
Ethical Consumerism

[listening test questions]

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Date: March 2019

Time: (09:00)

Level: **** [B2/C1]

Lecture with PPT: <https://youtu.be/yRTVmzXj1Ac>

Check these words before listening:

Key vocabulary

1. Ethical consumerism
2. Morals
3. Plastic packaging
4. Organic farming
5. Fair Trade
6. Veganism
7. Societal
8. Inclination
9. Detrimental
10. To harbour an intention
11. Irrational / rational
12. Ranking
13. Animal welfare
14. Human rights
15. Marketing campaigns
16. Renewable energy
17. Unaccountable / accountable
18. Capricious
19. Consciousness
20. Biodegradable
21. Re-useable
22. Corporation Tax
23. Sweat Shops (in poor countries)
24. Managerial positions
25. Customer confidence
26. Alliance

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Student

TED Talks Test Questions

Time: *Approximately 1- 1:30 hours*

1. Read the title

- Try to predict the content of lecture
- Write down key terms / ideas
- Check key vocabulary using a dictionary

Try to listen ONLY two times

Three types of lesson

Lesson#1: [hard]

1. Listen once – take notes.
2. Give 5 minutes to tidy notes.
3. Listen again and add to notes (use a different colour pen).
4. Answer questions – set 20-25 minutes to answer.
5. Check answers.
6. Listen again to check answers

Lesson #2: [medium]

1. Listen once – take notes.
2. Answer questions: 10-15 minutes
3. Listen again – answer the missed questions as they listen.
4. Give yourself 10 minutes to tidy answers. Then check answers.
5. Listen again to check answers

Lesson #3: [easier]

1. Read questions – highlight key terms.
2. listen once and answer questions.
3. 5 minutes to tidy notes.
4. Listen again answer missed questions.
5. 5-10 minutes to tidy answers. Then check answers.
6. Listen again to check answers

Teacher

TED Talks comprehension questions

Lesson Plan

Aim: to develop the students' ability to listen to a 10 min+ lecture, to take notes and then use those notes to answer a range of test type questions.

Lesson Time: Approximately 1:30-2:00 hours

Lesson Plan

1. Lead in

- Ask Students to discuss the 'title' and predict the content of lecture
- Ask students to write down key terms / language from discussion
- Feed in / check key vocabulary

Three types of lesson

Lesson#1: [hard]

1. Students listen once – take notes.
2. Give 5 minutes to tidy notes.
3. Listen again and add to notes (use a different colour pen).
4. Give out questions – set 20-25 minutes to answer.
5. Feedback answers (give out answers or go through on board).

Lesson #2: [medium]

1. Students listen once – take notes.
2. Give out questions: Set 15 minutes for students to answer questions from notes.
3. Listen again – students answer the missed questions as they listen.
4. Give extra 10 minutes to consolidate answers.
5. Feedback answers (give out answers or go through on board)

Lesson #3: [easy]

1. Give out questions - students have 10 minutes to look at questions.
2. Students listen and answer questions.
3. Give 5 minutes to tidy answers.
4. Students listen again – check answers and answer missed questions.
5. 5-10 minutes to tidy answers.
6. Feedback answers (give out answers or go through on board).

Ethical Consumerism

1. What does ethical mean?

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___ / 1

2. Name three things an ethical buyer avoids or supports

1	<i>too much plastic packaging</i>
2	
3	
4	

___ / 3

3. Ethical consumer definition

According to professor Marylyn Carrigan from Keel University, who specializes in Sustainable and ethical marketing, an ethical consumer is defined as someone who would buy a product that they i. _____ to be produced ii. _____ and they knew that when they consumed it and disposed of it that it would not detrimentally affect iii. _____ and hopefully it wouldn't iv. _____ the environment. She adds that ethical consumers have to be actively engaged in meeting these values as it is very difficult to filter out what is and what isn't an ethical product and if you don't have all the information or v. i _____ to research products then you will find it incredibly difficult to follow all your values.

___ / 5

4. What is the Ethical Consumption Gap?

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___ / 1

5. What do these statistics relate to?

40%	
4%	

___ / 2

6. The Ethical Company Organization's ranking guide:

i. How many ethical consumer brands are there?	
ii. What are the three key criteria of the Ethical Company Index Score?	1.
	2.
	3.
iii. Where do they publish their results?	
iv. What does the company research in the banking sector?	
v. What does the company research in the Energy sector?	

___ / 7

7. Who wrote the report on irrational buying patterns?

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___ / 1

8. Name three key problems with the irrational purchasing of consumers.

1	
2	
3	

___ / 3

9. Explain how these two cases have improved ethical awareness.

BBC TV wildlife documentary called 'The Blue Planet'	
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___ / 2

In 2015, the UK
government taxation.

___ / 2

Starbucks

10. What type of tax should Starbucks have paid?

___ / 1

11. They should have paid 19% but what percentage did they pay?

___ / 1

12. Apart from profits what has the scandal affected?

___ / 1

Nike

13. When did Nike's scandal emerge (dates)?

___ / 1

14. The accusation was that they used sweat shops – what three things did the lecturer highlight about Sweat shops?

1	
2	
3	

___ / 3

15. What was the effect on Nike because of this unethical behavior?

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___ / 2

16. What two things have Nike done in response to their negative reputation?

1	
2	

___ / 2

17. What do the Starbucks and Nike examples highlight?

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___ / 2

Conclusion

18. How should we treat companies who try to become more ethical?

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___ / 2

19. Overall, what is the most important point of ethical consumerism?

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___ / 1

20. Final point

Individually we can make _____ change.
--

___ / 1

Total Score ___ / 44

Ethical Consumerism

1. What does ethical mean?

it means relating to beliefs about what is morally right and wrong. These beliefs can be global, societal or personal.

___ / 1

2. Name three things an ethical buyer avoids or supports

1	<i>Too much plastic packaging.</i>
2	Products that have been tested on animals.
3	Organic farming /Veganism.
4	Fair trade products.

___ / 3

3. Ethical consumer definition

According to professor Marylyn Carrigan from Keel University, who specializes in Sustainable and ethical marketing, an ethical consumer is defined as someone who buys a product that they **i. believe** to be produced **ii. responsibly** and they knew that when they consumed it and disposed of it that it would not detrimentally affect **iii. society** and hopefully it wouldn't **iv. harm** the environment. She adds that ethical consumers have to be actively engaged in meeting these values as it is very difficult to filter out what is and what isn't an ethical product and if you don't have all the information or **v. inclination** to research products then you will find it incredibly difficult to follow all your values.

___ / 5

4. What is the Ethical Consumption Gap?

The truth between what they say they would like to do and what they actually do.

___ / 1

5. What do these statistics relate to?

40%	UK Consumers say they harbor ethical consumption intentions.
4%	The UK Ethical market of consumer spend.

___ / 2

6. The Ethical Company Organisation's ranking guide:

i. How many consumer brands are there?	700
ii. What are the three key criteria of the Ethical Company Index Score	Animal Welfare.
	Human Rights issues.
	Environment issues.
iii. Where do they publish their results?	The Good Shopping Guide
iv. The banking sector	Do they have an ethical investment?
v. Energy sector:	How much are they investing in renewable energy.

___ / 7

7. Who wrote the report on irrational buying patterns?

McKinsey Report 2018.

___ / 1

8. Name three key problems with the irrational purchasing of consumers

1	<ul style="list-style-type: none"> • Clear thinking or logic and are governed by emotions. • The context that surrounds them. • Their own reactions to things they love and care about. • They are actually quite capricious. • Subject to unaccountable changes in mood and behavior. <p style="text-align: right; color: green;">[any of these, in any order]</p>
2	
3	

___ / 3

9. Explain how these two cases have improved ethical awareness.

BBC TV wildlife documentary called 'The Blue Planet'	<p>Ocean plastic pollution problem with images of sea creatures caught up and dying from plastic pollution.</p> <p>This emotional message has moved consumers and thus forced producers to think more carefully about plastic packaging.</p> <p style="text-align: right; color: green;">[2 key points needed]</p>
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___ / 2

In 2015, the UK government taxation.	Supermarkets on plastic shopping bags . This led to the supermarkets promoting bring your own bags or re-useable 'bag for life' schemes .
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[2 key points needed]

___ / 2

Starbucks

10. What type of tax should Starbucks have paid?

Corporate tax.

___ / 1

11. They should have paid 19% but what percentage did they pay?

Only 2.4%.

___ / 1

12. Apart from profits what has the scandal affected?

Customer Confidence.

___ / 1

Nike

13. When did Nike's scandal emerge (dates)?

Throughout the 1990s and 2000s

___ / 1

14. The accusation was that they used sweat shops – what three things did the lecturer highlight about Sweat shops?

1	Poor unacceptable working conditions.
2	Pay very low wages for long hours.
3	Exploit child labour.

___ / 3

15. What was the effect to Nike's company because of this unethical behavior?

With such a negative press and reputation Nike found it difficult to **hire staff** for their **top managerial positions** as no one wanted to be associated with such an unethical company.

[2 key points needed]

___ / 2

16. What two things have Nike done in response to their negative reputation?

1	A clear code of conduct for all their factories.
2	A non-governmental organization called 'The Global Alliance for workers and communities' that monitors and helps to improve overseas factory conditions.

___ / 2

17. What do the Starbucks and Nike examples highlight?

The power of the consumer and their ability to create change.

___ / 2

Conclusion

18. How should we treat companies who try to become more ethical?

We should celebrate and support these companies.
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___ / 2

19. Overall, what is the most important point of ethical consumerism?

It's us – individually we have the power.

___ / 1

20. Final point

Individually we can make <u>collective</u> change.
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___ / 1

Total Score ___ / 44

Ethical Consumerism (C. Wilson, 2019)

Hello and welcome to today's lecture entitled 'ethical consumerism'. Today I'd like to discuss a number of key issues related to ethical shopping behavior. I will begin by just giving a brief overview, followed by a definition. I'll then look at ethical consumers and associated problems, then I'll discuss a number of positive cases related to the movement of ethical consumerism and finally finish with an overall summary.

Ok so let start by addressing the term 'ethical'. In our lecture today it means relating to beliefs about what is morally right and wrong – these beliefs can be global, societal or personal. So I'd like to ask you the question: How far are your spending habits affected by your ethical considerations? Do you think consciously about how your products are made where your products come from and how this affects our planet? If you are an ethical buyer, you will think very carefully about the things you buy. Examples of this, is that many ethical buyers will avoid too much plastic packaging, and products that have been tested on animals. But would support things like organic farming, veganism and Fair trade products.

According to professor Marylyn Carrigan from Keel University, who specializes in Sustainable and ethical marketing, an ethical consumer is defined as someone who would buy a product that they believed to be produced responsibly and they knew that when they consumed it and disposed of it that it would not detrimentally affect society and hopefully it wouldn't harm the environment. She adds that ethical consumers have to be actively engaged in meeting these values as it is very difficult to filter out what is and what isn't an ethical product and if you don't have all the information or inclination to research products then you will find it incredibly difficult to follow all your values.

Interestingly, recent research has found that there is something called the 'ethical consumption gap'. This gap is when you speak to people about whether they would buy things that are less harmful to the environment, everyone says YES. But when you check the numbers and sales figures you find out that the truth between what they say they would like to do and what they actually do are completely different. In fact, key statistics are that 40% of UK Consumers say they harbor ethical consumption intentions BUT only 4% of the UK Ethical market is on consumer spend.

One way to improve this market share is to provide more available information to buyers. An Ethical Ranking Company called 'Organization' who set a benchmark for CSR, have ranked over 700 ethical brands between 0 -100% to three main criteria of animal welfare, human rights and environmental issues. They research a whole range of ethical companies and publish their findings on their website and in The Good Shopping Guide. For example, in the banking sector they check if they have an ethical investment. Or in the energy sector they would investigate how they are investing in renewable energy.

However, if only it was that simple of just providing ethical information. The main problem is 'the consumers' in general. It was thought once that consumers were rational buyers who bought products based on logic and reason but recent research from the McKinsey Report (2018) suggests that most consumers have irrational buying patterns in that they don't use

clear thinking or logic. They are governed by emotions, the context that surrounds them, their own reactions to things they love and care about. They are actually quite capricious and subject to unaccountable changes in mood and behavior with regards to buying. Therefore, inventive marketing campaigns are needed to address all consumers rather than just providing ethical information.

Ok so now I'll discuss the positive cases in the growth of ethical awareness. There have been many cases that highlight ethical awareness is beginning to reach societal consciousness. The first is how TV / media can play an important role. A very popular BBC wildlife documentary TV series called 'The Blue Planet' highlighted the ocean plastic pollution problem with images of sea creatures caught up and dying from plastic pollution. This emotional message has moved consumers and thus forced producers to think more carefully about plastic packaging. As a consequence, many businesses and supermarkets have started to provide products usually in plastic containers with replacement biodegradable products like paper or a reduced amount of plastic packing. Another example is Government intervention. In 2015, the UK government introduced taxation to supermarkets on plastic shopping bags. This led to the supermarkets promoting bring your own bags or re-useable 'bag for life' schemes. This has been very successful.

In fact, consumers are actually quite powerful. One example is the recent tax evasion scandal of Starbucks (the American Coffee chain) who avoided paying corporate tax in the UK by putting their headquarters in Europe and paying only 2.4% when they should have paid 19%. This outraged the public and as a consequence customers began avoiding their shops and profits fell considerably. They have since repaid their tax owed but this scandal has seriously affected customer confidence. Another company example who has been hit with unethical behavior is Nike. Throughout the 1990s and 2000s it became apparent that Nike were using sweat shops - these are factories in developing countries that have poor unacceptable working conditions, pay very low wages for long hours and exploit child labour. With such a negative press and reputation Nike found it difficult to hire staff for their top managerial positions as no one wanted to be associated with such an unethical company. Nike now have a clear code of conduct for all their factories and have created a non-governmental organization called 'The Global Alliance for workers and communities' that monitors and helps to improve overseas factory conditions. These examples really highlight the power of the consumer and their ability to create change.

So to conclude, the reality is that it is very difficult for companies, products and services to be completely ethical. Many companies have invested millions in production techniques that are considered unethical and changing this won't happen overnight. But what changes companies make to become more ethical we should celebrate and support. Governments can play a part through implementing tax policies like the plastic shopping bag tax. Media can play a role in highlighting unethical behavior and connecting to people's emotional feelings in promoting change. But overall, it actually seems to come down to us who have the power as the consumer. It's really quite simple, YOU yes YOU need to take responsibility of YOUR actions and YOU are now accountable for YOUR existence on this planet. Individually we can make collective change. Thank you.