

EUROPEAN COMENIUS PROJECT “The Consumer Society and Youth in Europe”

ACTIVITY PROGRAMME SCHOOL YEAR 2010 - 2011

Aims of the activities:
<ul style="list-style-type: none"> • the shopping habits of European youth • Be able to read and understand with critical attitude the sales strategies. • Be aware of the effects of our choices regarding food on: economy, environment, social justice and the psyche. <p>Take active part in the preservation of the environment: reutilization and recycling of waste, non-pollution and saving energy and water.</p>

Objectives of the activities of the year 2010-2011	Through which activities the aims will be reached
<ul style="list-style-type: none"> • the shopping habits of European youth 	-questionnaire and surveys
<ul style="list-style-type: none"> • Be able to read and understand with critical attitude the sales strategies. 	-studying the sales strategies -analysing the press publicity on shopping and ecology -reading and analysing articles on these topics
<ul style="list-style-type: none"> • Be aware of the effects of our choices on: economy, environment, social justice and the psyche. 	-analysing different texts on the effects of consumerism on different fields
<ul style="list-style-type: none"> • Take active part in the preservation of the environment: reutilization and recycling of waste, non-pollution and saving energy and water. 	-organizing the Fair Trade Market at school -Participating actively at the Comenius Day -10 interviews/surveys for each partner school by students to their friends, who should not be involved in the project in any form. For the interview we can pick up some questions of the questionnaire. -visiting factories -Surveys on the environmental initiatives in the area

Approx starting date	Activity/mobility description	Decisions taken during the meeting in Udine
11 - 16 Oct 2010	Teachers' meeting to set up the activities of the year	
30 Oct 2010	Comenius Day at each school: exhibitions and workshops	Norway: 27 th October 2010 Germany: 24 th November 2010 Italy: December 2010 (Fair trade market) Spain: 29 th October 2010 Finland: 9 th November 2010 (Kastelli Night)
5 Nov 2010	START Questionnaire on shopping habits and ecology	To be carried out like year 2009-2010 through DOCEBO ONE SURVEY on <ul style="list-style-type: none"> a. shopping habits b. recycling habits and local policies Deadline: results/graphics sent to Gerhard by 31.12.2010
5 Dec 2010	START Surveys on Fair Trade, recycling waste, on pollution, environmental initiatives in the area, saving energy and water	10 interviews for each partner school by students to parents or other adults on recycling of waste, non-pollution and saving energy and water. The people interviewed should not be involved in the project in any form. For the questions of the interview we can pick up some questions of the questionnaire. Deadline: results/graphics sent to Gerhard by 31.12.2010
10 Jan	START Analysis of the publicity on	Studying sales strategies

<p>2011</p>	<p>ecology in the mass media (newspapers, magazines, the Net) in each country</p>	<p>Grid for the analysis of the press/web publicity on shopping habits: 4 adverts</p> <p>Grid for the analysis of the press/web publicity on ecology: 4 adverts,</p> <p>Reading articles on pollution (water, soil, air, electromagnetic, etc.) and on recycling, fair trade. etc.</p>
<p>December 2010 – March 2011</p>	<p>A Fair Trade Market at each school</p>	<p>Creating a fair trade market with second hands products or fair trade products – the income would be given to _____ (each school decides independently)</p> <p>Norway: 20th January 2011</p> <p>Germany:</p> <p>Finland:</p> <p>Italy: December 2010</p> <p>Spain:</p>
<p>2nd – 6th May 2011</p>	<p>Visit two companies related to the topic of the project</p>	<p>In Trujillo.</p> <p>Each school can organize these visits with their students as well.</p>
<p>20 April 2011</p>	<p>CREATIVE WORK FOR STUDENTS:</p>	<p>-Advert promoting a product which is respectful of the environment (in a new way – no food) – possibly recorded/filmed –</p> <p>-advert promoting recycling, reusing, reducing -2 adverts for each school</p> <p>- 2 essays (300-500 words) or dialogues (audio and/or written version) for each school</p>

		decalogue/handbook/guide (in Trujillo)
2-6 May 2011	Lecture by an expert in waste processing	(in Trujillo)
1st week of May 2011	Final students' and teachers' meeting: Write European Youth Consumer Decalogue after comparison and analysis of results of the different schools	Number of students for each country to be hosted in the Spanish families: 4 except Norway
04 June 2011	Final dissemination events	Press article, brochures, etc.
All year round		<ul style="list-style-type: none"> - going on with the usage of DOCEBO - Updating the European Youth Consumer Corners at each school - Updating the webpage with conclusions