

## Consumer Education

As with issues of citizenship and health, consumer education is a key cross-curricular theme for student learning. Traditionally, consumer education was seen as the study of prudent shopping habits, family budgeting, and ways of avoiding advertising and credit traps. However, consumerism touches on all aspects of daily life in the modern world and might be seen as a core value in the North and, increasingly, throughout the South as well. Indeed, mass consumption is now entrenched as one of the key defining processes of economic and social life around the world in contrast with the values of sustainability that are characteristic of indigenous communities. Chapter 4 of Agenda 21 (the UN action plan for sustainable development) identified unsustainable patterns of production and consumption, especially in industrialized countries, as "the major cause of the continued deterioration of the global environment". Agenda 21 goes on to say that this is "a matter of grave concern" because "the basic consumer needs of a large section of humanity are not being met" and "the excessive demands and unsustainable lifestyles among the more affluent segments ... place immense stress on the environment." Accordingly, Agenda 21 encourages governments in the North to take a leading role in promoting sustainable patterns of consumption through policies that:

- encourage efficiency in production patterns;
- reduce wasteful consumption in the process of economic growth; and
- encourage a shift to more sustainable patterns of production and consumption, taking into account the development needs of developing countries.

In this way, Agenda 21 heralded a new approach to consumer education, aligning it with health, citizenship and environmental education as part of the reorientation of education towards sustainability. This module explores key issues in consumerism as a part of contemporary life. It also analyses the issues of social, economic and ecological sustainability raised by consumerism, ways in which the impacts of consumption can be reduced, and ways in which issues such as these can be integrated across-the-curriculum.

Consumer education trainings are designed:

- to analyze patterns, causes and impacts of global and personal patterns of consumption;
- to appreciate the ethical dimension of reducing the social and ecological impacts of consumption;
- to appreciate the importance of changing the patterns and impacts of consumption;
- to identify principles of sustainable consumption; and
- to analyze examples of educational activities and programmes aimed at encouraging sustainable consumption and identify ways of integrating principles and examples of education for sustainable consumption across the school curriculum.

Adapted from [www.unesco.org](http://www.unesco.org)

**Ex. 1 Find the words or expressions in the text which mean the following:**

1) sth that happens regularly many times: \_\_\_\_\_

2) huge: \_\_\_\_\_

3) using resources in a good way: \_\_\_\_\_

4) creating much garbage, refuse: \_\_\_\_\_

5) not past and not future: \_\_\_\_\_

6) an influence of sth: \_\_\_\_\_

7) a rule of sth: \_\_\_\_\_

8) to see the value of sth: \_\_\_\_\_

9) everyday existence: \_\_\_\_\_

10) established strongly: \_\_\_\_\_

11) to think about sth as an option: \_\_\_\_\_

12) more than 50 per cent: \_\_\_\_\_

**Ex. 2 Match the expressions from the two columns into logical collocations:**

1.	a cross-curricular	value
2.	prudent	traps
3.	family	development
4.	credit	grave concern
5.	a core	budgeting
6.	mass	communities
7.	indigineous	theme
8.	sustainable	countries
9.	industrialized	consumption
10.	a matter of	shopping habits

**Ex. 3 Provide English equivalents of these expressions:**

1) obywatelstwo	7) kraje uprzemysłowione
2) pogorszenie	8) spełniać czyjeś potrzeby
3) wygórowane żądania	9) zamożny
4) kraje rozwijające się	10) wiodąca rola
5) przyczyna czegoś	11) polityka
6) wymiar etyczny czegoś	12) kluczowe kwestie

**Grammar corner...**

In the text you've found some really useful Business English grammar, i.e. Passive Voice, i.e. not talking about who did what but what was done (sometimes leaving out who did it). You have to admit it's a very useful skill in business:-). The whole philosophy is to use the verb „to be” in the right tense form and the THIRD form of the verb. All you need to do is remind yourself how to say „to be” in different tenses, e.g. Present Simple: was/were, Present Continuous: was/were being, Present Perfect: has been, Present Perfect Continuous: has been being, Future Simple: will be, Future Continuous: will be being, etc.

**Ex. 4 Write in the Passive.**

1. Toy manufacturers face strict criteria. =>
2. They are printing the invites as we speak. =>
3. They have just announced her resignation. =>
4. They have been developing this product for three years now. =>
5. They will finish it on time, I assure you. =>
6. This time next week they will be putting the finishing touches on it. =>

GLOSSARY	
<b>a pattern</b>	trend / wzór
<b>immense</b>	ogromny
<b>efficiency</b>	efektywność / skuteczność
<b>wasteful</b>	nieekonomiczny / marnotrawny
<b>contemporary</b>	współczesny
<b>an impact of sth</b>	wpływ czegoś
<b>a principle of sth</b>	zasada czegoś
<b>to appreciate sth</b>	doceniać coś
<b>daily life</b>	życie codzienne
<b>sth is entrenched as sth</b>	coś jest ugruntowane jako
<b>to take sth into account</b>	wziąć coś pod uwagę
<b>major</b>	główny
<b>a cross-curricular theme</b>	temat obejmujący wiele dziedzin
<b>prudent shopping habits</b>	roztropne nawyki konsumenckie
<b>family budgeting</b>	planowanie budżetu rodzinnego
<b>credit traps</b>	pułapki kredytowe
<b>a core value</b>	wartość przewodnia / główna
<b>mass consumption</b>	masowa konsumpcja
<b>indigenous communities</b>	społeczności autochtoniczne
<b>sustainable development</b>	zrównoważony rozwój
<b>industrialized countries</b>	kraje uprzemysłowione
<b>a matter of grave concern</b>	sprawa najwyższej wagi
<b>citizenship</b>	obywatelstwo
<b>deterioration</b>	pogorszenie
<b>excessive demands</b>	wygórowane żądania
<b>developing countries</b>	kraje rozwijające się
<b>a cause of sth</b>	przyczyna czegoś
<b>to meet sb's needs</b>	spełniać czyjeś potrzeby

<b>affluent</b>	zmożny
<b>a leading role</b>	wiodąca rola
<b>a policy</b>	polityka
<b>key issues</b>	kluczowe kwestie
<b>refuse</b>	odpady
<b>the ethical dimension of sth</b>	etyczny wymiar czegoś

**ANSWER KEY:**

*Ex. 1*

- 1) a pattern
- 2) immense
- 3) efficiency
- 4) wasteful
- 5) contemporary
- 6) an impact of sth
- 7) a principle of sth
- 8) to appreciate sth
- 9) daily life
- 10) sth is entrenched as sth
- 11) to take sth into account
- 12) major

*Ex. 2*

- 1) a cross-curricular theme
- 2) prudent shopping habits
- 3) family budgeting
- 4) credit traps
- 5) a core value
- 6) mass consumption
- 7) indigenous communities
- 8) sustainable development
- 9) industrialized countries
- 10) a matter of grave concern

*Ex. 3*

- 1) citizenship
- 2) deterioration
- 3) excessive demands
- 4) developing countries
- 5) a cause of sth
- 6) the ethical dimension of sth
- 7) industrialized countries
- 8) to meet sb'd needs
- 9) affluent
- 10) a leading role
- 11) a policy
- 12) key issues

*Ex. 4*

- 1) Toy manufacturers are faced with strict criteria.
- 2) The invites are being printed as we speak.
- 3) Her resignation has just been announced.
- 4) This product has been being developed for 3 years now.
- 5) It will be finished on time, I assure you.
- 6) This time next week, finishing touches will be being put on it.