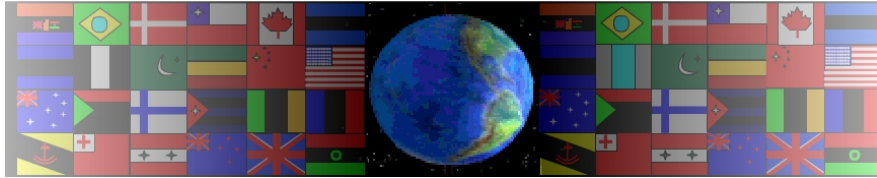


ENVIRONMENTAL ISSUES AND CUSTOMERS

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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ENVIRONMENTAL ISSUES AND CUSTOMERS 1



Is the product made from recycled materials?

Has recycled packaging been used?

Has biodegradable packaging been used?

Are the materials used in the product and packaging sustainable?

Has it been manufactured in a factory that uses renewable energy or conserves energy?

Product distribution: Is the product manufactured locally?

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ENVIRONMENTAL ISSUES AND CUSTOMERS 2



Does the manufacturer supply refills rather than expecting its customers to buy full products with wasteful packaging?

Can the product be recycled at the end of its life cycle or is it going to be 'dumped'?

Is the manufacturer trying to reduce its carbon footprint?

Is the manufacturer and / or retailer actively involved in encouraging people, especially young people, to reduce the waste?

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Customers are increasingly aware of environmental issues and this often determines the products they buy.

List four environmental aspects of product design and manufacture, that customers regularly consider, when deciding to purchase a product. *4 marks*

1. _____

2. _____

3. _____

4. _____