

IPRO 332: OUR ENERGY FUTURE

Mission

Our philosophy is that people should be sufficiently educated about their own energy choices to be able think critically about the corresponding consequences. Our mission, then, is to provide balanced information on sustainability and energy choices.

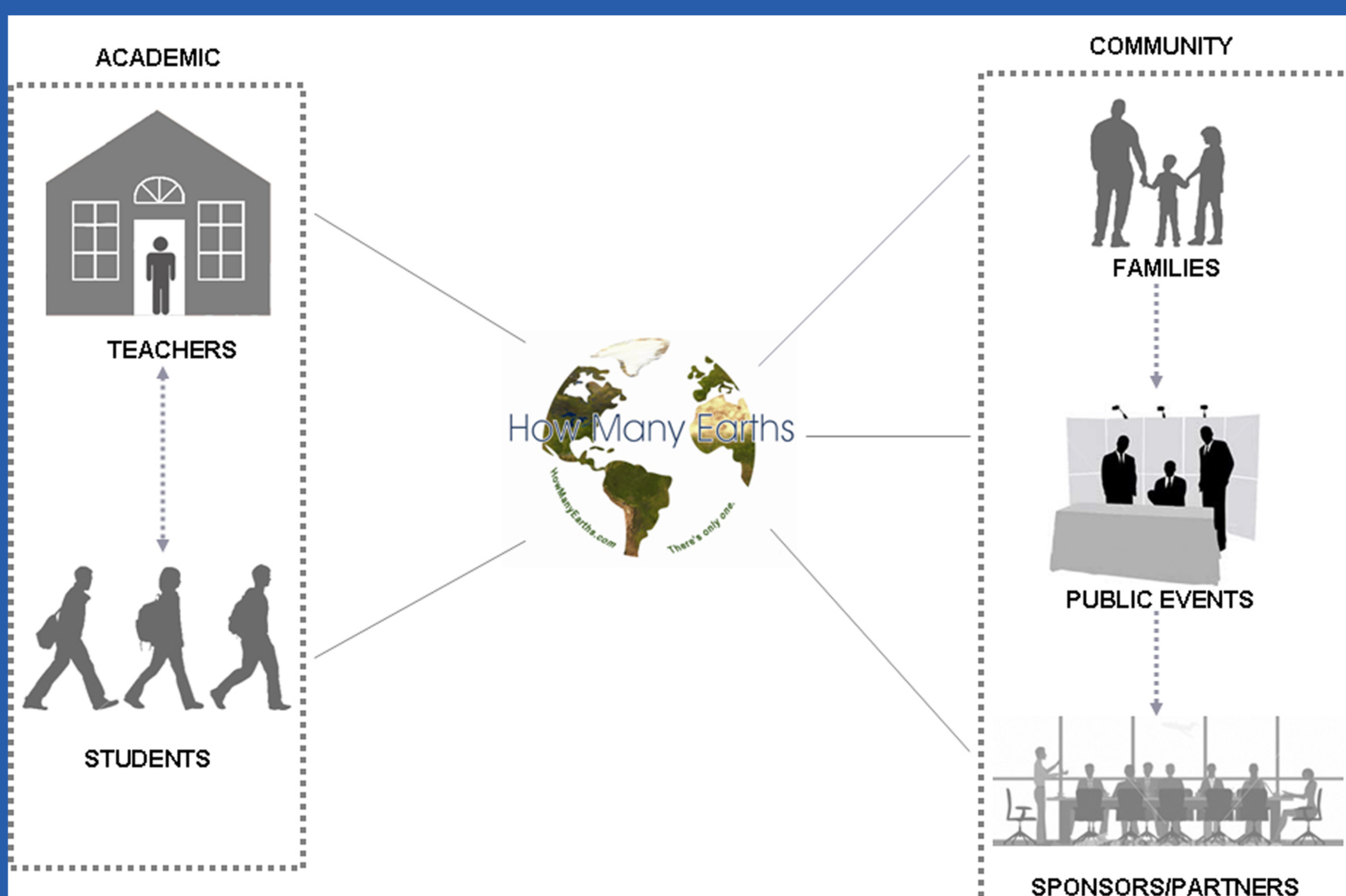
Problem & Background

As a continuing IPRO, Our Energy Future has focused on promoting the “How Many Earths” brand and implementing the ideas and tools from previous semesters. How Many Earths is focused on becoming a more professional and established organization whose task is to educate and raise awareness of resource consumption.

Objectives

1. Continue to visit Chicago-area high school students
2. Begin to visit Chicago-area junior high school students
3. Develop an outline for a third education module
4. Implement student and teacher feedback worksheet
5. Develop Teaching Kits for Ecological Footprint and Cradle-to-Cradle modules
6. Develop and distribute press kit
7. Secure \$1000.00 in funding and sponsorship
8. Improve How Many Earths.com website
9. Create two short energy consumption awareness films

Audience Chart



One key element we worked on this semester was broadening our audience. Besides high school students, we expanded our outreach to younger students, teachers, and Chicago residents.

Future Work

- Website updates
- Less focus on in-class presentation
- Sponsorship
- Moving towards more professional organization