

Smart Shopping Choices



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 take students 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:

Students 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

Curriculum Linkage: Science/
Environmental Studies/Social Science/
Numeracy and Mathematics



Time required/ Duration:

- **Classroom Session 1:** 45 minutes for the teacher to do a background introduction on the impacts of packaging waste on the environment, and how to go about conducting the consumer survey.
- **Group Assignment 1:** One week time provided to each student to undertake the Consumer survey; each student group to undertake survey with at least 4-5 consumers.
- **Classroom Session 2:** 90 minutes for consolidating and presenting the student surveys.
- **Classroom Session 3:** 45 minutes for brainstorming campaign ideas (skit/ musical) for promoting information about responsible choices and disposal of packaging material.
- **Group Assignment 2:** 15 days for implementing the campaign (3-4 times over 15 days).

13-16
Years

Resources Required:

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



Activity

Classroom session 1

- Brainstorm with students 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 students the impacts created by packaging waste on the environment.
- Explain to the students about the survey to be undertaken by them in individually/in groups 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 students on how to approach consumers requesting them to help complete the survey.

Group Assignment 1

- Provide students one week time to get responses to the Consumer Survey Form.
- The Consumer Survey Form has 20 questions, students should be informed that it might take about 30 minutes for respondents to complete the survey.
- Each group could interview a minimum of 4-5 members.

Classroom session 2

- Ask the students to tabulate the findings and organize the response received.
- Ask the students to analyse and present the results. This should be done through classroom based discussions and student groups should be encouraged to represent the results in the form of a infograph.
- The infographs prepared should be displayed on the Eco-Schools bulletin board.

Classroom session 3

- Based on the survey results guide the students to identify key messages to develop a campaign plan for creating awareness about packaging waste.
- As part of the campaign plan let the students 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

Group Assignment **2**

- The skit or the musical prepared by the students should be performed by them in front places like a shopping mall to create awareness regarding packaging waste.
- Teachers might have to take permission from the mall authorities for the same.
- 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:

Subsequent to the surveys teachers/ facilitators should be able to help students conclude the consumer opinion about impacts of packaging waste on the environment.

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

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.

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

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

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?

Do you think of packaging when you buy a product e.g. shampoo? Would you opt for:			
sachets	small throw away bottles	larger containers	

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?

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?

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?

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

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, Aluminium cans

Throw away as mixed garbage Segregate for recycling

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

Plastic bottles Corrugated sheets Glass bottles Tetrapak Aluminium cans

Why?

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