role could become very important when entering new territories, as well as defending the Mississippi River frontier.

## **Roche**

Roche is one of the main pharmaceutical providers in the world, originally based in Switzerland, but now having a lot of distributional control over America as well. The delegation of Roche will need

to have a keen understanding of how to structure the healthcare and medicine distribution networks in this new era. Some questions to consider also include what the best way to conduct medical research will be from now forward, especially considering that large-scale climatic changes may give birth to some previously unseen diseases.

## **Netflix**

Netflix is a large entertainment company which provides streaming services, as well as produces its own entertainment material. Now, after the collapse of governments, Netflix's role has become dual-purpose. On one hand, providing entertainment for the people living in Pagelook-controlled territories is key to keeping people happy, with their minds off the many problems being faced after the apocalypse. More importantly, though, the delegate of Netflix will be one of the most important delegates when it comes to Propaganda, as the company has become heavily involved in producing Pagelook's propaganda. Some of this propaganda may make its way into the streaming service itself, even though this involvement is mostly under-the-table. Also worth noting is the possibility of some people in Avalon-controlled territories finding access to Netflix, which could make this a strong propaganda weapon against Pagelook's biggest rival.

## **Apple Music**

A big player in the music streaming industry, as well as providing a platform for podcasts and audio news, Apple Music is in charge of providing audio entertainment to the people under Pagelook's rule. Furthermore, Apple Music plays a major role in propaganda for Pagelook, as well as controlling



public radio communication. The delegate of Apple Music should be ready to make decisions around these areas, while keeping in mind that this work on propaganda is not entirely public.

## **Apple**

Apple in 2050 has become one of the primary manufacturers of all personal devices, including 2050 equivalencies of the personal phone and computer. Many of these devices are now integrated into the physical bodies of those in the developed world, but due to developmental inequality, many in the developing world still lack access to these communication and information technologies. Apple must determine a technological policy about what types of services it should provide to its existing users, whether to collaborate with certain media companies or other services (like healthcare or food distribution), as well as how best to distribute technology to regions that still do not have access.

## **Disney**

Disney is a large company in charge of making content such as Marvel movies, Star Wars movies, as well as 21st Century Fox. After completing a merger with Fox Corporation, it now owns Fox News as well. Disney's role within Pagelook is to produce entertainment for people under Pagelook rule, particularly the youth. As a result the delegate of Disney will play an important part in propaganda and the Pagelook Youth, to make sure that new members of society grow up to be loyal followers of Pagelook's agenda. Furthermore, they can use Fox News to control journalism and make sure Pagelook is always portrayed positively.

## **Chevron**

Chevron is a large American energy company, which originally focused on energy production based on fossil fuels, but diversified because of the climate apocalypse. After fossil fuels have been depleted in governments' final desperate effort to save themselves, Chevron now looks to the horizon, trying to find the best alternative energy source to power Pagelook's future. Even though some technologies are already in place, there is an overarching question of where Pagelook's efforts should be focused. Therefore, the delegate of Chevron should come with good knowledge of alternative energy resources, and be prepared to face various challenges such as rebuilding of energy grids. Keep in mind that good energy policy decisions could be crucial to powering new industries and expanding Pagelook's control.

## **Coca-Cola**

This company has produced all types of beverages for decades now, and it continues to do so after the apocalypse. That being said, with the climate apocalypse, the company grew in power because of its access to water sources known only to them. Water scarcity has become an enormous problem throughout the world, so Pagelook has put this company in charge of building a reliable water network for their territories, as well as using this power to enter new ones. The delegate of Coca-Cola should be ready to push for intelligent policies about water, including issues like rural access to it, methods of purifying it, and the many applications of it including irrigation, nutrition and cooling for certain energy industrial processes.

## **Stanford**

As one of the most prestigious academic institutions on the West Coast, Stanford holds a very important decision in shaping the educational systems of this new era. The representative of Stanford will be the main consultant when it comes to how best to educate the population, both on a K-12 level but also in higher education. Stanford also has a large say in the research capacity of this conglomerate, and must play a key part in deciding where to place research resources.

## **McKesson Corporation**

Based in Germany, McKesson Corporation is one of the largest healthcare and pharmaceutical providers in the world, who has now expanded a large branch into the United States (specifically the West Coast). McKesson's role in this conglomerate is to cooperate effectively with the Roche representative to determine how best to produce and distribute medical resources. But more specifically, McKesson will be tasked with coming up with a new system for healthcare and insurance coverage in the relevant regions, considering climate disasters may have crises of impact.

## **Walmart**

As the main source for consumer products, Walmart has a key role to play in resource allocation of this upcoming era. Walmart will have to determine a strategy for maintaining its supply chains despite climate disasters and resource shortages, in deciding which main categories of products to produce. They also need to decide where best to open new stores or platforms to make sure people are getting the necessities they need, and how they can collaborate with food and drink producers to make sure the essentials are accessible.

### **Morgan Stanley**

As one of the leading investment banks in the world, Morgan Stanley has a pivotal role to control the economy of Pagelook to hopefully return back to the way the world was before this disaster. Morgan Stanley will control the flow of currency throughout Pagelook's territory, and will also be expected to propose and embark on successful financial ventures to bring economic glory to Pagelook.

### **Volkswagen**

As one of the major car producers in Europe, Volkswagen has now expanded its reach even more internationally and into other sectors as well, efficiently taking over manufacturing of transportation technologies like trains and busses and motorcycles, other than just automobiles. Volkswagen will be key in providing the transportation infrastructure and vehicles necessary to power the public transportation system put in place, and together with Lyft will be essential in developing policies to make this happen.

### **Past Actions - Avalon**

Avalon has its headquarters in Washington, DC, the former capital of the US. Like Pagelook, it has regional headquarters depending on where its member firms have their headquarters. Airbus has its headquarters in Leiden, Netherlands while Uber had its headquarters in San Francisco, in now Pagelook territory, but now will have it moved to Washington, DC.

### **Possible Actions - Avalon**

In exactly the same way, Avalon's main goal is to figure out how to effectively defeat their main contender for influence: Pagelook. Complete control of all territories outside of the US would allow for an absolute win and allow Pagelook to be absorbed. However, Avalon can also swiftly take out Menlo Park the same way Pagelook could take out Washington, DC.

Delegates are expected to brainstorm policies that are directly relevant to their company's area of expertise, in order to gain control and spread influence through various sectors such as transportation, food and beverage distribution, medicine, the military, education, and media just to name a few. Some methods to think about include espionage, military force, control over core necessities (food, water, energy), bioweaponry, or even diplomacy with other rising forces of this world. Be creative. Think outside of the box.

## **Positions and Portfolio Powers**

### **Uber**

Akin to Lyft, Uber has also successfully transitioned into the electrified self-driving realm. Once again, all citizens are now economically dependent on the services that Uber provides for transportation, given that this ride-sharing scheme is not only the most efficient, but that Uber has the most reliable access to energy to power its entire fleet. Uber must play a key role in determining the next era's transportation strategy. Uber's efforts to enter the finance world with its credit card offerings has unfortunately failed dramatically due to the recent economic instability, but if Uber manages to establish its reliability in more than the transportation sphere, perhaps such extensions (and potential partnerships with other financial institutions) may be revisited again.

### **Archer Daniels Midland Company**

In a world of resource scarcity, Archer Daniels' huge control over the planting and crop procurement behind humans' main food staples and animal feed has become all the more essential. Archer Daniels will become a key player in determining the various food policies necessary to sustain the world's living population, including potential necessities to restructure the current food production supply and distribution chain to ensure that everyone is well fed despite all the instability and climate change.

## **Airbus**

Airbus is originally a French aircraft commercial manufacturer, but its headquarters were moved to the West Coast after the climate change apocalypse. Because of the collapse of airlines, which was tied closely to the failure of governments, Airbus is directly in charge of commercial air travel within the territories controlled by Avalon. Furthermore, Airbus also manufactures freight aircraft which can be used to move important resources to restart industry and the economy. The delegate of Airbus should be well-prepared to be in charge of all policy regarding Avalon's aviation regulation. On one hand, air travel could be an important resource in connecting different territories as Avalon expands. Furthermore, new technologies could facilitate this air travel, as well as making it more environmentally friendly.

## **Lockheed Martin**

One of the largest military companies in the world, Lockheed Martin is in charge of producing military aircraft, technologies and missiles, as well as some space products such as satellites. Originally a contractor for governments and militaries, the climate apocalypse gave Lockheed an opportunity to strengthen its grip over the military itself. Now, as Avalon controls more and more territories, the delegate of Lockheed will be in charge of Defense and Avalon's military power. This includes production of weapons, research and development of new technologies, along with a strong role in decisions that may come up if tensions with Pagelook evolve into actual conflict.

## **Johnson & Johnson**

Johnson & Johnson is not only a major pharmaceutical provider, but also develops medical devices and other things such as first aid supplies. In this new age, it is essential for those in power to determine a new medical strategy to ensure that medical supplies and healthcare is effectively distributed to large populations suffering from war and climate catastrophes. Johnson & Johnson is uniquely posed to address this problem, as well as tackle future medical research needs.

## **Hulu**

Hulu started out as a streaming platform, later incorporating some original content too, and it competed with Netflix before the apocalypse, although it was often weaker in terms of outreach. Now, Hulu plays an important role in providing entertainment for the people living under Avalon control, which is often key in keeping people happy and with their minds off the challenges faced after the climate apocalypse. Moreover, Hulu has a hidden role within Avalon, which is to help with the production of propaganda through the mediums of film. Thus, the delegate of Hulu will likely play a big role in decisions regarding propaganda, and strengthening popular support for Avalon's actions and plans.

## **Spotify**

Spotify is a streaming platform for many audio mediums such as music, shows, and podcasts. It plays an important role when it comes to keeping people under Avalon's rule entertained and distracted. Furthermore, it is in charge of all public radio communications, as well as helping Avalon with propaganda that is spread through audio mediums. Therefore, the delegate of Spotify should be



prepared to make policy decisions about how to use propaganda to promote Avalon's agenda, as well as how to incorporate this directly into its services.

## **Microsoft**

Microsoft has become Apple's main competitor in terms of personal technologies. There is virtually no current difference between the two company's products, other than the fact that they operate on separate systems and have different user interfaces and popularity in different regions (the majority of East Coast inhabitants use Microsoft products). As such, Microsoft will be essential in developing technology policy of private technological products of this next age, and determining how best to use these existing phone and computer tools to enable the goals of the new governing body.

## **Time Warner**

Time Warner is an important entertainment conglomerate, in charge of making quality entertainment to keep people happy inside Avalon territories, as well as keeping people informed through their subsidiary, CNN. Other subsidiaries include Warner Bros, which produces various cartoons and movies for kids and teenagers. Therefore, the delegate of Time Warner will be in charge of the Avalon Youth, given the company's expertise in making material for this age group, as well as controlling journalism and news directly.

## **ExxonMobil**

While ExxonMobil was originally a large oil and gas company, the climate apocalypse along with the depletion of fossil fuels led them to develop cleaner technologies. Nonetheless, there is still a strong debate over which is the best choice, so the delegate of ExxonMobil should be well-researched in non-fossil fuel energy sources, as well as their pros and cons. Further, they will play a major role in policy decisions about energy, as Avalon has put this company in charge of its territories' energy supplies and distribution. Also keep in mind that some restoration of energy grids may be necessary after the apocalypse, and the key role energy could play in having a strong grip over new territories.

## **Pepsi**

Coca-Cola's main competitor in the beverages industry, Pepsi's power grew with the climate apocalypse because of the resulting water scarcity. Having many exclusive water supplies, they became the main water provider for Avalon's territories, and were therefore put in charge of policy regarding water. This includes purification, distribution, access and new technologies, as well as rationing. The delegate of Pepsi should be prepared to make policy decisions about how to best set up water infrastructure in this post-apocalyptic world, as well as how this power over water can help push Avalon's interests and consolidate their control.

## **MIT**

On the other side of the American continent from Pagelook's Stanford, MIT controls the immense research power and academic prowess of the East side. MIT will be consulted both in the development of educational policy and in educational philosophy across cultures, but also in the research and technological development directions of the future. They must work closely with all the

other companies in the room to determine how academia and industry can form the most effective collaborations.

## **UnitedHealth Group**

The UnitedHealth Group will be tasked with coming up with a broad insurance and healthcare plan for this new era. With no main government forces, it becomes essential to formulate an effective system and some sort of subsidy scheme to ensure that people receive the healthcare and immediate crisis-caused medical attention that they need. The UnitedHealth Group must also work closely with the pharmaceutical representative in the room, Johnson & Johnson, to identify avenues of collaboration.

## **Costco**

Similar to Walmart, Costco's operations of international warehouses of consumer goods has become the main go-to for anything people want to purchase. As such, Costco wields huge power and responsibility in determining which products to provide and to what capacity these products can be delivered to people all around the world especially under this huge power vacuum. Costco must work closely with the major consumer product companies in the room to determine the best course of action.

## **Goldman Sachs**

Just like Morgan Stanley, Goldman Sachs was one of the leading investment banks in the world before the global disaster. Goldman Sachs will have a pivotal role to play in controlling the economy of Pagelook to hopefully return back to the way the world was before this disaster. Morgan Stanley will control the flow of currency throughout Avalon's territory, and will also be expected to propose and embark on successful financial ventures to bring economic glory to Avalon.

### **Toyota**

As a major auto manufacturer originating in Japan, Toyota has expanded into the global realm, and similarly to Volkswagen, it is now the main manufacturer of not just automobiles but also all other main transportation vehicles such as busses and trains (after acquiring a few other manufacturing companies in the last few decades). Toyota will be instrumental in determining transportation policy and vehicle distribution alongside its partner Uber.