**Topic:** We consume the earth - green compass for shopping

**Target group:** secondary school students (15-17)

**Number of lessons:** 1\*45 min

**Goal of the lesson:** The aim of the lesson is for students to become informed shoppers, to learn about and master the help and guidelines to become responsible consumers

*/Sources:https://www.fenntarthatosagi.temahet.hu/2022/letoltes/fogyasztas/27/FTH2022\_elfogyasztjukafoldet\_oravazlat.pdf/*

WORKSHEET

1. What is Overshoot Day? Find the date of the day of overshooting in your country.
2. Teacher presents a ppt which helps clarify some important concepts such as: sustainability, Ecological Footprint, Biocapacity, Ecological overshoot, Earth Overshoot Day, Global hectares (see more: https://www.overshootday.org/kids-and-teachers-corner/lesson-what-day-is-earth-overshootday/
3. Types of customers. Let's get to know the different types of customers. *“By using the test describe yourself, which type are you?”* (See: annex I.)
4. Types of advertising: Let's get to know the types of advertising: *How do they try to influence us?*
5. QUIZ game about advertising. Everyone gets a True and an False paper. The teacher reads out the statements, *let's vote on the correctness of the statements!* *Let's talk about it! Let's try to say advertisements that can be good examples of the statements!* *Make a collage out of the advertisements.*
6. Let's make groups! Everybody pulls one eco-label and read what it means. Present the information they have learned to each other! *Why should you look for products with the label of your choice?*
7. Let's collect together our green shopping compasses to become conscious consumers!

**ECOART PROJECT**

 **2020-1-CZ01-KA227-SCH-09429**

**ANNEX I**

1. **Types of customers – Test yourself**

Read the statements below the figure and mark on each axis how typical you feel they are for you. The scale ranges from not at all typical to very typical!

1. In many cases, when I feel down, I go shopping and console myself with a little something.
2. I see it, and I immediately get the feeling that I need it.
3. I've always bought this brand. I don't know why I should switch now.
4. I usually visit the shop with a specific purchase in mind. I have a shopping list, so I should on paper, in my head or on the phone. I don't deviate from that.

not at all typical of me

Look at the diagram you got! For which statement does it peak? When you're done, read the characteristics you have collected. Compare your graph with the answers of your friends and classmates.

**RESULTS:**

1. **Emotional shopper:** the thing bought or the purchase itself gives pleasure, temporary excitement, and satisfaction. Shadow side: Later you realize that you don't need the product you bought, you spent unnecessarily.

2. **Impulse buyer:** You get into the habit of buying something that looks good, is cheap, or has been discounted, or you've seen someone else buy it. You find the reason in a flash and buy it. Shadow side: then the next day it's not so strong that argument, it's gone. Oh, and you ran out of money... for what?

3. **Brand-loyal customer:** It makes you feel better. You identify with the brand, you buy into new trends immediately. Shadow side: Whether it suits you or not, whether you can afford it or not, you buy it.

4. **Conscious shopper:** you know what you need, and how far you can stretch. You know what you need and what you can afford. You know what you're buying. You know what you want. Shadow side: many people don't understand why you buy so quickly and rationally, and why you don't buy what you've left off the list

1. **Types of advertisement**

**- In short supply**

If you don't buy now, you'll never have this product! Only the exceptional are allowed to have this product. Be exceptional yourself, if you don't buy it now, you'll miss out. Not available in stores

**- Celebek's recommendation:**

Want to look like star XYZ? Buy what she buys! Of course, it won't make your life like his/her, but you'll feel like a star the moment you buy it.

**- Sensual seduction:**

Lots of pretty, colorful clothes, objects that feel good to the touch, the subtle smell, and pleasantly relaxing music in shops are all temptations to buy too.

**- Reducing the price gap:**

Only here, only now, only for you at 50-70% off. Think about if it's worth it to the distributor, how much it cost them, and how much they paid the people who produced it.

1. **Quiz game**

a) The purpose of advertising is to draw attention to the product.

(True. All advertising tries to make its product more attractive than others.)

b) We get certain (sure) information about the product from advertising.

(Not true. The advertisements contain incomplete information.)

c) Advertising always lies.

(Not true. They show the best side of the products, they cannot make false claims.)

d) Almost anything can contain advertising.

(True. Even search engine rankings can have advertising.)

e) Advertising always gets its aim, against my will.

(Not true. It either works or it doesn't. Everyone reacts differently.)

f) Advertisements mainly feature good-looking people.

(True, most people in advertising are chosen for their above-average looks.)

g) The ads are for everyone.

(Not true. All ads are very carefully designed to reach a certain group of customers.)