

### INTRODUCTION

In any market, consumers decide what is sold to them in what quantities. Consumers by picking right can influence the producer in a big way. Advertising can manipulate consumers but a consumer who thinks critically with environmental consciousness can make lots of difference to shape the market.

The lesson plan takes scouts through a process that would lay the foundation for values which can help them move from individual acts of consumption to broader changes influenced by collectives like any democratic processes that can lead to solving our environmental problems.

### Objectives:

Scouts will be able to

- explain packaging waste has an impact on the environment.
- identify perspective and present consumers concerns about packaging waste.
- design and implement a campaign to address packaging waste.

**YRE steps:** Investigate, Report

**Personal progression scheme:**

Social cooperation (Boy Scouts)

Education and democracy (Rover scouts)

### Time required/ Duration:

NB. To be adapted to the needs and program of the Scout dens.

- **Session 1:** 45 minutes for the adult member or the Boy/ Rover scout to do a background introduction on the impacts of packaging waste on the environment, and how to go about conducting the consumer survey.

Insert a related game activity to consolidate the theoretical part.

- **Patrols Assignment 1:** One week time provided to each scout to undertake the Consumer survey; each patrol to undertake survey with at least 4-5 consumers.
- **Session 2:** 90 minutes for consolidating and presenting the surveys.
- **Session 3:** 45 minutes for brainstorming campaign ideas (skit/ musical) for promoting information about responsible choices and disposal of packaging.
- **Patrol Assignment 2:** 15 days for implementing the campaign (3-4 times over 15 days).

### Resources Required:

- Resource 4 (Consumer Survey Form)
- Writing material
- Materials for implementing the campaign



Young Reporters  
for the environment

13-16  
Years

4 QUALITY  
EDUCATION



11 SUSTAINABLE CITIES  
AND COMMUNITIES



12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



# Activity

## Session

1

- Brainstorm with the scouts examples of different types of packaging materials (cardboard, glass, wood, hay, leaves, plastic, etc) and thereby introduce to them the importance of packaging.
- Discuss and introduce to scouts the impacts created by packaging waste on the environment.
- Insert a game to consolidate the theoretical part. Example: "The packaging materials race!":  
Collect different types of packaging for each patrol (plastic bag, bottle etc). The patrols are placed next to each other, as if they were in a race. 100m away from them, place two baskets: one with a recycle sign on it and one without. The members of the patrols go one after another, pick up a material and run to assign it to the correct bin. Then they return running so that the next in line can go. The patrol who finishes first and has correctly assigned the materials wins.
- Explain to the scouts about the survey to be undertaken by them, individually/in patrols to find out what consumers feel are the impacts of packaging waste. Discuss the survey sheet prior to undertaking the survey.
- Discuss and guide the scouts on how to approach consumers requesting them to help complete the survey.

## Patrol Assignment

1

- Provide scouts one week time to get responses to the Consumer Survey Form.
- The Consumer Survey Form has 20 questions, scouts should be informed that it might take about 30 minutes for respondents to complete the survey.
- Remind scouts to wear their scout scarf when conducting the survey.
- Each patrol could interview a minimum of 4-5 members.

## Session

2

- Ask the scouts to tabulate the findings and organize the response received.
- Ask the scouts to analyze and present the results. This should be done through collective discussions and patrols should be encouraged to represent the results in the form of an infographic.

## Session

3

- Based on the survey results guide the scouts to identify key messages to develop a campaign plan for creating awareness about packaging waste.
- As part of the campaign plan let the scouts choose their media like short skit (7-10 min duration should be ideal) or create a musical (about 7-10 min) addressing the problem and highlighting some solutions.

# Activity

## Patrol Assignment

### 2

- The skit or the musical prepared by the scouts should be performed by them in front places like a shopping mall to create awareness regarding packaging waste.
- Adult members might have to take permission from the places authorities for this action.
- The awareness should be created a minimum of 3-4 times over the duration of 15 days. A video can be made of the performance and shared on social media.
  - For video: Refer Lesson Plan 5 from chapter "Learning to be an Environmental Journalist".

## Evaluation

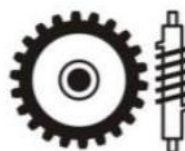
After the surveys, adult members should be able to help scouts conclude the consumer opinion about impacts of packaging waste on the environment.

Campaign evaluation – some of the bystanders who watched the scout performance should be asked what they felt regarding the same.

NB: For the Rover Scouts, the campaign evaluation could be done thoroughly, as a research part of its own. Then, Rover Scouts could prepare a presentation of the whole activity (theoretical info, survey, campaign, reactions) and disseminate it in various community occasions or scout events.

## Personal progression

If the theoretical part is conducted by a Boy/ Rover scout assign the relative badge.



## Resource 4

### Consumer Survey Form

1. The survey should help assess what consumers feel about packaging?
2. The survey should help understand whether consumers are concerned about how packaging waste affects the environment.
3. The survey should help understand whether the consumer plans to take any action to reduce packaging waste.

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Are you a consumer?	Yes	No
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Name any 3 products you consume regularly

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Do you think these products contain packaging?	Yes	No
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Name 5 different types of packaging material that you can think of

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When you purchase milk, packaged in different forms like pouches, tetrapaks, or bottles, do you think of recycling any of these packaging	Yes	No
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Do you think these packaging materials to package milk are harmful to the environment?	Yes	No
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Why?

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Do you think of packaging when you buy a product e.g., shampoo? Would you opt for:

sachets	small throw away bottles	larger containers
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Do you think your choice of purchasing a shampoo in one of the above packaged forms can make a difference?	Yes	No
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Can you mention why and how?

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When you shop for vegetables	would you buy fresh vegetables cut and cleaned vegetable stored in different packaged materials including plastic disposable trays, polystyrene trays, etc.
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Do you think your choice makes a difference? How and Why?

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When you go shopping, would you care to carry your bag	Yes	No
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If No, choose one of the following:

- Do you go to a store and demand for a carry bag
- Do you think it is the responsibility of the store to give you a carry bag?
- Do you think it is your responsibility to take a bag with you when you go for shopping?

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When you shop do you look for packaging which is made from recycled material?	Yes	No
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Do you look at the packaging for any of the following? Grade them from 1-5 in the order of your priority

Expiry date

Recycling symbols

Contents of packaging

Material of packaging used

Cost of the product

Offers like buy one get one free/extra content for free

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Do you save packaging material for recycling	Yes	No
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How do you dispose different packaging items like plastic bottles, corrugated sheets, glass bottles, Tetrapak, Aluminum cans

Throw away as mixed garbage                      Segregate for recycling

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What kind of packaging material are you most likely to return for recycling?

Plastic bottles      Corrugated sheets      Glass bottles      Tetrapak      Aluminum cans

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Why?

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Do you think you must help reduce packaging waste	Yes	No
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Why?

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