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**EDUCATION POLICY**

**LIFE AND WORK SKILLS**

Governments have a moral and political responsibility to provide an education for its citizens. This starts at an early age and can extend through an individual’s entire life. Education should ensure that each citizen is prepared for a product life in social and economic terms. An education system should provide the workers and evaluative consumers of the future, with all the necessary skills. An education should ensure that each citizen is capable of making independent moral judgements based on an understanding of freedom and democracy.

**ENVIRONMENTAL AWARENESS**

A good education system should educate its citizens about the environment - local, national and international. It requires developing an understanding of the need to balancing of the demands of industry and housing against a whole range of environmental issues. An education system should also teach about the Law in relation to the environment, and what is lawful and unlawful. Also, the systems in place to allow proper informed debate at both local and national and international level.

**CULTURAL AWARENESS**

We live in a free and democratic society, that is also multicultural. A good education system teaches and promotes an understanding of different cultures. The diversity of cultures in our society strengthens our society. In the business and industrial world, an understanding of different cultures is a necessity. Knowledge of all potential target markets, helps trade and commerce and minimises potential misunderstandings, between different countries / belief systems.

**EXAMPLES**

**LIFE AND WORK SKILLS**

A student may have an interest in becoming an engineer. The education system has a moral duty to provide that student with the skills and knowledge in school, that allows him/her to progress to a suitable course, when going into Further Education (POST 16).

During his / her school years, a student should develop the necessary skills to enable him / her to evaluate products, so that when making a purchase, the right decision is made.

**ENVIRONMENTAL AWARENESS**

A good example is the debate over ‘fracking’, the process whereby gasses are released from the rocks beneath our feet, using chemicals and pressure. Environmentalists claim that great damage is the result and industrialist deny that environmental damage occurs and that the gas released will be used for industry and homes, in our country.

A good education should enable individuals to form a view, through informed debate.

**CULTURAL AWARENESS**

COLOURS: Global trade means that companies / manufacturers, need to understand that colours are interpreted in different ways in different cultures. Colours acceptable in one country, may be seen as unacceptable in another. In China, ‘red’ is associated with good luck. Elsewhere in the world, red is used to represent danger, for example on road signs. Religion and belief systems are a very sensitive area, that must be understood, when trading throughout the world, to avoid insulting the target market.
A company / business investing at home or abroad has a moral responsibility to improve the working lives of its employees, through training and the upgrading of their skills. Training and updating employee skills also benefits the employer / business. Sometimes economic responsibility includes setting up schools and educational facilities. This improves the lives of the employees and their children. Workers receive pay and a proportion is spent locally, improving the lives of local people.

Businesses have a moral and legal duty to pay tax to the Government. In the past, some businesses have sought ways of minimising the tax they pay. It should be remembered, that tax is used by the Government, to pay for the hospitals, schools, the police and infrastructure programmes such as roads and railways. Some companies have actively tried to reduce their tax bills, by claiming that their profits flow through another country, with lower taxes. It has been known for businesses to relocate, moving their businesses to another country, in order to pay lower taxes.

A successful internet business avoids paying tax legally, in a country where it makes money, by setting up its headquarters in another country that has very low tax. WHAT DO YOU THINK?

A successful company employs a ‘smart’ accountant to work out ways of avoiding paying tax. The accountant employs solicitors, with the sole aim of finding ‘loop holes’ in the tax law. Again the aim is to minimise or avoid tax. WHAT DO YOU THINK?

Companies and businesses have a moral and legal duty to ensure safe working environments and to provide safety training. Companies have a moral and ‘sometimes’ a legal duty to limit the number of hours and days that their employees work. Business should ensure their employees have adequate breaks, holidays and canteen facilities. Companies should ensure a management system exists, whereby their employees can discuss work related problems and potential grievances.

A company that has relocated its manufacturing to a developing country, does not listen to its employees when they claim that their working conditions are appalling. WHAT DO YOU THINK?
The production of energy through fossil fuels, often results in pollution and damage to the environment. As individuals, in our homes we have a responsibility to reduce our energy consumption. Using a smart meter is a simple way of monitoring the amount of energy we use, allowing us to identify the devices that consume a lot of energy. Proper insulation of wall cavities and the loft, can reduce the energy we use, by keeping heat inside the house. Using rechargeable products means we do not have to constantly buy batteries.

Renewable energy such as wind power and solar power, generate electricity that is currently, a little more expensive than energy produced by burning fossil fuels. However, companies have a moral responsibility to purchase energy from renewable sources. Volvo cars claim that a large proportion of the energy used in the manufacture of their cars, is produced by renewable sources. This reduces damage to the environment. Volvo and other manufacturing companies use this approach to manufacturing in their advertising.

Transporting raw materials around the world, processing raw materials and transporting manufactured products, uses immense amounts of fuel and causes pollution and damage to the environment. Environmentally friendly companies try to source raw materials close to their factories, when it is possible. This reduces their use of energy and reduces their carbon footprint. Some companies use electric vehicles or those powered by biofuels. Hydrogen powered vehicles are also in use. These types of vehicles produce no or little localised pollution.

Research 'alternative energy', using the internet. Write one sentence which answers the following question: WHAT IS ALTERNATIVE ENERGY?

Is it important that large manufacturing companies use alternative energy to supplement their overall energy consumption?

Sketch a logo / symbol that could represent alternative energy, such as wind power. SHOW THE REST OF THE GROUP AND EXPLAIN.

What are the most energy consuming electrical devices in your home? You may need to research using the internet. Do you think using rechargeable batteries, is better than just replacing depleted batteries with new ones? DISCUSS

How often do you recharge your electrical / electronic devices? Over a period of a week, keep a record and discuss your findings in class.

What is meant by the term, 'Carbon Footprint'? WRITE A SENTENCE to explain the term. DISCUSS IN PAIRS.

Research electric vehicles or hydrogen powered vehicles. WHAT ARE THEY?

Why are city authorities considering restricting the access of petrol and diesel vehicles, to their city centres? RESEARCH AND DISCUSS.
WHAT IS CLIMATE CHANGE?

‘Climate Change’, is a term that is often mentioned on the News and in discussions and debates, on the environment. It is believed that the world’s climate is changing due to human activities. Our industrial methods, deforestation, our ever growing need to increase food production, the world’s population explosion, our reliance and desire for more and better manufactured products, our reliance on fossil fuels, cheap international travel by jet plane, the global economy - all this is said to be changing the world’s climate. We are all to blame.

CLIMATE CHANGE POLLUTION

Pollution is created in a variety of ways, but industrial processes and our transport system are blamed for the majority. Power stations powered by fossil fuels, such as coal and oil emit large amounts of pollution and they have been directly linked to acid rain. This is rain that is contaminated with the pollutant sulphur, which combines with the rain to form a mild acid. Over time, the acid rain destroys forests and the bio-diversity of rivers. Petrol and diesel cars are also blamed for pollution. Pollution is linked to poor health and even deaths.

CLIMATE CHANGE GREENHOUSE EFFECT / GLOBAL WARMING DROUGHTS AND FLOODS

One consequence of pollution and CO2 emissions is global warming. Scientist have proved that the overall average temperature of the world is rising. This is causing climate changes and the rise in sea level. A well publicised consequence of global warming is increased flooding and droughts. Even in the UK, recent flooding has been blamed on the changing climate.

Floods and droughts in poorer countries often lead to famine.

WHAT IS CLIMATE CHANGE?

SCENARIO

You own a company that manufactures products that require lots of energy and materials, during their manufacture and use over their lifetime.

WHAT ARE CARBON CREDITS AND COULD YOUR COMPANY USE THEM?

How would PLANTING TREES help reduce your companies impact on the environment?

How could your company REDUCE the amount of energy it uses?

EXPLAIN YOUR ANSWER

CLIMATE CHANGE POLLUTION SCENARIO

You are the CEO of a manufacturing company. You have the choice of purchasing energy from a energy company that uses fossil fuel or one that used alternative energy sources.

WHAT CHOICE WOULD YOU MAKE? WHY?

When you buy a car for yourself or your company, will it be petrol / diesel powered, a hybrid, an electric car, hydrogen powered or powered by biofuels?

EXPLAIN YOUR ANSWER

CLIMATE CHANGE GREENHOUSE EFFECT / GLOBAL WARMING DROUGHTS AND FLOODS SCENARIO

Your manufacturing company makes a popular electronic device. Recently sales have been falling, due to your customers preferring to buy similar products, from companies that try to protect the environment.

What CHANGES could you make to the manufacture, procurement of raw materials AND transport and distribution of your product, to attract back environmentally aware customers?
Once manufacturers did not consider as being important, where their materials came from and how they were extracted from the earth. Manufacturing was all about profit. It has now been shown, that selecting materials responsibly (sustainable materials/ using recycled materials) can provide the necessary profits and also protect the environment. Customers have a significant role to play, as it is often pressure from environmentally aware customers, that drives changes in the way products are manufactured.

**SIX Rs**

**REDUCE** - reduce the materials we use in manufacturing and at home.

**REUSE** - reuse materials rather than throwing them away.

**REFUSE** - do not buy or use a product, if it is not environmentally sustainable or it is not necessary.

**RETHINK** - consider how products are made, so that they are sustainable. Rethink your lifestyle i.e. walk instead of driving a car, for a short journey.

**REPAIR** - design products so that they are repairable.

**RECYCLE** - design products so that they can be disassembled/recycled.

**LIFE CYCLE ANALYSIS**

**LIFE CYCLE ANALYSIS (LCA)** - The designer / manufacturer plans every stage of making the product and it’s use by the customer, so that damage to the environment is as low as possible. A written Life Cycle Assessment is produced, as part of the design process.

**LIFE CYCLE ENERGY ANALYSIS**, is a method of analysing the way energy is used in the manufacture of a product and throughout it’s useful lifetime. This includes the pollution / environmental damage caused through the use of energy and the product’s carbon footprint. The aim is to reduce energy consumption.

**MATERIALS SELECTION - SCENARIO**

You are a manufacturer of a popular product. Your customers are becoming environmentally aware. How can you ensure that your company sources materials that are sustainable? The key terms are: SUSTAINABLE MATERIALS AND RECYCLED / RECLAIMED MATERIALS

As a potential customer, how can you PRESSURISE manufacturers to use sustainable materials?

**FOR DESIGN AND TECHNOLOGY THERE IS ONLY ONE WEBSITE - www.technologystudent.com**

**LIFE CYCLE ANALYSIS QUESTION**

This is when a designer / manufacturer plans every stage of making a product, so that the product is as environmentally friendly as possible. Including, using recycled materials and renewable energy during manufacturing.

**QUESTION**: Research Volvo Cars and explain how they have considered Life Cycle Analysis. OR research another company and explain their use of Life Cycle Analysis.
**ENVIRONMENTAL EFFECTS**

**MINING AND FARMING**

Raw materials come from the earth, either by mining, drilling or the vegetation on its surface. Manufacturers once ignored the resulting environmental damage. Due to consumer pressure, manufacturers today, usually act more responsibly. The damage caused by the extraction of raw materials is often corrected, for instance when the mining ends. As the world’s population rises, more pressure is placed on the land, for the production of food. This has resulted in thousands of square miles of deforestation, to make way for farms. All at the expense of bio-diversity.

**THE DECLINE OF BIO DIVERSITY**

As deforestation accelerates, as our seas and oceans become more polluted with chemicals, effluent, plastic and PCBs, the bio-diversity of the world declines. What is bio-diversity?

*This is the variety and range of life on earth, in all it’s forms.*

We all have a responsibility to protect bio-diversity, through being selective about the products we purchase and by putting consumer pressure on manufacturers, to protect the environment.

FACT, many medicines and treatments have been developed through the study of our bio-diversity.

**WATER EXPLOITATION**

Fresh water (rivers, lakes, springs) is possibly the world’s most valuable resource. Pollution and irresponsible use, puts the supply at risk. Some countries, extract more fresh water from rivers flowing through their country than the should do, leaving less for other countries through which rivers flow. Rivers are regularly polluted by industrial waste. Our seas and oceans are over fished, putting many species at risk of serious depletion and even extinction. Discarded plastics often end up in the seas, killing fish and damaging other life forms.

**MINING AND FARMING SCENARIOS**

How can manufacturers be more responsible about the raw materials they use?

**KEY WORDS:**

RECYCLED / RECLAIMED / REUSE / REPAIRABLE PRODUCTS. ENVIRONMENTAL DAMAGE REPAIRED.

Genetically modified crops may provide a solution to food shortages. HOW / EXPLAIN? ARE THEY SAFE?

**THE DECLINE OF BIO DIVERSITY QUESTION**

The world’s bio-diversity is in serious decline. How can manufacturers alter the way they behave / manufacture / procure materials / select materials, to help reverse this situation.

**KEY WORDS:**

SUSTAINABILITY BIODEGRADABLE MATERIALS RESPONSIBLE MANUFACTURING PROCESSES SIX Rs RESPOND TO CUSTOMER PRESSURE

**WATER EXPLOITATION POLLUTION BY PLASTIC**

The world’s oceans are polluted by plastic debris, including plastic bags, containers, components, bottles, etc...

IMAGINE YOU ARE A MANUFACTURER, HOW CAN YOU ENSURE YOUR PLASTIC PRODUCTS/COMPONENTS DO NOT END UP IN THE SEA?
This is a system that starts with the **extraction** of raw materials from the ground and their processing into usable materials. This is followed by the materials being used to manufacture **products in factories** (called **production**). The next two stages are the **distribution** of products to retail outlets or direct to the consumer (**consumption**). The last stage, at the end of the products useful life, is **disposal**. This elementary way of describing the Materials Economy, reveals a simple but important flaw with the system. **It is unsustainable.**

We are all to blame for the ‘Throw Away Society’ we live in. We buy products, use them and often simply throw them away. We can reduce the amount of products we use. Also, as potential customers, we can put pressure on manufacturers to produced repairable products or ones that can be dismantled easily and recycled. This will reduce damage to our natural environment.

‘Conspicuous consumption’, is the purchase of products for the purpose of public display. For example, buying an up to date mobile phone for fashion purposes, when we could simple continue to use our old one.

Companies have the moral responsibility to reduce waste by making their production lines energy efficient and using sustainable materials. This often conflicts with their aim to sell more and more of their products.

Governments and organisations such as the EEC, have a responsibility to create Laws and Regulations, that force manufacturers to become more environmentally friendly. This often conflicts with Government efforts to secure jobs for their citizens.

What is wrong with the Materials Economy?

WRITE TWO SENTENCES.

What could the Material Economy be replaced with?

**KEY PHRASES:**
- Closed Loop System.
- Sustainability.
- Biodegradable materials.
- Reducing consumption.

Have you recently bought a product because it is the most up to date version?

WHAT PRODUCT?

Would your existing /previous version have been good enough?

WHY / WHY NOT?

HOW COULD YOU PERSUADE PEOPLE THAT CONSPICUOUS CONSUMPTION IS BAD?

How can a company make it’s production line more efficient?

**KEY PHRASES:**
- REDUCE ENERGY CONSUMPTION
- INVEST IN NEW TECHNOLOGY
- USE RECYCLED MATERIALS

Using the internet as a research tool, describe a Law or Regulation, that aims to protect the environment, through reducing consumption / waste.

Consider - RECYCLING REGULATIONS
The UK has strong Health and Safety Laws / Regulations, to ensure the safety of employees. This extends from the production line and manufacturing, to the office, schools, hospitals, care homes and other establishments. Employers are responsible for their employees safety and well-being and also visitors to their establishments.

Health and Safety is not a priority in some countries. Some workers have very little legal protection and long working hours. This is attractive to some manufacturers, aiming to keep production costs as low as possible.

Employers have a moral and economic responsibility to train their workers properly, to educate them with new skills and to update existing skills.

MORAL RESPONSIBILITY - To allow their employees access to all opportunities to make progress in their working lives.

ECONOMIC RESPONSIBILITY - To ensure that their company can compete with other companies and continue to make a profit. Without an investment in its employees, a company will not have continued success. Called Continuous Improvement (CI).

Employees have every right to expect that they will be safe at work. By researching, NAME AND DESCRIBE a Health and Safety Law / Regulation, that protects employees.

If you owned a company manufacturing a hi-tech product, what type of training would you make available? KEY WORDS: COURSES - HEALTH AND SAFETY - NEW TECHNOLOGY - CONTINUOUS IMPROVEMENT

In a short paragraph, explain what is meant by Continuous Improvement (CI).

If you set up a factory in distant country, how would you check that working conditions were safe? DISCUSS

Why do you think it is morally right, for employers to pay their workers a fair wage / salary for their work? DISCUSS

Why are these systems for checking safety important?
**ETHICAL ADVERTISING**

This is advertising that does not present an untrue or misleading image to a potential customer. It is advertising that does not promote false claims about a product or service. Manufacturers and media companies have a moral and legal duty, to present a true and accurate picture / description of their product.

**PROMOTING SUSTAINABILITY**

The media has both a duty and moral obligation, to promote sustainability as one way of deciding upon the purchase of a product. Unfortunately, advertising often concentrates on image promoting perceived obsolescence.

**ENVIRONMENTAL CONSEQUENCES OF PLANNED OBsolescence**

Planned Obsolescence is bad for the environment. If the ‘life cycle’ of a product is short, it may need replacing or repairing frequently. Manufacturing replacement parts, requires materials and energy, using the world’s limited natural resources and damaging the environment.

If obsolete products are difficult to recycle, they tend to be ‘dumped’ in landfills. This harms and pollutes the land. Also, recycling has a cost, in terms of energy, labour and time. Although this is better than dumping parts, it should be the last resort and carried out at the end of a products long life cycle.

**WHAT IS PERCEIVED OBsolescence?**

This is when a customer decides to upgrade a product, because the one he / she owns, is considered out of date, even though it still works. Manufacturers try to persuade potential customers to update / upgrade an existing product. This is often carried out through advertisements, that imply the customers ‘existing’ product is old fashioned.

Central to ‘perceived obsolescence’, is the customer’s perception of himself / herself. Manufacturers try through advertising, to ‘plant’ the need for the potential customer to upgrade to the new product, so that their personal image is ‘enhanced’.

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**THE MEDIA ETHICAL ADVERTISING QUESTION AND SENARIO**

Research the internet for an example of an ethical advertisement. DISCUSS

If you owned a successful manufacturingcompany, would you advertise ethically? EXPLAIN YOUR ANSWER

**PROMOTING SUSTAINABILITY**

Imagine you are a manufacturer of a successful electronic product, would you advertise your product as long lasting OR seek to encourage your customer to buy an updated version?

**ENVIRONMENTAL CONSEQUENCES OF PLANNED OBsolescence**

If you designed a product that works for decades, without the need to replace or update, would you be tempted to ‘build in’ a couple of weaknesses, so that customers eventually need to buy a new one?

DISCUSS IN PAIRS

Research the internet for examples of planned obsolescence. Collect an image of a product that had built in obsolescence.

PRESENT YOUR PRODUCT TO THE CLASS

**WHAT IS PERCEIVED OBsolescence?**

Have you ever bought a product, such as a mobile phone, because you thought it may enhance your image, with your friends?

DESCRIBE THIS TO THE CLASS

What do you think of professional football teams that introduce a new kit every season?

Why do they play in a new kit design every season?

Why do they have home and away kits?
GOVERNMENT RESPONSIBILITY
NATIONAL AND LOCAL GOVERNMENT

National Governments set the standard with regards to moral, ethical and environmental issues. Through their Parliaments, Governments pass Laws that encourage good environmental and ethical standards. Business, Environmental and Health and Safety Laws are drawn upon at a National level.

Local Government / Authorities have the power to influence environmental issues, e.g. restricting petrol and diesel car access to city and town centres. They can allow or stop building through their planning committees.

GOVERNMENT RESPONSIBILITY
TAX LAWS

The Government can encourage or discourage different types of activities. For example, the Government can introduce new taxes, or raise and lower taxes on fuel, which could encourage environmentally friendly modes of transport.

Business taxes can be used to encourage certain types of businesses to flourish, whilst making it difficult for other businesses. ‘Green’ energy production and usage, can be encouraged by lowering taxes on these types of alternative.

Fines can be introduced as a penalty, for manufacturers who fail to prevent pollution in their locality.

GOVERNMENT RESPONSIBILITY
INFRASTRUCTURE PROGRAMMES

The Government determine major infrastructure programmes. A good example of this is the HS2 Railway system, being proposed in the UK. This is an extensive high speed system involving an investment of billions of pounds of tax payers money. These large building schemes have a major impact on the environment and employment. Many thousands of businesses will benefit and many will not.

It is the job of the Government to ensure fair decision making, that benefits the country and its citizens and industry / businesses.

GOVERNMENT RESPONSIBILITY
NATIONAL AND LOCAL GOVERNMENT

Research Environmental Law and Regulations.

DESCRIBE ONE LAW / REGULATION

HOW DOES THE LAW / REGULATION PROTECT THE ENVIRONMENT?

If a new housing estate was proposed next to where you live, blocking your view of the countryside, how would you feel?

If the new estate was for Social Housing (low rents for those who are most in need or struggling with their housing costs), how would you feel?

GOVERNMENT RESPONSIBILITY
TAX LAWS

QUESTION AND DISCUSSION

Do you think that diesel and petrol cars should be restricted in city centres?

EXPLAIN YOUR ANSWER

Green Energy, such as wind power, is more expensive to produce than energy from fossil fuels.

WOULD YOU SUBSIDISE GREEN ENERGY BY GIVING TAX INCENTIVES / REBATES TO ALTERNATIVE ENERGY SUPPLIERS? DISCUSS.

GOVERNMENT RESPONSIBILITY
INFRASTRUCTURE PROGRAMMES

QUESTIONS AND DISCUSSION

Governments can offer incentives to manufacturers to set up factories in their country.

WHAT INDUSTRIES / MANUFACTURERS, SHOULD BE ENCOURAGED TO SET UP IN THIS COUNTRY?

WHAT FINANCIAL INCENTIVES WOULD YOU GIVE THEM?

ARE THERE ANY INDUSTRIES / MANUFACTURERS THAT YOU THINK SHOULD BE DISCOURAGED?
MORAL, SOCIAL AND ENVIRONMENTAL ISSUES

REMOTE MANUFACTURE

LOSS OF JOBS AT HOME

WORKERS ABROAD POORLY PAID UNEMPLOYMENT POVERTY AT HOME

CLIMATE CHANGE SUSTAINABILITY ECONOMIC RESPONSIBILITY LIFE CYCLE ANALYSIS SIX Rs UPCYCLING DOWN CYCLING LIFE CYCLE ENERGY ANALYSIS HEALTH AND SAFETY LEGISTRATION TRAINING EDUCATION

BIODEGRADABLE PACKAGING REDUCING CONSUMPTION ETHICAL ADVERTISING RENEWABLE ENERGY ENERGY PRODUCTION EFFICIENCY AND USE WIND SOLAR SEA POWER WATER POWER MATERIALS ECONOMY PRODUCT DISASSEMBLY THROW AWAY SOCIETY TRUE / FALSE FACTS

PRODUCT IMAGE THE MEDIA":

POOR HOUSING CONDITIONS POOR WORKING CONDITIONS PERCEIVED OBSOLESCENCE PLANNED OBSOLESCENCE OBSCOLESENCE GOVERNMENT RESPONSIBILITY NATIONAL GOVERNMENT LOCAL GOVERNMENT ENVIRONMENTAL POLICY PLANNING CONSENT SOCIAL HOUSING SUSTAINABLE HOUSING ENVIRONMENTAL MODERNISM PETROL / DIESEL CARS HYBRID / ELECTRIC CARS INFRASTRUCTURE PROGRAMMES for example RAILWAYS or ROADS TAX POLICY INCREASE IN CONSUMPTION INCREASED CONSUMPTION

RESPONSIBLE MATERIALS SELECTION PRODUCT DISASSEMBLY REDUCING CONSUMPTION BIODEGRADABLE PACKAGING SIX Rs UP CYCLING DOWN CYCLING LIFE CYCLE ENERGY ANALYSIS LIFE CYCLE ANALYSIS ENVIRONMENTAL EFFECTS MINING POOR FARMING METHODS DEFORESTATION DECLINE IN WILDLIFE DIVERSITY WATER EXPLOITATION FRESH WATER THE OCEANS OVER FISHING POLLUTION INDUSTRIAL USE SHIPWRECK AGE AND HARBORS POLITICAL ECONOMIC DESTRUCTION OF ECOSYSTEMS LOW POWERED ELECTRICAL DEVICES RECHARGEABLE PRODUCTS HOME INSULATION SMART Meters BIOFUELS HYDROGEN ECONOMY NUCLEAR POWER? ELECTRIC VEHICLES

RESPONSIBLE MATERIALS SELECTION PRODUCT DISASSEMBLY REDUCING CONSUMPTION BIODEGRADABLE PACKAGING SIX Rs UP CYCLING DOWN CYCLING LIFE CYCLE ENERGY ANALYSIS LIFE CYCLE ANALYSIS ENVIRONMENTAL EFFECTS MINING POOR FARMING METHODS DEFORESTATION DECLINE IN WILDLIFE DIVERSITY WATER EXPLOITATION FRESH WATER THE OCEANS OVER FISHING POLLUTION INDUSTRIAL USE SHIPWRECK AGE AND HARBORS POLITICAL ECONOMIC DESTRUCTION OF ECOSYSTEMS LOW POWERED ELECTRICAL DEVICES RECHARGEABLE PRODUCTS HOME INSULATION SMART Meters BIOFUELS HYDROGEN ECONOMY NUCLEAR POWER? ELECTRIC VEHICLES
CONSPICUOUS CONSUMPTION

We are all to blame for the 'Throw Away Society' we live in. We buy products, use them and often simply throw them away. We can reduce the amount of products we use. Also, as potential customers, we can put pressure on manufacturers to produce repairable products or ones that can be dismantled easily and recycled. This will reduce damage to our natural environment.

‘Conspicuous consumption’, is the purchase of products for the purpose of public display. For example, buying an up to date mobile phone for fashion purposes, when we could simple continue to use our old one.

CONSPICUOUS CONSUMPTION GROUP DISCUSSION

Have you recently bought a product because it is the most up to date version?

WHAT PRODUCT?

Would your existing /previous version have been good enough?

WHY / WHY NOT?

HOW COULD YOU PERSUADE PEOPLE THAT CONSPICUOUS CONSUMPTION IS BAD?