

Consumer Power

Task 1 – Look at your labels.

Have a look at the labels on your clothes, bags, pencil cases etc. Find out where they were made and fill in the table with the origin of five items.

ITEM	ORIGIN

- Have the items travelled a long way to get to your country?
- Now write a few sentences and then tell the rest of the group

Example: *My t-shirt was made in Turkey and my trainers were made in China...*

Task 2 – Consumer criteria.

Imagine you are going to buy some of the following items. What do you consider before you decide which one to buy?

- Price?
- How it looks?
- The quality?
- The brand?
- Anything else?

	A pair of trainers	A pair of jeans	A bar of chocolate
Most important factor				
2 nd most important factor				
3 rd most important factor				

Task 3 – Consumer power – reading task

You are going to read part of a text entitled “Consumer power – feel good about your shopping experience by going ethical.”

Before reading the text:

- Guess what it will be about. Share your ideas with the whole group and think of any vocabulary that might appear in the text
- Now read your part of the text carefully and check any new vocabulary. Then tell your group about your paragraph.

Task 4 – The time bank

- Can you imagine a world without money?
- How did people manage in the past without money?
- Do you think money has become too important in our society?
- What is more important to you, time or money?
- What do you know about time banks?

What could you offer to a time bank?	What would you like to take from a time bank?

Now speak to your classmates and see if you could exchange your time.

Task 5 – Clean clothes campaign

Imagine a pair of trainers costs €100. How much of that money do you think the person who made the shoes gets?

Have a look at the information below and look at the figures in the box below. Try and guess how much of the cost of a pair of brand name trainers goes to each part of the process. Then check with your teacher.

- Material –
- Production costs –
- Labour cost of the worker (paying the person who makes the shoe) –
- Profit subcontractor –
- Transport and tax –
- Labour cost of the retailer (paying the person who sells the shoe) –
- Publicity for the retailer –
- Rent of the retailer –

- Profit for the brand name –
- Research –
- Publicity for the brand name –
- VAT –

• €18 €17 €13 €12 €11 €8.50 €8 €5 €3 €2.50 €1.50 €0.50
--

Now discuss these questions with your group:

- Are you surprised by any of this information?
- Do you think the situation will change in the future? If so, how?
- Is there anything you can do to help improve this situation?