



Erasmus+



**WebQuest title: BECOMING CONSCIOUS CONSUMERS**

**Involved subjects:**

Science

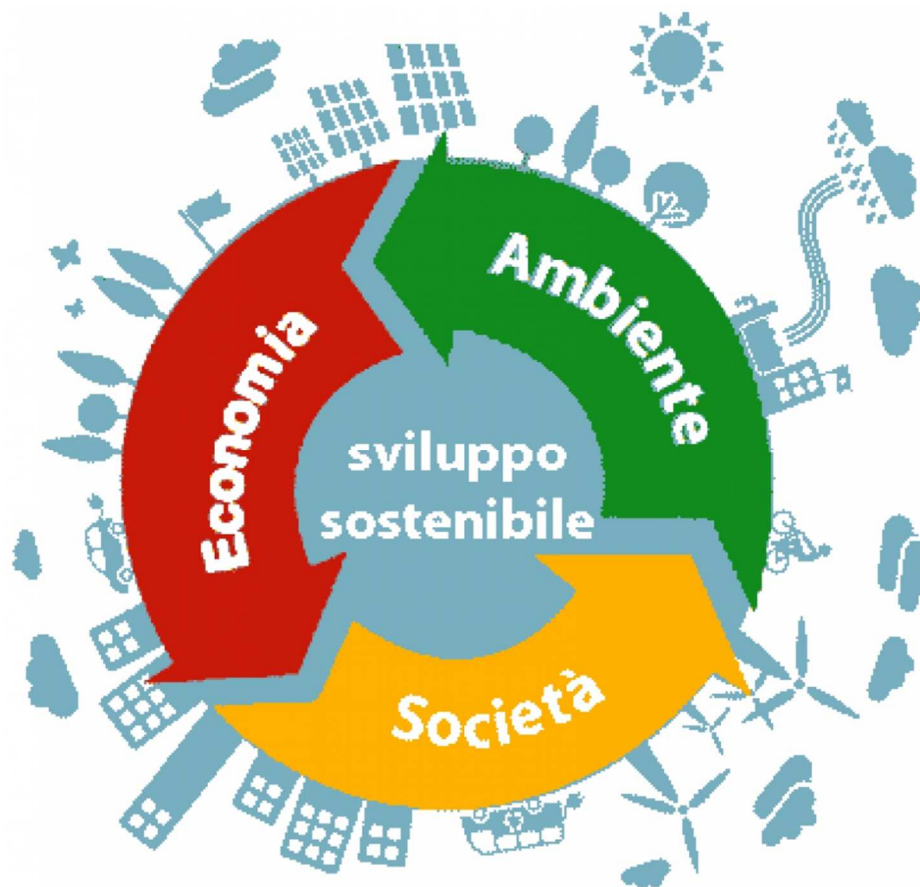
Business

**Citizenship and constitution**

**Timing:** 4h (classroom) + 4h (homework) + 2h (feedback)

**Leading in**

Timing: 1h  
(classroom)



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Recently, thanks to the commitment of many, public and private institutions, national and international organizations, information to consumers has progressively increased concerning the planet's environmental situation, energy emergency, waste problems, ethical and social aspects linked to the production and extraction of raw materials; the consumer has grown aware of the interdependence between the activities of each of the main characters of the environment and, therefore, also about his own role in a global sustainability project. Sustainability meant as a lifestyle and an ethical consumption that respects and protects ecosystems and natural resources from a wellness perspective; the consumer is also increasingly aware of the fact that through his shopping habits he may penalize and thus discourage some business practices, that unfortunately persist in too many areas of the world, which base their profits and successes on unethical production methods, such as undeclared work or children labour. (Consumer notebooks: ecological labels. Chamber of Commerce of Ancona).

*«La forza decisiva per costruire dal basso un benessere equo e sostenibile sarà il "voto col portafoglio". Ovvero la sempre maggiore consapevolezza dei cittadini che le loro scelte di consumo e risparmio sono la principale urna elettorale che hanno a disposizione». (Leonardo Becchetti, economista)*

### **Assigned task**

#### *ARE YOU A CONSCIOUS CONSUMER?*

A survey carried out by Ipsos MORI on behalf of Changing Markets Foundation and Campagna Abiti Puliti, has shown that only two out of ten Italians (22%) think that industry adequately informs consumers about the productive impact on environment and population, while eight out of ten (82%) think that trademarks should provide information about the obligations and measures taken to reduce pollution.

You've been commissioned by a market research company to identify consumer behaviours starting from your family's consumption analysis.  
Identify working groups made of **four** students. Each group will lead a survey on the following areas:

- textile
- food
- cosmetics
- technology

### **Process**

You'll be divided into four groups which will deal with one of the following topics:

- textile
- food
- cosmetics
- technology

Assign the following roles amongst the group - based on your abilities: director, interviewer, technician (digital editing) and secretary (logbook).

1. Calculate the ecological footprint of each member of the group
  - <https://www.wwf.ch/it/vivere-sostenibile/calcolatore-dell-impronta-ecologica>
  - <http://www.pandaclub.ch/it/Scopri/I-temi-del-WWF/improntaecologica/Test-dellimpronta-ecologica/>
  - [http://www.feem-project.net/pandora/impronta\\_eco.php?ids=125](http://www.feem-project.net/pandora/impronta_eco.php?ids=125)
2. Read the indicated resources
3. Analyse your families' spending and check if you are a conscious consumer
4. Identify the most sustainable brands based on the presence of the certification symbols on the product labels (products belonging to the sector assigned to your group)
5. Make a brief paper or digital report including:
  - the ecological footprint of your group (obtained from the average of the results of the individuals)
  - percentage calculation of certified sustainable products in your household spending
  - Critical conclusion of the results and proposals to reduce the ecological footprint with the help of certified products and other actions
6. Document the backstage of your work.

## **Resources**

Web sites:

- [https://www.unimondo.org/Guide/Economia/Consumo-critico/\(desc\)/show](https://www.unimondo.org/Guide/Economia/Consumo-critico/(desc)/show)
- [http://www.ansa.it/canale\\_lifestyle/notizie/moda/2019/01/10/moda-consumatori-consapevoli-occhio-ad-ambiente-anche-per-i-grandi-marchi\\_e49b380a-d89c-4e0f-adb4-1d1ad1dbffec.html](http://www.ansa.it/canale_lifestyle/notizie/moda/2019/01/10/moda-consumatori-consapevoli-occhio-ad-ambiente-anche-per-i-grandi-marchi_e49b380a-d89c-4e0f-adb4-1d1ad1dbffec.html)
- <http://www.an.camcom.gov.it/sites/default/files/GuidaEtichette%20Ecologiche.pdf>
- <https://www.madreterrablog.it/2012/01/lecologia-in-un-marchio-leggere-le-etichette-e-riconoscere-i-prodotti-eco-friendly/>
- <https://www.fasda.it/impronta-ecologica/>

## **Tools**

- Video-camera or smartphone for shooting
- Premiere adobe or iMovie or any other free software for digital editing

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**Learning Goals:**

After completing the WebQuest assignment, you will:

- Know the meaning of:
  - Critical consumption
  - Ecological footprint
  - Ecological certifications
- Be able to read an informative text regarding a specific thematic area
- Be able to read a product label
- Think of the school role in promoting sustainable development
- Improve your level of participation in school life

<b>Acquired Competences</b>	<b>Acquired Skills = Social Competences and Activism</b>	<b>Learnt knowledge and contents</b>
<ul style="list-style-type: none"><li>• Understand the concept of ecological sustainability</li><li>• Understand the concept of ecological footprint</li><li>• Identify behaviours that may reduce the ecological footprint</li><li>• Become an eco-sustainability peer educator</li><li>• Able to select products in order to become a conscious consumer</li></ul>	<ul style="list-style-type: none"><li>• Able to identify wrong consumer behaviours related to the environment</li><li>• Know how to experience active citizenship by engaging in activities aimed at promoting correct behaviours</li><li>• Able to work and collaborate with classmates</li></ul>	<ul style="list-style-type: none"><li>• Know about the existence of eco-labels and understand them</li><li>• Know which are the environmental issues caused by incorrect lifestyles</li><li>• Know which behaviours lead to a sustainable lifestyle</li></ul>

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