



Dear students,

The International Monetary Fund (I.M.F.)—a specialized agency of the United Nations—is working with Brazilian authorities to gather a better understanding of the carbon footprint of individuals living in rural parts of Brazil bordering areas of the Amazon jungle that are threatened by deforestation. According to the World Health Organization (W.H.O.) indoor air pollution is likely the fourth largest killer in the world and responsible for nearly three million premature deaths each year (Heltberg, 2003). An estimated 19 million Brazilians—just shy of ten percent of the overall population—are chiefly using firewood to cook indoors.

The I.M.F. is looking to provide grants to teen eco-stewards willing to help. In particular, we are hoping to show how a switch to parabolic solar ovens can reduce many people's carbon footprint in this delicate environment.

We are looking for you to design an ad campaign that promotes the increased use of solar ovens in this region. The ad campaign should include a model of the current carbon footprint of a typical family of four living in the Amazon. From our studies, these families use approximately twice as much propane and five times as much firewood as natural gas to cook compared to the average American annually. Furthermore, firewood is twice as polluting as natural gas.

Once your ad campaign has established the current situation, the campaign should go on to promote the various benefits of implementing increased solar oven usage in the region. Be sure to promote the designs for solar ovens that you and your team have been prototyping. Create an ad campaign that can be presented in three to five minutes. The presentation can be pre-recorded if you wish or done in person next class.

Thank you for your help!

Sincerely,

The International Monetary Fund (I.M.F.)  
Crisis Prevention Desk