

Student task:

There is a large piece of land available in the remote Amazon rainforest, which is available for development by one of your groups. In order for your group to be successful, you must persuade me as to why you should be the one to receive this piece of land.

You need to come up with a presentation detailing exactly why I should choose your group/industry to give this piece of land.

Your presentation should include:

- What is your industry?
- What you would do with the land?
- What benefits will occur if I choose you (environmental, economic, social...)?
- How will you try and be as environmentally friendly as possible?
- How much money could you make me? Try and find this information out online!

Your group can come up with a name for your company and you will make your pitch to the rest of the class. Everyone in your group must contribute to the presentation, and everyone must be involved in delivering the presentation.

You will be given a role card which includes a brief description of the company, and some good starting points for information. Remember, your task is to convince me why I should give you this land, it may not be “an easy sell” for some of you (so be creative)!

Your presentation should be between 5-10 minutes long. Good Luck!!

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Logging company

The name of your company is:

You are a large logging company, with a focus on sustainability.

The area in question has a large quantity of mahogany and other expensive hardwood trees.

You are experts in sustainable forestry and believe you can effectively use this land in sustainable way.

Your presentation should focus on why you getting this land would be a benefit over another type of logging company (environmental impacts, jobs, long term sustainability).

You should aim to show how you are going to help combat the negative issues related to the logging industry.

Helpful link:

www.rainforest-alliance.org/articles/what-is-sustainable-forestry

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Mining company

The name of your company is:

You are a large-scale mining company who operates in the area of this piece of land.

Your current mine nearby indicates that the “pay streak” (the direction the underground deposits of diamonds and gold) travel straight through this new piece of land.

Your presentation should serve to persuade us that the benefits of mining in the rainforest outweigh the negatives, where possible, using examples.

You should aim to show how you are going to help combat the negative issues related to the mining industry.

Helpful link:

blogs.nelson.wisc.edu/es112-309-3/mining/

HEP energy company

The name of your company is:

A river flowing through this piece of land is ideal for creating a HEP (hydro-electric power) station.

You are part of a construction company already working in the area, and can see the benefits that a project like this could have (economic, jobs, wider impacts for the area).

Your presentation should focus on the benefits of building a HEP station here, and how the benefits outweigh the negatives.

Helpful link:

www.english-online.at/news-articles/business-economy/brazil-builds-dams-in-amazon-rainforest.htm

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Cattle farming company

The name of your company is:

Easy access to a nearby road means that using this area of rainforest to farm cattle would be relatively easy. This easy access would be ideal for the large machinery needed to clear the rainforest and to transport the goods created.

Your presentation should focus on the benefits that could be generated by you gaining this piece of land (economic, jobs, and social).

You should aim to show how you are going to help combat the negative issues related to the cattle farming industry.

Helpful link:

www.sciencemag.org/news/2015/05/brazil-cattle-industry-begins-help-fight-deforestation

Cash crop company

The name of your company is:

You are a company who focuses on growing cash crops. You believe that getting this piece of land will enable you to create benefits for people living in the area.

Remember to focus on the benefits you will create from gaining possession of this piece of land (jobs, money, and social aspects).

You should aim to show how you are going to help combat the negative issues related to the cash crop industry.

Helpful link:

rainforests.mongabay.com/0811.htm