



### Lesson: Conscientious Consumer



#### ACTIVITY OUTLINE



**\*This lesson can be amended to fit a standard, hour long Citizenship lesson, but if followed in its entirety (all slides and full video clip) it is recommended that teachers allow for two lessons\*. If time is available, the video is worth watching in full as this input will enable students to explore the issues in more depth.**

**Students begin by discussing prompt statements about money and their own spending habits. They are then taught the term 'consumerism' and asked another series of questions to stimulate discussion around the concept of needs and wants.**

**Students then watch a 20 minute video that explores the impact that 'stuff' has on the planet. If students do not watch this clip, the teacher can lead a discussion on the impact that consumerism has on the planet e.g. throw away fashion, single use plastic etc.**

**Students are then given data relating to winning the lottery so that they can begin to make links between material wealth and emotional wealth / happiness & fulfilment.**

**They move on to explore the impact that advertising has upon them and the feelings of desire, wanting and greed that this can produce.**

**Finally, students reflect on whether they are conscientious consumers themselves.**

**Suggestion for further activity – students design an ad campaign to warn teenagers about marketing tactics they should watch out for.**



#### CURRICULUM OUTCOMES



##### **Citizenship:**

**Consider the different ways in which a citizen can contribute to the improvement of their community**

**Explore income and expenditure**



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#### GLOBAL LEARNING OUTCOMES



##### RESPONSIBLE CONSUMPTION AND PRODUCTION



Students understand that consumerism is powerful and encourages us to buy more than we need

Students understand that the earth's resources used to facilitate current production processes are finite

Students understand how planned obsolescence contributes towards the linear economy and the creation of harmful waste

##### CLIMATE ACTION



Students can describe how consumers' decisions can have an impact on global issues

Students can explain why humans' view of the world is a cause of the current crisis

Students can suggest how prevailing human mindsets might need to change or develop in response to the climate emergency.

**SMSC/ British Values - Recognise right and wrong; understand consequences; investigate moral and ethical issues**

## Action



Become a conscientious consumer!

Think about what what things you could do to change your consumption. Could you go for a day without buying anything new? A week? A month?

Ask other people you live with if they will take part too. Agree one thing you will each do in the next month - or that you will do individually.

<https://action.storyofstuff.org/sign/black-friday-no-shop-pledge/>

