

Consumo consciente

PREPARA TU SESIÓN

Guía bilingüismo

Queremos orientarte y facilitar tu aplicación en el aula de nuestra propuesta didáctica si eliges la opción bilingüe.

En esta guía recopilamos información complementaria a los contenidos en castellano y recursos didácticos en inglés que puedes consultar y/o descargar en las diferentes secciones de esta sesión doble de 50 minutos.

Incluimos, según corresponda en cada caso, modificaciones de las propuestas didácticas, apoyo a las reflexiones que tengas que realizar con el alumnado en torno a los contenidos ambientales y vocabulario técnico.

Y si tienes cualquier duda... te ofrecemos atención personalizada a través de la **Oficina de atención al docente** con contacto telefónico 917459351 y correo electrónico naturaliza@ecoembes.com (de lunes a viernes).

1. Activity by activity indications

SESSION 1 | ACTIVATION

Activity 1.1

These are the questions that the students have to answer in relation to the advertisement they have chosen:

- What is the advertising message?
- What strategy do you think is used to sell us the product?
- What do you think is true about what is advertised?

SESSION 1 | DEVELOPMENT

Activity 1.2

The students will use the following strategies to make an advertising spot:

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- Exaggerating the benefits or advantages that a particular product or service provides.
- Associating the image of a product or a brand with a hero, a famous character.
- Associating the image of the product or brand with positive emotions such as joy, happiness...
- Offering discounts, gifts, shopping facilities...
- Inciting excessive consumption. It induces to buy things that we do not need.
- Associating the image of the product to nature, which we normally associate with respect for the environment even if it is not true.
- -Using ambiguous terms that do not explain the advantage of the product against others (example: natural product, non-toxic, green, for a cleaner planet, environmentally friendly).
- Misleading advertising: to transmit false information (example: images of food in the packaging or in advertisements that do not correspond with the interior or with the reality).

SESSION 1 | CLOSURE

Activity 1.3

The following questions may help the students to reflect on their consumption:

- Do you buy things you don't really need? Why do you think you do it?
- What consequences do you think has an excessive and unnecessary consumption of products such as clothes, computers or mobiles?
- To manufacture mobiles, a mineral called coltan is extracted from the interior of the Earth. Do you think the coltan is infinite and can be extracted indefinitely? What could happen when it runs out?

SESSION 2 | DEVELOPMENT

Activity 2.2

The idea of this activity is to create a committee of citizens to propose individual and collective solutions to the damage that Earth is suffering due to our consumption.

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- What could we do to stop the impact on Earth due to excessive consumption?
- What ideas do you think of?

The different roles participating in this committee are the following:

- Product manufacturers
- Consumers
- People committed to the defence of the environment
- Publicists
- Legislator/ law maker(optional)

Activity 2.3

Below you can find some examples of actions that help reduce the consumption:

- *Reflect on the real need to buy a product before buying it: do not buy items and products you do not need.*
- *Extend the life of the products as much as possible, repairing them or avoiding replacing them if they still work.*
- *Analyze advertising critically and reflect on what you need to consume.*
- *Consider the complete life cycle of a product (what materials it has, how it was made, where it comes from ...) as a purchasing criterion.*
- *Preferably consume local products, elaborated in a more sustainable way (materials or production methods) and / or fair trade products.*
- *Check the labels, they give us information about the energy efficiency of a device, the way of production or exploitation, for example, they can assure us a more sustainable production or exploitation, such as the MSC label for fish, the FSC certificate for forest products, or the organic production certification.*
- *Avoid buying exotic pets. In case you buy one, ask the seller for the trading permits.*
- *Do not free pets in the environment, whether natural, rural or urban.*
- *Practice the collaborative economy, a shared economy in which you can exchange clothes, buy / sell second-hand products, donate or give as a gift what is in good condition and you no longer use...*

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- *Moderately use the internet and social networks, the maintenance of equipment and systems for data hosting (servers) generates a very high energy and resource consumption.*
- *Use cleaning products respectful of the environment.*
- *Give time as a gift.*

Glossary

Advertisement: anuncio

Advertising: publicidad

Advertising spot: anuncio o spot publicitario

To barter: hacer trueque

Brand: marca

Coltan: coltán (mineral)

Committed: comprometido

Consumption: consumo

Data hosting: almacenamiento de datos

Exploitation: explotación (por ej. de los derechos humanos)

Fair trade: comercio justo

Hoarding: valla publicitaria

Joy: alegría

Misleading advertising: publicidad engañosa

To run out: agotarse

To shoot: en este contexto, filmar o rodar

Sustainable: sostenible

Trading: comercial

Useful life: vida útil