



PSHE & CITIZENSHIP - ETHICAL CONSUMERISM



As young people you increasingly make choices about what you buy and who you buy from. Although this may not seem like a big responsibility, it is important to understand how your choices affect other people and the environment. Some businesses also consider their impact on people and the environment. The Body Shop's Enrich Not Exploit™ Commitment has three major pillars: Enrich our People, Enrich our Products and Enrich our Planet.

STARTER: WHO'S WHO

Many different people are affected by your purchasing choices. Match the word to its definition to understand who these people are and what their role is in the supply chain of goods and services

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| Growers / producers |
| Manufacturers |
| Retailers |
| Governments |
| Consumers |

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| You and the people who purchase goods. |
| The people who make products in factories or buy them from factories. |
| The people who make the rules about how and which things can be bought and sold, and set the rules on factory conditions in the countries of their jurisdiction. |
| The people who bring together and process the raw materials to make the products. |
| The people who grow or extract the raw materials. |

Learn more about your own ethics as a consumer with the ['Buy for Good - Enriching the Future'](#) interactive.

ACTIVITY 1. ETHICAL PRIORITIES

Ethical consumers consider the business practices of those that they buy from and use their purchasing power to influence the ways that other businesses operate.

- a) Cut out and arrange the statements of ethics on page 2, and order them according to your priorities when buying products. Be prepared to discuss the order that you put them in with your classmates.
- b) Now rearrange the statements to reflect who you think should have responsibility for each. Which ethics should be regulated by consumer choice, the discretion of the retailer or by government legislation?



Use to complete the tasks for **Activity 1. Ethical Priorities.**

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| It is important that the cost to the consumer is cheap | It is important that the producers are paid fairly | It is important that the product is made from resources which are sustainably sourced |
| It is important that the packaging is attractive | It is important that the retailer pays their employees fairly | It is important that child labour is not used in production or manufacturing |
| It is important that the traditions and culture of producers are respected | It is important that the environment is not damaged in the sourcing of the raw materials | It is important that the environment is not negatively impacted in the manufacturing of the product |
| It is important that the product packaging is made from recycled or upcycled materials | It is important that the product has reduced packaging or packaging that is recyclable or reusable | It is important that the product was produced in an environment that respects workplace equality for women and minorities |
| It is important that the product works and does what I bought it for | It is important that the factory where the product is produced is safe for workers | It is important that energy is not wasted during the manufacturing process |
| It is important that the product is the same as my friends have | It is important that the product is of good quality | It is important that the ingredients and manufacturing of products does not harm animals |



ACTIVITY 2. DEBATE: WHO MAKES THE RULES?

Whilst ethical consumers are able to influence the business practices of producers, manufacturers and retailers, it is governments and extra-governmental organisations that can make laws that control the way that businesses operate.

Who do you think should be in control? Should businesses be free to operate, as they like, with ethical consumers choosing which businesses that they purchase goods from, or is it the responsibility of governments to create laws that enforce ethics of the electorate?

Prepare your answer below, and get ready to join in the debate.

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EXTENSION - CONSUMER'S INTERACTIVE

Follow the Consumer's interactive '[Buy for Good - Enriching the Future](#)' to discover more about ethical consumerism. Discover The Body Shop's Enrich Not Exploit™ Commitment, and take the test to find out where you sit on the sustainability scale.