



FirstNews



TAKEOVER CHALLENGE

How **GREEN** can you go?

WALKTHROUGH



iStock



Empowering planet-friendly career pathways



TAKEOVER CHALLENGE: HOW GREEN CAN YOU GO? SECONDARY WALKTHROUGH

This resource is designed in partnership with WWF-UK as part of the *First News* Takeover Challenge. This year the Takeover Challenge is a campaign called 'How Green Can You Go?' which focuses on encouraging children to think about business and sustainability. This resource provides a walkthrough to help young people better understand sustainability, sustainable businesses and greenwashing.

The content is provided as three short guided discussion and demonstration walkthroughs that should each take about 20 minutes to complete. It is designed for learners aged 11-14. Completing this will equip young people with the knowledge they need for the Takeover Challenge when they ask local businesses about their sustainability practices.

WALKTHROUGH 1 (20 minutes): What is sustainability?

Aims:

To provide pupils with a basic understanding of sustainability

Objectives:

At the end of this walkthrough, pupils will be able to:

- Define sustainability
 - Describe what sustainability is using balancing scales as a metaphor
 - Use their knowledge to engage in group discussions about sustainability
-

WALKTHROUGH 2 (20 minutes): What is a sustainable business?

Aims:

To provide pupils with a basic understanding of sustainable businesses and the impact that business values have on sustainability

Objectives:

At the end of this walkthrough, pupils will be able to:

- Define sustainable business
 - Explain the importance of sustainable business
 - Come up with their own sustainable business values
-

WALKTHROUGH 3 (20 minutes): What is greenwashing?

Aims:

To provide pupils with a foundational knowledge of greenwashing and equip them with the tools they need to be able to spot it

Objectives:

At the end of this walkthrough, pupils will be able to:

- Explain what greenwashing is
- Identify indicators of a sustainable business from one that is greenwashing

WHAT IS SUSTAINABILITY?

WALKTHROUGH 1: WHAT IS SUSTAINABILITY? (20 minutes)

<p>Walkthrough 1 (20 minutes) What is sustainability? Slide 1</p>	<p>Aims To provide pupils with a basic understanding of sustainability</p> <p>Objectives At the end of this walkthrough, pupils will be able to:</p> <ul style="list-style-type: none">● Define sustainability● Describe what sustainability is using balancing scales as a metaphor● Use their knowledge to engage in group discussions about sustainability
<p>Resources You will need:</p>	<ul style="list-style-type: none">● Slides● Whiteboard/Smartboard● Paper
<p>Introduction to sustainability (6 minutes) Slides 2-3</p>	<p>Definition activity Slide 2 – Ask pupils: “What is sustainability?” You can use the prompts below to help them with this.</p> <ul style="list-style-type: none">● Have you heard the word sustainability before?● Where have you heard it?● What does it mean if something is sustainable? <p>Optional: You could do this as a Think Pair Share activity.</p> <p>Group discussion: What is sustainability? Choose a few pupils to share their ideas. Then, ask if anyone has a definition that is very different from what has been shared already, or if anybody has additional ideas.</p> <p>Optional: Write their ideas on a whiteboard/smartboard. You could also group similar words or definitions together.</p> <p>Introduce the UN definition of sustainability Slide 3 – “Meeting our own needs without compromising the ability of future generations to meet their needs.”</p> <p>Group discussion Talk about the definition with pupils. You can use the prompts below to help them.</p> <ul style="list-style-type: none">● Is this definition similar to or different from what they expected?● Many pupils might associate sustainability with words like ‘green’ or ‘environmentally friendly’. Although sustainability can be linked to these words and companies and media use it as if it is the same as ‘green’, it does differ.

WALKTHROUGH 1: WHAT IS SUSTAINABILITY?

Breaking down the definition (6 minutes)
Slides 4-5

Group discussion

Slide 4 – Read pupils the definition of sustainability again. The definition talks about ‘needs’. Use the prompts below to discuss with pupils what this means.

What are our needs?

Things that we must have to survive.

What needs do all humans have?

E.g. breathable air, food, water, stable climate, education, health, fair salary. Natural resources, directly or indirectly, form the basis of all our needs.

What are natural resources?

These are things found within nature that living things use, e.g. air, water, sunlight, oil, coal, natural gases, stone, wood.

Guided discussion

Slide 5 – What impacts on our needs?

Show pupils the bullet points on the slide (also see below). Then discuss how you think these issues might affect the needs of people in the future.

- Climate change
- Deforestation
- Extinction of species
- Over-fishing
- Intensive farming
- Irresponsible financial investments

Finding balance (8 minutes)
Slides 6-8

Explanation: Finite resources

Slide 6 – Explain that we have limited resources on Earth. Some human activities use up or destroy natural resources such as farming, deforestation and fishing. When the amount of resources we take from the planet is less or the same as what the planet can replace, this is sustainable. When we are using more resources than are available, this is unsustainable.

Activity: Balancing scales

Slide 7 – Scales can be used as a metaphor to represent sustainability. On this slide there are three sets of scales that show the balance between natural resources and human activity. Two sets of scales represent what sustainability looks like and the other one shows what unsustainability looks like.

Group activity: Making things balanced

As a class, come up with some examples of natural resources for one side of the set of scales and some examples of human activity on the other side to make the scales balanced. For example, a natural resource could be planting trees, but the human activity could be deforestation. Draw a simple set of scales on a whiteboard and write your ideas down.

Optional: You could also illustrate what unsustainable scales look like by adapting the number of things on each side of the scale.

WALKTHROUGH 1: WHAT IS SUSTAINABILITY?

<p>Finding balance (8 minutes) Slides 6-8 – continued</p>	<p>Plenary Slide 8 – If each side of the scale is balanced or there are more natural resources than human activity, it is sustainable. If humans are taking more natural resources than are available, the scales will be unbalanced which is unsustainable. This means we are not using natural resources carefully and that they are likely to run out for future generations, meaning their needs will not be met.</p>
--	---

WHAT IS A SUSTAINABLE BUSINESS?

WALKTHROUGH 2: WHAT IS A SUSTAINABLE BUSINESS? (20 MINUTES)

<p>Walkthrough 2 (20 minutes) What is a sustainable business? Slide 9</p>	<p>Aims: To provide pupils with a basic understanding of sustainable businesses and the impact that business values have on sustainability</p> <p>Objectives: At the end of this walkthrough, pupils will be able to:</p> <ul style="list-style-type: none"> ● Define sustainable business ● Explain the importance of sustainable business ● Come up with their own sustainable business values
<p>Resources You will need:</p>	<ul style="list-style-type: none"> ● Slides ● Whiteboard/Smartboard ● Paper
<p>Introduction to sustainable business (7 minutes) Slides 3, 10-11</p>	<p>Teacher guidance – recap on last session: Can students define ‘sustainability’?</p> <p>Slide 3 – Show the UN definition of sustainability and check that it matches student understanding.</p> <p>“Meeting our own needs without compromising the ability of future generations to meet their needs.”</p> <p>Definition activity: What is a sustainable business? Slide 10 – Using what pupils have learnt about sustainability and the balance between humans and nature, get them to think about what a sustainable business is. You can use the prompts below to help them.</p> <ul style="list-style-type: none"> ● What is a business? ● Think of an example of a business you know. How can this business be linked to sustainability? <p>Optional: You could do this as a Think Pair Share activity.</p>

WALKTHROUGH 2: WHAT IS A SUSTAINABLE BUSINESS?

<p>Introduction to sustainable business (7 minutes) Slides 3, 10-11 – continued</p>	<p>Group discussion: What is a sustainable business? Choose a few pupils to share their ideas. Then, ask if anyone has an idea that is very different from what has been shared already.</p> <p>Optional: Write their ideas on a whiteboard/smartboard. You could also group similar words or definitions together.</p> <p>Introduce the definition of sustainable business: Slide 11 – “A business that makes its products or services without harming the planet or people, now or in the future.”</p> <p>Group discussion: Is this definition similar to or different from what they expected? Why?</p>
<p>The importance of sustainable business and values (5 minutes) Slides 12-13</p>	<p>Group discussion: Why is it important for businesses to be sustainable? Slide 12 – With pupils, think about why it is important for businesses to be sustainable. You can use the prompts below to help them.</p> <ul style="list-style-type: none"> ● Why should businesses aim to be sustainable? ● Why is it important for businesses as well as individuals like you or me to be sustainable? ● What impacts can businesses have on nature? ● What would happen if businesses did not try to be sustainable? <p>Optional: Write their ideas on a whiteboard/smartboard. You could also group similar words or definitions together.</p> <p>Plenary Slide 13 – Business is at the heart of a sustainable future. It is even more important for businesses to be sustainable than individuals as they are on a bigger scale. People can affect what businesses do regarding sustainability by only buying from those that have sustainable practices, telling them how we think they should improve, and working for businesses and making those better choices ourselves.</p>
<p>Sustainable business values (8 minutes) Slides 14-17</p>	<p>Question: What are values? Slide 14 – Get pupils to think independently, then pick a couple of them to share their ideas.</p> <p>Introduce the definition Slide 15 – “Values are the things we consider to be most important. They are the principles that guide our choices.”</p> <p>What might a business value? E.g. making money, looking after staff, teamwork, happy customers.</p> <p>Plenary Slide 16 – Just as you as an individual might value looking after the planet, businesses can also value sustainability. Most businesses tell us about their values on their website or in reports that they make.</p>

WALKTHROUGH 2: WHAT IS A SUSTAINABLE BUSINESS?

<p>Sustainable business values (8 minutes) Slides 14-17 – continued</p>	<p>Task: Come up with some of your own sustainable business values Slide 17 – Hand out workbooks/scrap paper. Ask your pupils to come up with a type of business (don't spend too long on this – if pupils are stuck you could give them a few examples to choose from such as a restaurant, a clothing shop, or a construction company). Get pupils to write down three sustainable values that their chosen business would have e.g. if you are a clothes shop, you might use recycled materials to make your garments, only partner with other sustainable companies and make sure that you only use green energy. Other examples of sustainable values include lowering emissions, getting rid of waste materials properly, efficiently using energy, using renewable energy, having a positive impact on the environment, being inclusive.</p> <p>Group discussion Get a few pupils to share their ideas.</p> <p>Optional: Write their ideas on a whiteboard/smartboard.</p>
--	--

WHAT IS GREENWASHING?

WALKTHROUGH 3: WHAT IS GREENWASHING? (20 MINUTES)

<p>Walkthrough 3 (20 minutes) What is greenwashing? Slide 18</p>	<p>Aims To provide pupils with a basic knowledge of greenwashing and equip them with the tools they need to be able to spot it</p> <p>Objectives: At the end of this walkthrough, pupils will be able to:</p> <ul style="list-style-type: none"> ● Explain what greenwashing is ● Identify indicators of a sustainable business from one that is greenwashing
<p>Resources You will need:</p>	<ul style="list-style-type: none"> ● Slides ● Whiteboard/Smartboard ● Paper
<p>How do we know if a business is sustainable? (6 minutes) Slide 19</p>	<p>Group discussion: How do we know if a business is sustainable? Slide 19 – Brainstorm with pupils some ways that they might know if a business is sustainable and write their ideas on a whiteboard. We will revisit this later in the walkthrough.</p> <p>Group discussion: Why might a business falsely claim to be sustainable? Brainstorm with pupils and ask a few of them to share their ideas.</p>

WALKTHROUGH 3: WHAT IS GREENWASHING?

How do we know if a business is sustainable?
(6 minutes)
Slide 19
- continued

Explain

The main reason businesses falsely claim to be sustainable is money. Explain to pupils that if a business appears to be sustainable, it's more attractive to potential customers. Many people today care about sustainability so are more likely to buy from a business with sustainable values. Having sustainable values gives businesses a better chance of making more money.

Optional: You could relate it to pupils to make it easier for them to understand. For example, if there were two shops selling the same food item at the same price, but one used sustainable packaging and sourcing, and the other didn't, which would you prefer to buy from?

Introduction to greenwashing
(6 minutes)
Slides 20-21

Definition activity: What is greenwashing?

Slide 20 – Get pupils to think about the above. You can use the prompts below to help them.

- Have you seen or heard the word 'greenwashing' before?
- Where have you heard it?
- What does greenwashing have to do with sustainability and businesses?

Optional: You could do this as a Think Pair Share activity.

Group discussion

Choose a few pupils to share their ideas. Then, ask if anyone has an idea that is very different from what has been shared already.

Optional: Write their ideas on a whiteboard/smartboard. You could also group similar words or definitions together.

Introduce the definition of greenwashing

Slide 21 – "When a business claims to be more sustainable than it actually is."

Group discussion: Is this definition similar to or different from what pupils expected? Why?

WALKTHROUGH 3: WHAT IS GREENWASHING?

Spotting greenwashing
(8 minutes)
Slides 22-23

Plenary

A great way to spot greenwashing is by being able to identify when a business really is sustainable.

How can we know if a business is sustainable?

Slide 22 – At the beginning of this walkthrough, you brainstormed how to identify if a business is sustainable. Reveal the ideas you came up with. Pupils probably came up with ideas such as the business has sustainable values, it uses a recycling symbol, it reuses materials etc.

Plenary

Although businesses may have sustainable values, sometimes they can be lying about these or exaggerating, which is known as greenwashing. There are different ways to identify if a business is sustainable, including accreditation through an official regulatory body. You may have heard of some, such as Fairtrade and FSC (Forest Stewardship Council). Another popular sustainable business certification is B Corp.

What is a B Corp?

Slide 23 – B Corp is a short way of saying Benefit Corporation. If a business is a B Corp, it means that it is trying to bring good to the planet. It is not just focused on making money. To become a B Corp, a business must show how it is being sustainable in a big report. You can find out which businesses are B Corps by looking for this symbol (displayed on the slide).

Take it further: Explore businesses that are on the B Corp website:
www.bcorporation.net/en-us/