

Understanding the Problem

Modules:	<i>Protecting the Environment</i>
Topic:	<i>Understanding the Problem</i>
Title:	<i>Distinct wants from needs</i>
Target group:	<i>Students 11 – 18 years old</i>
Starting Point:	<i>Impulse buying of products due to excess advertising creates a big stream of wasting products that their life-time has not expired yet.</i>
Aim:	<i>Students will become aware of the effect advertising has in their consuming behaviour. Of course students, especially the younger ones are not able to make purchases on their own, but building a responsible consumption mindset will benefit both their requests from their parents and their adult life.</i>
Implementation:	<i>This interactive activity is designed to be implemented within the classroom.</i>
Estimated Duration:	<i>45 minutes</i>

More detailed content and instructions:

1. The teacher will split the classroom into four groups.
2. Each group will be assigned by the teacher a case study of an advertisement target for their age range. Optionally, the teacher can ask the students to find the advertisement they want to work on, on their own.
3. Each group will discuss how the advertisement prompts the potential buyer to buy the product or ask their parents to do so for them. E.g., it appears to be cooler to have a cutting-edge smartphone.
4. After the discussion, each group will write down their conclusions and discuss/present it to the rest of the classroom.

Some potential case studies are:

- A brand-new smartphone
- A new toy
- A brand-new pair of shoes
- A “cool” activity coming with a fee

Case studies for advertisements can be international (e.g., the launch of a new gaming console), regional (e.g., a contest) or local (e.g., a local group for an extracurricular activity).