

UNESCO/APC MULTIMEDIA TRAINING KIT

Confidential instructions: Dr Jones Introduction to CPS

Developed by: Search for Common Ground

Ugli Orange

You are Dr. Jones, a biological research scientist employed by a pharmaceutical company. You have recently developed a synthetic chemical useful for curing and preventing Rudosen, a disease contracted by pregnant women. If not caught in the first four weeks of pregnancy the disease causes serious brain, eye, and ear damage to the unborn child. Recently, there has been an outbreak of Rudosen in your country and several thousand women have contracted the disease. You have found, with volunteer victims, that your recently developed synthetic serum cures Rudosen in its early stages. Unfortunately, the serum is made from the Ugli orange, which is a very rare fruit. Only about 4,000 of these oranges were grown in the whole world this season. No additional Ugli oranges will be available until next season, when it will be too late to cure the present Rudosen victims.

You have demonstrated that your synthetic serum does no harm to the pregnant women and that there are no side effects. Unfortunately, the present outbreak of Rudosen was unexpected and your company had not planned on having the serum available for six months. Your company holds the patent on the synthetic serum and it is expected to be a highly profitable product when it is generally available to the public.

You have recently been told that a Mr. Cardoza, a South American fruit exporter, has 3,000 Ugli oranges. If you could obtain all 3,000 of these Ugli oranges, you could make enough serum from the juice of these oranges to both cure all the present victims and provide sufficient inoculations for the remaining pregnant women in your country. No other country currently has a Rudosen threat.

You have been told that Dr. Roland is also urgently seeking Ugli oranges and is also aware that Cardoza has some of these special oranges. A competitor pharmaceutical company employs Dr. Roland, who has been working on biological warfare research for the past several years. There is a great deal of industrial espionage in the pharmaceutical industry. Over the past several years, Dr. Roland's company and your company have sued each other for infringement of patent rights and espionage law violations several times.

You've been authorized by your company to approach Cardoza to purchase the 3,000 Ugli oranges. You have been told that Cardoza will sell them to the highest bidder. Your company has authorized you to bid as high as \$250,000 (USD) to obtain the juice of the 3,000 available oranges.

Before approaching Cardoza, you have decided to talk with Dr. Roland. Think carefully about what information you are willing to tell the other side and about what information you will not disclose.