PROMOTING A GLOBAL COMMUNITY POSTER

<table>
<thead>
<tr>
<th>POSTER CONTENT</th>
<th>Available Marks</th>
<th>Marks Gained</th>
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<tbody>
<tr>
<td>(35 marks)</td>
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A.  
- Define the term Consumerism (with reference of your chosen industry)  
  5 marks
- Define two other relevant terms to the topic (i.e. Fair Trade)  
  5 marks
- Define the term Ethics  
  5 marks
B.  
- Introduce your industry – brief statement on what it is/history/why people may desire the products they provide.  
  5 marks
- What ethical companies exist within this industry? Provide information on why/how they run their business ethically and why they choose to do so.  
  5 marks
- Outline what moral principles and virtues should guide a consumer in their decisions to purchase an item from this industry and why?  
  5 marks
- What unethical behaviours/companies exist in relation to this area. Provide information on why/how they run their business ethically and why they choose to do so.  
  5 marks
C.  
- What is the religious perspective on the issue of consumerism? (please state three specific teachings from the Catholic Church)  
  5 marks
- Provide a quote from Pope Francis in reference to this issue.  
  5 marks
D.  
- Examples of ethical moral initiatives that can be put in place by consumers in reference to this industry:  
  - Communities – locally and nationally  
  5 marks
  - Global Initiatives  
  5 marks

POSTER DESIGN

| Layout and Organisation of Content (title, headings, sub-headings) | 2 marks |
| Creativity, Attention to Detail (spelling etc.) and Originality | 2 marks |
| Reference List, at least 4 sources (following school protocols) | 4 marks |
| Research Booklet | 2 marks |

TOTAL MARKS 35 MARKS

Comment –
"To achieve sustainable development and a higher quality of life for all people, states should reduce and eliminate unsustainable patterns of production and consumption..."


Consumerism affects us whether we like it or not. There is nothing wrong with trading goods and services, however it’s a different story when this becomes reforms reducing the power of local communities, increasing the divide between rich and poor, driving our ever increasing consumption of natural resources, reducing biodiversity and even significantly reducing the basic protections of animals. Our actions today affect people we have never met and the places we will never see. We are all inextricably linked in the global community. Now, more than ever, social responsibility and environmental intelligence calls us to stand up and do our part especially as young consumers.

Your task is to complete the following research booklet and create a one-sided A3 poster (DIGITALLY OR HANDMADE) which focuses on informing the school community on Ethical Consumerism, making reference to a chosen industry.

Possible areas to cover include the FASHION INDUSTRY (CLOTHING BRANDS ETC.), CHOCOLATE BRANDS, MEAT INDUSTRY, TEA/COFFEE INDUSTRY.

YOUR POSTER MUST:
- Contain relevant information as outlined in the marking guide.
- Organise information into appropriate headings/sub headings and include images, clip art etc to make it visually appealing.
- A bibliography, following school protocols must also be included on the back of your poster.
# TERMS TO DEFINE (ADD TWO RELEVANT TERMS OF YOUR CHOICE):

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
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<tbody>
<tr>
<td>Consumerism</td>
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<td>Ethics</td>
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<td>Fair Trade</td>
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**My Chosen Industry:**

Brief statement/what goods and services does this industry provide?

- 
- 
- 

**EXAMPLE OF AN ETHICAL COMPANY WITHIN THIS INDUSTRY:**

**WHO ARE THEY:**

**WHAT DO THEY DO:**

**HOW AND WHY DO THEY BEHAVE ETHICALLY:**

EXAMPLE OF AN UNETHICAL COMPANY WITHIN THIS INDUSTRY:

WHO ARE THEY:

WHAT DO THEY DO:

HOW AND WHY DO THEY BEHAVE UNETHICALLY:

MORAL PRINCIPLES AND VIRTUES A CONSUMER SHOULD HAVE:

•
•
•

OUTLINE A RELIGIOUS RESPONSE TO THE ISSUE OF CONSUMERISM:
QUOTE FROM POPE FRANCIS:

PERSONAL INTERPRETATION/WHY CATHOLIC ORGANISATIONS ARE SPEAKING ABOUT THIS ISSUE:
EXAMPLES OF ETHICAL INITIATIVES THAT CAN BE MADE BY CONSUMERS IN REFERENCE TO THIS INDUSTRY:

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<th>INDIVIDUALS AND FAMILY</th>
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<table>
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<tr>
<th>COMMUNITIES (LOCALLY, REGIONALLY AND NATIONALLY)</th>
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