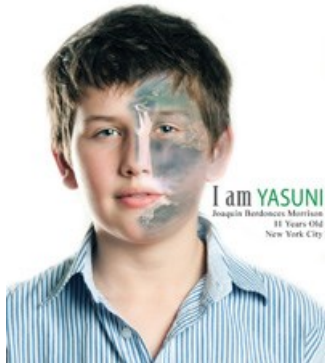




# I am Yasuni

QUITO, ECUADOR: The Ecuadorian government reinvigorates public support for one of its important national parks with a video and social strategy. A new campaign, "I Am Yasuní," commissioned by the government of Ecuador, aims to prevent oil drilling in that country's Yasuní National Park.



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In the heart of the Amazon, Ecuador's Yasuní National Park sits on an estimated 846 million barrels of oil, equivalent to 20% of the country's reserves. Yasuní National Park contains the world's most extensive biodiversity and is home to two tribes, the Tagaeri and Taromenanewho, who have both chosen to remain isolated from civilisation. In 2007, the President of Ecuador Rafael Correa announced at the United Nations' General Assembly the country's commitment to preserve these areas indefinitely. In return, Ecuador's President Correa asked for the international community to help preserve the environment, by asking contributions totalling US\$3.6bn over 13 years, or less than 50% of the oil's estimated market value. The funds are administered by the United Nations Development Programme (UNDP) and will fund projects that meet defined objectives, thus guaranteeing transparency and effective use of resources.

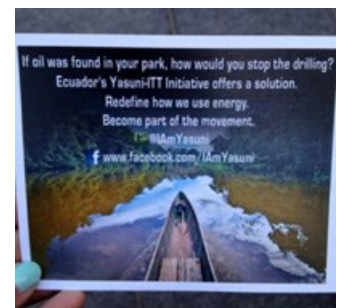
As with all long-term projects, it becomes necessary from time to time to reinvigorate public interest in the original mission, to ensure continued support for the funding scheme.

## I am Yasuni

A new campaign, "I Am Yasuní," commissioned by the government of Ecuador aims to prevent oil drilling in Yasuní and bring the issue closer to home for the international community. The online crusade launched with a video that asks real New Yorkers, "If oil was found in your park, what would you do to protect it?"

The campaign aims to resonate with the global influencers who can help build an international support system and financial fund to protect Yasuní National Park from the oil companies.

In a two-and-a-half-minute video created by production house EO Integration and top audio post shop Sound Lounge, a simulated construction of an oil rig in Madison Square Park attracts an outraged crowd: "This is our park!" a man yells indignantly, while a mother wonders where her children will play. Sound Lounge COO Marshall Grupp sound designed the spot alongside lead mixer Juan Aceves, who heads up the Hispanic division at Sound Lounge, a business arm dedicated to taking on projects of importance to the Hispanic community.



[click to enlarge](#)

The campaign will also include Facebook, Twitter, YouTube, and Google+ initiatives.

## Results

The official YouTube video has received almost 18 000 views in the first month. The Facebook page has achieved just over 1000 likes in the same period.

[Google+ Yasuni page.](#)

[Facebook I Am Yasuni.](#)