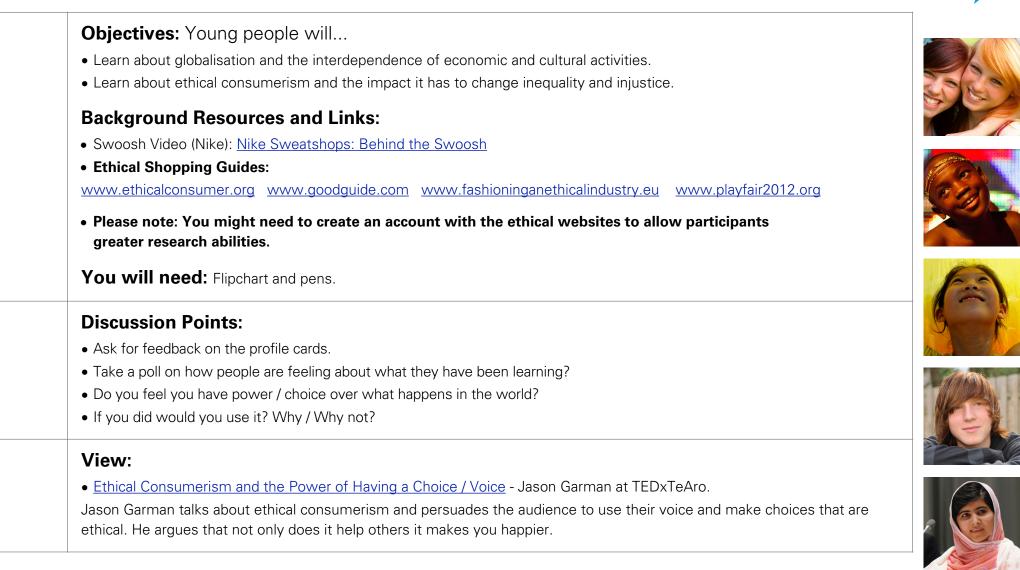
Sustainable Living

Aim: To gain insights into ethical consumerism





 After sweets and food, clothes are among the items most commonly bought by your age group. Do you think you make ethical choices in what you buy and who you choose to buy from?
 Ask participants to call out what brands / shops they like to buy and list on a flipchart.
Ask participants to guess the rating they would give to each of the brands they listed on the flipchart.
Assign each brand to 2-3 participants to research on their own at home. Ask them to bring back the actual rating to sh with the group.
Two helpful sites for most brands are <u>www.ethicalconsumer.org</u> and <u>www.goodguide.com</u>
Introduce participants to the idea of an Ethical Consumerism Action Project. Suggest to participants that this might he feel empowered to bring about change through the rest of the workshops.
Closure:
"Everyone thinks of changing the world, but no one thinks of changing himself." Leo Tolstoy
• Ask each person to name one thing they could change today about themselves to achieve a better world.

Action Project:

1. Make a list of your favourite brands. Choose 5 from your group and research their ethical ratings (treatment of workers and environment). **Websites:** <u>www.ethicalconsumer.org</u> <u>www.goodguide.com</u> <u>www.fashioninganethicalindustry.org</u> <u>www.playfair2012.org</u>

2. Create an Ethical Shopping Report Card and survey your school, and collate. Suggested questions to include:

- 1. Do they buy ethically certified goods.
- 2. I buy what I need not what I want.
- 3. I think about where it is made before I buy.
- 4. I buy second hand goods.
- 5. I stay informed and boycott shops that abuse the environment and labour.
- 3. Using your new information and research, create an ethical shopping guide for your school. Suggested topics to include:
- 1. Survey results from your school.
- 2. Research of your chosen brands.
- 3. Reasons why your should be an ethical/sustainable consumer.
- 4. Global issues affected by your purchases.
- 5. How to read ethical labels.
- 6. Shops that sell fair trade goods.
- 7. Websites to buy ethically sourced goods.
- 8. Websites and apps that give you brand ratings on ethics.
- 9. Ways you can conserve the environment.
- 10. Current company boycotts.