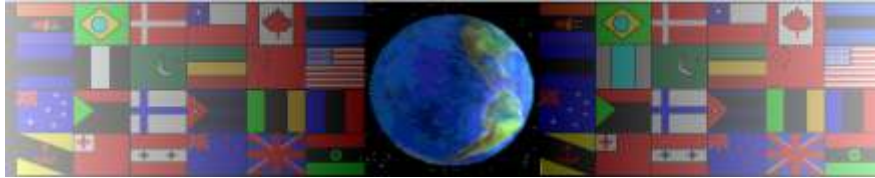


HOW SUPERMARKETS ENCOURAGE CUSTOMERS TO REDUCE WASTE AND TO HELP PROTECT THE ENVIRONMENT

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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Most people buy the majority of their food and other products from supermarkets. In many countries, supermarkets dominate the retail and supply of everyday products. Supermarket managers are increasingly aware of the interest of their customers in environmental issues. Consequently they tend to promote products and packaging that reduces waste and helps protect the environment. This makes good economic sense as supermarkets that do not help protect the environment, could find that environmentally conscience customers spend their money elsewhere.



Describe three ways supermarkets try to encourage customers to reduce waste, especially the waste of materials.

1. _____

2. _____

3. _____
