

ACTIVE CITIZENS

Learning partnership
Grundtvig

DIDACTIC GUIDE

Module 4: The responsible purchase



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MODULE 4: "The responsible purchase"

Criteria for a responsible purchase

1. PRESENTATION

It may seem that only money is needed for purchasing, we can gather this at least from the daily behaviour of the consumers. However, there is another aspect as important as the money which is: to be well informed.

With correct information it is possible to profit more from the money, to buy in a safer way and avoid problems. Therefore, it is important to be trained and informed in order to purchase.

To learn how to purchase is a good solution to know what we can expect when we "go shopping". Furthermore, it is the objective of this multimedia didactic material and of the additional activities proposed in this guide.

2. EDUCATIONAL OBJECTIVES

- To be aware of the importance of being well trained and informed in order to know how to purchase.
- To detect the rights and obligations of buyers and sellers.
- To find out the inconveniences that can appear when consumers and retailers do not know their rights and obligations at the moment of buying.
- To be aware of the purchase criteria with regard to fair trade and to know how to use money in a sustainable manner.
- To be ware of the purchase criteria with respect to eco-consumption.

3. CONTENTS

RESPONSIBLE PURCHASE

The responsible purchase means that the consumer faces up to its needs with a critical and ethic view without having to reduce the quality of life.

The consumption is a medium to satisfy needs but it is not a way of entertainment.

To buy in a responsible way is to choose what is necessary and select the products because of the quality and price but also because of the environmental and social impacts. It is possible to sum up some general recommendations about responsible consumption as follows:

- To adapt the consumption of goods and the use of services to the real needs.
- To avoid consumerism.
- To take care of the goods and products so that they can last longer and need to be replaced later.
- Not to buy compulsively. Before buying a product, to think if it is really necessary.
- To join campaigns demanding changes in international commercial rules and promotion of Fair Trade.
- To use and promote the use of environmental respectful products and services.
- To think about reusing and recycling before a new purchase.
- To prepare a previous budget and list of priorities when going shopping.
- The prices are free, therefore, it is important to compare prices and qualities.
- To choose companies producing in a fair and responsible way.
- To use recyclable bags in stead of plastic bags.
- In case of buying in internet, it is very important to use safe websites, to request detailed information about prices, delivery method and additional costs, the guarantee and way of refund.

- To always keep the receipt or invoice and to check labelling and expiry dates.
- To control the use of credit cards and avoid the so-called “fast credits or easy credits” as the interest rates are three times higher than for other type of loans.
- To carry out the purchase according to the needs and not according to the advertising campaigns.
- To purchase safe products and report any product which may be dangerous.
- Neither to purchase products nor to sign contracts from companies which disseminate misleading advertising or include abusive clauses in the contracts.
- To read, understand and consult doubts related to all clauses of the purchase contracts to be signed.
- To avoid the over-indebtedness.
- To make costs according to the economic possibilities, studying objectively the real monthly budget.
- To use chemical products at home as less as possible.
- To prefer the purchase of local products. They need fewer additives for their conservation and it is possible to save energy linked to the transport.
- To choose products from ecological agriculture and cattle raising whose production methods are based on the environmental respect.
- To use the paper to the maximum and to use recycled paper.
- To check all type of advertising information, to be aware and critical and to limit the TV hours.
- To read the labelling and choose products which are labelled as ethic and ecological.
- To be sure of the quality of purchased products so that they can have a long duration and be as healthier as possible.
- To use second-hand products, to exchange and reutilize in order to contribute, as consumer, to minimize the exploitation of natural resources.

- To reject unnecessary packaging and to use not over packed products.
- To recycle (collaborating with the local selective waste collection) and to repair instead of scrapping.

4. DIDACTIC PROPOSALS

The video, included in the PowerPoint presentation, shows cases of the daily life, in which conflictive situations are caused, and their possible solutions. A metallic voice expresses texts which are included to strengthen the points which should be taken into account at the moment of the purchase.

ACTIVITY: To learn how to purchase

It can be interesting to use the video as starting point in order to carry out the didactic activity based on the 8 points mentioned in the video. After viewing the video, the activity could be carried out as follows:

- After dividing the group into 4 groups, each group receives the sheet for pupils no. 1.
- When completing the above mentioned sheet, it should be taken into account the problems that can occur in each part of the process of buying a product selected by the group. The following questions should be answered: How to act in order to prevent? How to act when problems occur?
- To share the results.

This activity can be changed in that way that all groups have to buy the same product: clothes or shoes, toys, presents, electrical household appliances, etc.

To sum up: *To learn how to purchase* is an activity which tries to make the participants think about their own purchase attitudes and find out what problems can appear in case they do not follow the correct purchase process, do not act in a precautionary way or do not know their rights and obligations.

5. DIDACTIC SHEETS

SHEET FOR TEACHRES No. 1: To learn how to purchase

Purchase process	Texts included in the video
1. To prepare the shopping list	<i>Before buying, prepare always the shopping list!</i>
2. To check the prices in the shop window and inside the shop	<i>It is obligatory to show the selling prices in the shop window.</i>
3. To look for and compare prices and qualities in various shops	<i>Before buying, do not forget to compare prices and qualities!</i>
4. All the products displayed in the shop can be purchased by the consumer except those part of the decoration	<i>In the shop, everything can be bought except the decoration.</i>
5. In case of doubts with the prices, the rule is clear: always in favour of the consumer	<i>In case of doubts, the shop knows that the lowest price has to be charged.</i>
6. The defective products can be returned. The shops have to refund the money or give an equivalent product.	<i>In case the purchased product is defective, the price will be refunded or the product will be replaced.</i>
7. The consumer should not buy the first thing which comes into head. It is better to think about it.	<i>Before buying, please think about it!</i>
8. In case of a problem, the consumer should know how to claim.	<i>It is very important to learn to claim. Do not forget the Arbitration System!</i>

Summary: In case you do not compare before buying, it may cost you dearly.

SHEET FOR PUPILS No. 1: To learn how to purchase

Purchase process	PROBLEM	SOLUTION	TO PREVENT
1. To prepare the shopping list			
2. To check the prices in the shop window and inside the shop			
3. To look for and compare prices and qualities in various shops			
4. All the products displayed in the shop can be purchased by the consumer except those part of the decoration			
5. In case of doubts with the prices, the rule is clear: always in favour of the consumer			
6. The defective products can be returned. The shops have to refund the money or give an equivalent product.			
7. The consumer should not buy the first thing which comes into head. It is better to think about it.			
8. In case of a problem, the consumer should know how to claim.			