



Call2Nature

“Disconnected” Activity: *The informed consumer*

PROJECT REFERENCE NUMBER:
2022-1-IT03-KA220-YOU-000085032



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Competence Area	3) Envisioning sustainable futures			
Topic	16. Navigating the dynamics of sustainability			
Transversal competence (s)	☐ TEAMWORK ☐ CRITICAL THINKING ☐ OBSERVATION OF NATURE		☐ EMPATHY & RESPECT ☐ BIODIVERSITY ☐ SUSTAINABLE DEVELOPMENT GOALS	☐ SENSE OF INITIATIVE ☐ LEADERSHIP
Name of the activity	<i>The informed consumer</i>			
Learning Outcomes	To engage students in critical thinking about the social, environmental and economic impacts of consumer choices and to encourage them to consider ethical factors when making purchasing decisions. The aim is to give the participant the understanding that consumers need knowledge and information to make informed decisions.			
Duration	30-45 minutes			
Recommended group size	Students can work in groups of 3 (1 decision-maker, 1 devil's advocate, and 1 sustainability advocate)			



Method(s) Used	• Dialogue and Discussion • Peer-to-Peer Learning
Step By Step Description	Instructions: This activity consists of 10 dilemmas related to consumer choices. The game requires that you form groups of three participants; each participant plays different roles. One participant is the consumer who makes a choice, and the other two participants represent different options; one playing the devil's advocate and the other advocating for the more sustainable choice. 1. Select one student to be the decision-maker, one as the devil's advocate, and another as the sustainability advocate. 2. The facilitator/teacher presents one of the consumer dilemmas from the list. The participants will now take their roles and discuss in their groups: The devil's advocate should argue passionately in favor of the less sustainable or unethical choice, highlighting its benefits, cost savings, or immediate gratification. The sustainability advocate should present compelling arguments for the more sustainable and ethical choice, emphasizing long-term benefits, reduced environmental impact, and ethical considerations. The decision-maker listens to both advocates and then makes a choice, explaining their decision and the reasoning behind it. If desired and if there is time, you can rotate roles so that each participant has the opportunity to be the decision-maker, devil's advocate, and sustainability advocate.

Discuss and debrief after each round. Encourage students to reflect on how the arguments presented by each advocate influenced their decision. What factors ultimately swayed them?

Continue with the remaining dilemmas or create new ones for additional rounds.

Dilemma 1: The Ethical Clothing Shopper

You need new clothes but have limited funds. Do you buy cheap clothing from a fast-fashion brand known for exploitative labor practices or invest in a more expensive, ethically produced garment?

Dilemma 2: The Disposable vs. Reusable Dilemma

You're shopping for a water bottle. Do you choose a single-use plastic bottle or invest in a durable, reusable one?

Dilemma 3: The Food Dilemma

You're at the grocery store and have the option to buy locally grown organic produce at a higher cost or conventionally grown, cheaper produce shipped from across the country. What do you choose?

Dilemma 4: Transportation Choices

You're planning a trip, and you can either book a flight, which has a significant carbon footprint, or take a longer train or bus journey. Which do you pick?

Dilemma 5: The Electronics Choice

You need a new smartphone. Do you go for the latest model with more features and a higher price, or a slightly older, more affordable option with fewer features?

Dilemma 6: The Meat vs. Plant-Based Diet

You're at a restaurant, and you must choose between ordering a meat-based dish with a larger environmental impact or a plant-based one. What do you select?

Dilemma 7: Eco-Friendly Packaging



	You're ordering a product online. One option comes with excessive packaging waste, while the other offers minimal or eco-friendly packaging. Which do you choose? Dilemma 8: The Conflict Minerals You want to buy a new electronic gadget, but one of the companies uses conflict minerals in their products, while another has a better track record. What do you do? Dilemma 9: Fashion Trend vs. Sustainability You want to stay fashionable, but you know that many trendy items quickly go out of style, contributing to waste. Do you buy the trendy item or opt for a more timeless, sustainable piece? Dilemma 10: Fast Food vs. Slow Food You're hungry and have limited time. Do you choose a quick, unhealthy fast-food meal or take more time to prepare a healthier, homemade option?
Required Materials	• A list of ethical dilemmas related to consumer choices (see step by step description).
Learning Setting	It can be either: • Outdoors • Conference Room • Classroom
Activity Evaluation/ Reflection	Discussion where all participants can contribute to the discussion points: Discuss the concept of informed decision making: Imagine if the consumer didn't have the knowledge/argumentations from the advocates - Do you think the decisions would be different? 1. What was the most difficult dilemma, why so? 2. What was the easiest choice to make, why so?



	3. Which role was the easiest to play - having to play the devil's advocate, the sustainable advocate or the decision maker?
Useful Resources (not mandatory)	<i>Ex. videos, websites, tools etc</i>

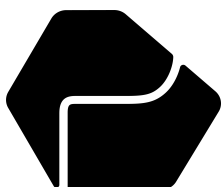




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