

## Business Studies Year 12 Induction 2021

For this year we would like you to investigate **RESPONSIBLE CONSUMERISM**, considering the impact consumer choices can have on our finances and the environment.

You will also be exploring campaign tools, examining the different options we have for raising awareness of an issue.

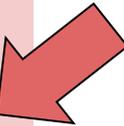
We are challenging prospective students to create a portfolio. For their portfolio, they must submit **ONE** of the following campaign materials:

1. **Energy:** A poster, flyer or article to raise awareness of the financial and environmental benefits of conserving energy.
2. **Fashion:** An article, blog or flyer to raise awareness of the financial and



### Criteria

A key message to guide campaign material creations should be:



You can also choose to submit up to 2 additional campaign materials to support your suggestions, either from the options above or the following:

- a. Photographic evidence of any creations e.g. 3D
- b. Photographic evidence of any activity - any models, large signs or posters - any photos must be accompanied with a written description and must not include the young people themselves.

To support with this Challenge, we've provided a set of teaching materials on the portal for you to help.

These materials are designed to develop your understanding of responsible consumerism as well as to inspire you to create thoughtful and persuasive materials for your Induction activity.

There are three activities in total. Each activity explores a key area of responsible consumerism and culminates with an option that will help you with your task.

There's also a fun Responsible Consumerism quiz to help you introduce this concept in an engaging and accessible way.

Enjoy completing this project, we are really looking forward to seeing all your wonderful creations!

**All materials should demonstrate:**

**A clear link between money management and environmental sustainability**

**A clear rationale behind campaign materials i.e. it's evident how the portfolio material(s) could raise awareness of responsible consumerism.**

**Portfolios will not be judged on the amount of materials they include, rather they will be judged on how well they serve their purpose and understand their audience. Teachers will be looking for a considered response to the "responsible consumerism", be that through one piece of strong material or a series of materials.**

**We are looking for you to show a comprehensive awareness of issues and a creative, thoughtful campaign idea.**