



FACT SHEET

RADIO PRODUCTION GUIDE

OUTREACH GUIDE

UNDERSTANDING CONSUMPTION AND CLIMATE CHANGE

SOUTH AFRICA

UNDERSTANDING THE LINKS BETWEEN CONSUMPTION AND CLIMATE CHANGE:

Globally, nationally and locally, our economies are built on the idea that growth is a good thing: economies grow when people consume more; and as economies grow (the thinking goes) more people will prosper. However, growth depends heavily on natural resources and fossil energy. As we have seen in our Introduction to Climate Change, everything that we consume ultimately comes from the Earth, and most of these resources are limited. Overconsumption by the wealthy and the rapidly expanding global middle class has been linked to the environmental crises we now face, including climate change, pollution and natural resource depletion (UNEP). This means we need to completely rethink how we understand growth and consumption in relation to our wellbeing.

Within this global context of overconsumption, Africa faces a very different challenge. Until very recently, many African countries have had some of the world's lowest levels of resource consumption - but this is beginning to shift due to population growth, urbanisation, millions

rising out of poverty, (McKinsey). Yet nearly half of people across the continent lack the material resources they need to live well, raising an urgent need to improve material wellbeing, and build prosperous societies, without destroying nature. As we have seen in our Introduction to Climate Change, our impact on nature (i.e. Earth footprint) relates directly to our own personal habits and daily choices: given the chance, do you buy food from a fast-food chain or from a local vendor? Would you rather invest in a new cell phone, or buy a new dress made up specially by the local dressmaker? As you will see in this series, our own personal habits and daily choices matter. When you decide whether or not to buy something, it is important to consider not only the price and quality of the product, but also where it comes from and how it was produced. The choices you make as a consumer affect the health and wellbeing of your local community, as well as the planet - which in turn affects your own wellbeing.

DEFINITIONS

- **A consumer** - is someone who buys goods and services for their own personal use. We are all consumers, because we all need a variety of things - food, water, clothing, shelter, education and healthcare, etc; and most of us pay money to access these things. But we don't just consume things we need. We also consume things that we want, and therein lies the problem. As more people become middle class, they can afford more consumer goods such as smartphones, electronics, fast-food, cars and air travel, which contribute to greenhouse gas emissions, resource depletion, pollution and waste.
- **Branding** - is a strategy used by companies to give their products meaning in the minds of consumers. The influence of branding is a powerful reason why we sometimes buy things we don't really need. At first glance, you may say a t-shirt is just a t-shirt. But imagine that t-shirt displays the Nike logo. How would wearing that logo make you feel about yourself? For example, would it give you a sense of confidence and status? Whatever the feelings that logo raises for you - that is the power of branding.
- **Disposable** - means that something has been designed to be used and then thrown away. Many consumer products on the market today are disposable - for example most food and beverages from supermarkets and fast-food outlets are sold in disposable packaging. Petroleum, metals and energy are required to produce these bags, tins, boxes and containers that are often only used briefly before they are thrown away.

- Planned obsolescence** - many of the things we buy are not made to last. Cheap clothing fades and tears and goes out of fashion. New cell phones with slick new features hit the market every few months, making your existing phone seem like a dull old brick by comparison. Instead of designing products so that they are durable and can be upgraded or repaired easily, many companies make products such as smartphones, dishwashers and radios that are cheap but break easily and can't be repaired. This creates an endless cycle of consumption, with consumers being constantly nudged to buy new things.
- The supply chain** - is the series of steps through which a commodity, product or service is developed from an idea into a finished product that is marketed to consumers. For example, the supply chain for most smartphones begins in the DRC where crucial mineral ores such as tin, tantalum and tungsten are mined. The globalisation of supply chains means that most often our cell phones, clothes and increasingly even our food come from other parts of the world, and have sometimes travelled around the world more than once during their various stages of production.
- Economic growth** - happens when consumption increases - that is, when more goods and services are produced and consumed, and the monetary value of these goods and services increases. Economic growth is often framed as a good thing. However, in addition to its heavy toll on the environment, economic growth does not necessarily reduce poverty or lead to better lives for people, because not everybody benefits from it equally.

GET THE FACTS! BUST THE MYTH!

MYTH

Consumer brands like Nike, Samsung or Adidas are popular because they offer consumers better quality and value than products without those labels.

Supermarkets and shopping malls are a sign of progress: they create jobs and give people better access to consumer goods.

I am just one person and I don't have a lot of money. Therefore my consumption habits won't make any difference to climate change.

FACT

Often there is little or no functional difference between products with popular consumer labels and products without them, even though branded products can be much more expensive. The value of these products is in the power of their branding, which people absorb through messaging in advertising and peer groups. Branding can have a very powerful influence on us as consumers, for example in shaping our aspirations to own certain products, or in influencing our willingness to spend money on items and labels that we perceive as cool.

Supermarkets and shopping malls do provide a certain number of retail jobs, as well as a variety of consumer goods, often at cheap or competitive prices. But in today's world we really need to rethink our ideas of progress. While many of the products in a shopping mall are imports produced by global supply chains, spending your money on locally made products can be a powerful way to help your community and fight climate change at the same time.

Personal habits matter: now more than ever as we live in a global village and need a global mindset. Your cell phone (if you have one) is a prime example of a small device that may seem insignificant at a personal level, but there were 1.4 billion new smartphones produced in 2016, which adds up to a staggering global social and environmental footprint. Just think of all the minerals, water, packaging and fuel that is consumed as millions of new phones are manufactured and shipped around the world each year; as well as all the waste that piles up as old devices are discarded. By reducing our consumption, and making smarter, safer choices about what we buy and how we design and manufacture products (i.e. designing products to last, instead of for single or short-term use) we make more room for nature to recover, survive and thrive, which makes our own lives possible in the long run.

DID YOU KNOW? (GLOBAL)

Customers can spend as little as 6 seconds making a decision at the shelf - but **ALL THE ENERGY AND WASTE EMBEDDED IN THE PRODUCTION, PACKAGING, TRANSPORT, USE** and disposal of that product will have effects lasting many human lifetimes on the Earth.



The African continent is seen as the next consumer frontier by large corporations. A strong trend towards urbanisation expected to open up huge new African consumer markets, and by 2020, almost 60% of consumer spending across Africa is projected to take place in just 20 African cities.

(McKinsey)



CONSUMERS REALLY DO CREATE CLIMATE CHANGE:

A RECENT STUDY FOUND THAT THE CONSUMPTION HABITS OF PEOPLE AROUND THE WORLD - THE FOOD, CLOTHES, PHONES AND OTHER THINGS WE ALL BUY - ARE RESPONSIBLE FOR 60% OF GLOBAL GREENHOUSE GAS EMISSIONS AND SOMEWHERE BETWEEN 50 AND 80% OF THE ALL THE LAND, MATERIALS AND WATER USED.



80% of people's planetary footprint comes not from their direct use of resources (i.e. switching on the lights or charging a cell phone or taking a bath), but from the resources that are used to make the things that they buy.



The global economy is projected to triple in size by mid-21st century. Unless we change the ways our economies work, we are likely to have three times more production and consumption of things by 2050 than we do now. And we are already using resources and polluting way more than our planet can sustain.



Since 2007, about **968 terawatt hours of electricity** have been used in the manufacture of **7 billion smartphones**. That is as much power as the entire nation of India, which contains one-fifth of the world's population, uses in year! (Greenpeace) **Many of these devices will be used for only 12 to 24 months before they are discarded** (Reset.org).



THE CURRENT CONSUMPTION OF RESOURCES GLOBALLY IS HIGHLY UNEQUAL:

42% of the population of sub-Saharan Africa lives below the international poverty line of \$1.90 per day, meaning they consume very little.



(UN)

DID YOU KNOW (SOUTH AFRICA)

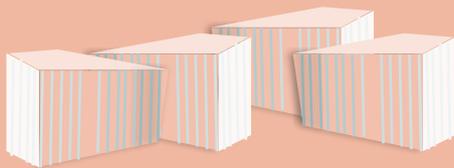
South Africa has one of the largest telecommunications markets in Africa, with near universal mobile phone usage and widespread use of social media.

There are about 22 million smartphone users in South Africa, and more than 90 million mobile connections

(Statista)

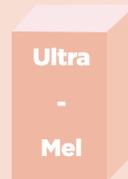
South Africa has extreme levels of inequality, perpetuated by high levels of unemployment, which affects 50% of youth.

(World Bank)



Former South African Finance Minister Pravin Gordhan recently criticised the advertising industry for driving people to unsustainable consumption, saying ‘A throwaway society is essentially a consumerist society. It’s the opposite of recycling or reusing.’

In South Africa, the fast-growing Izikhothane movement is based on flaunting flashy and expensive goods - young people compete to impress one another, displaying designer branded clothing, expensive alcohol and cell phones, and then destroying these items in order to flaunt their wealth.



(Wikipedia)

The poorest 20% of the population account for 3% of national spending, while the wealthiest 20% consume 65%

(World Bank)

More than 75% of low income South Africans age 15 or older own a mobile phone.



More South African households own a TV (10.7 million) than a refrigerator (9.9 million), according to the 2011 Census.



TAKING A CLOSER LOOK AT WHY WE BUY

So what makes that bottle of perfume in a fancy box so appealing? Why is there a beautiful woman in that ad for a luxury car?

Scientists of consumer psychology have been discovering that as humans, our psychology and neurobiology play a big role in our consumption habits. Marketers have known for a long time that they will sell more stuff if they give us images and messages that appeal to our desires to see ourselves as sexy or wealthy (University of Michigan).

They are experts in using branding and advertising to appeal to the psychological drivers

that make us want to consume more.

In a way, it is natural for us to want to have as much as we can get - for most of human history everybody had to work very, very hard to produce enough food, clothing and shelter just to meet basic needs. Even in the richest societies around the world, having all these consumer goods available, and not having to think about where they come from or how they are made - is a very new thing!

So to some extent, it seems that our consumerism is hardwired. But understanding this gives us more power to make conscious choices about how we

act as consumers, and how we respond to these powerful drivers that can influence our behaviours.

After all, having a liveable future on this planet is far more important than having stuff. We have

come to a point where humanity needs to change our goals and our dreams - our ideas of what is fancy, what is desirable, what is success. This requires us all to rethink our values and develop new consumption habits for a liveable planet.

RESOURCES

- The Story of Stuff project: <https://www.youtube.com/user/storyofstuffproject>
- The Wellbeing Economy: <https://wellbeingeconomy.org/>
- Kate Raworth on economic growth https://youtu.be/2_AMEAnWyRk

UNDERSTANDING CONSUMPTION AND CLIMATE CHANGE

RADIO PRODUCTION GUIDE



PREPARING FOR THE SHOW

ANGLES

DIFFERENT WAYS TO TALK ABOUT CLIMATE CHANGE AND CONSUMPTION

Consider the following questions, and talk to people in your community (a student, a teacher, a businessperson, a health worker) to get different perspectives on consumption and climate change:

- What are some of your own consumption habits and how do these contribute (or not contribute) towards climate change?
- What kinds of changes would you be willing (or unwilling) to make in order to lighten your own Earth footprint?
- Think for a moment about the material things in your own life. What are the things you need, and what are the things you want? How do you tell the difference? What are the things you value most, and why?
- Can you think of ways in which branding may influence the things you aspire to have, and your willingness to spend money on those things?
- Do you see the influences of consumerism in your community?
- Do you think people are changing their behaviours as consumers, and if so, why?
- Do you ever feel pressure from your community or your peer group to buy or have certain things? How do you feel about this?
- Do you see certain practices in your community or among your peer groups (such as swapping clothing, or opening a small shop to repair cell phones and electronics, for example) that you think could help to sustain healthy communities both locally and globally in the face of climate change?

CHOOSE AN ANGLE

What kinds of changes would you be willing (or unwilling) to make in order to lighten your own Earth footprint?

Different ways to talk about: What kinds of changes would you be willing (or unwilling) to make in order to lighten your own Earth footprint?

- Are you willing/able to change the way you move around in the world? Instead of driving, choose to walk, bike or take public transport to one destination per day.
- Choosing to eat locally grown fruit and veg and cooking at home more and eating fast foods less.
- How are you disposing of your rubbish? Recycling what you can to lighten your footprint?
- Shopping for clothes every season? Instead of buying cheaply made 'trendy' clothing, purchase long-lasting high quality clothes that won't wear and tear after one wash.

FORMATS

We can use radio formats to create the “Understanding Growth and Consumption”/green segment. We suggest formats that encourage the voices of others and that get the listeners participating in the show.



VOX POP



Vox pop aim

To get many opinions on one topic.



Who do you talk to?

Anybody in the community.



Question

Where does your cell phone come from?

OR

How do you think the things you consume affect the environment?

OR

Do you think people care too much about having brands and consuming things in your local community?



AUDIO COMMENTARY



Audio commentary aim

To get people’s opinion about a topic that they care deeply about.



Who do you talk to?

Youth and adults in your community who can talk about how growth and consumption impacts the environment.



AUDIO PROFILE



Audio profile aim

For listeners to hear an inspiring story with a message of encouragement linked to the show topic.



Who do you talk to?

A local entrepreneur who is making a local product with a light Earth footprint.

A student who is earning extra money towards her studies by mending peoples’ things.



Questions for your interview to think about before recording audio profile:

- How did you first get involved in creating this product?
- Was keeping the ecological footprint of the business light a priority from the start?
- How does creating a product with a light ecological footprint work? How do you go about doing that?
- What advantages does creating your product in this manner bring to you/your business?
- How has running your business in this manner made a difference in your own life?
- Who are your customers and how do you find a market for your product?
- What are the opportunities for running a business in this manner?
- How can other aspirational entrepreneurs get involved in this sort of creating?



CALL-IN OR WHATSAPP QUIZ



The aim of a Call-in or Whatsapp Quiz

To invite listeners to participate in a fun learning opportunity. You could offer a shout out or a visit to the station as a prize.



Voice 1: Hey listeners, think you know all there is to know about climate change? Let's put your knowledge to the test with a quiz! Call the station at [STATION PHONE NUMBER] or Whatsapp your answer to [WHATSAPP NUMBER].

Voice 2: Listen carefully. Which of the following statements about Growth, Consumption and Climate Change, is FALSE?

Your cell phone is linked directly to global problems of climate change, pollution and waste, as well as labour and human rights abuses.

Economic growth reduces poverty and generates resources for dealing with climate change. 60% of global greenhouse gas emissions come from making things that consumers buy.

Voice 1: Call in at [STATION PHONE NUMBER] or Whatsapp your answer to [WHATSAPP NUMBER] and tell us which of the following is FALSE. We want to hear from you!



WHATSAPP VOICE NOTES



You can invite listeners at the beginning of your show or your "Earth, Our Home" segment to send in a Whatsapp voice note. Remember it must be no longer than 1 minute long, and stick to the topic.



In this case, the topic can be an experience of climate change, what they are doing to stop climate change, or what they think the biggest environmental challenge in your community is.

Remember to play the voice note with a good intro and outro and the name of the person who sent it.



QUIZ



The aim of a Quiz

To test your listener's knowledge on the topic.

From the fact-sheet, we created the two following quizzes for you to broadcast in your shows. Once you are done with these two, feel free to create more to put your listeners to the test!



Quiz 1:

Question: Which of the following countries is seen as the consumer frontier by large corporations?

- A. United States of America
- B. Cuba
- C. Africa

Correct answer is C

Quiz 2:

Question: People's planetary footprint comes from:

- A. Switching on all the lights in their house
- B. The resources that are used to make the products that they buy
- C. Charging your cell phone all day

Correct answer is B

Remember to log the answer the listeners give to your quiz on the show evaluation form!



PUBLIC SERVICE ANNOUNCEMENT



The aim of a PSA

To create a public awareness message.



Create a PSA that encourages people to support local business OR raise awareness about the "leaky bucket".



For example

Voice 1: Hey Jabu, have you seen the new iPhoneX? Yoh yoh yoh it's so dope I'm definitely getting it next week.

Voice 2: Eish Zibebe, mara you have a perfectly good phone why do you want a new one?

Voice1: Ah so serious Jabu don't worry. I'm on a MTN contract and it's time for my up grade. I need to take better selfies you see. Brand new phone! Brand new me!

Voice 2: And then what happens to your current phone that's in perfect condition? Are you going to use two phones now?

Voice 1: No I'll just keep one as a backup you see.

Voice 2: No man Zibebe that's wasteful, do you know how much energy and resources it takes to make one phone? Just so you can get another one in two years. Have you heard of greenhouse emissions? You are personally contributing to them!

Slogan

Consumer habits affect climate change. The food, clothes, phones and other things we all buy are responsible for 60% of global greenhouse gas. Don't be a mindless consumer. Think before you buy!

HOW TO PRESENT YOUR SHOW



Use your produced radio features, your research and the suggested script and questions to write your own script.

[INTRO:]

Host 1: It's just gone [TIME] and we're going to do something new on [NAME OF SHOW] today and every other show. [RADIO STATION] and [NAME OF YOUTH REPORTER GROUP] is passionate about finding ways to consume less stuff so we can save our planet. We humans have a serious problem, we are buying too much stuff, and it's destroying the environment!

Host 2: That's right [NAME], so we have decided to do something about it on every show we broadcast, because we care about our environment and because we want generations ahead of us to enjoy the same beautiful planet. So welcome to the "Growth, Consumption and Climate Change" slot for the next [10 / 5] minutes or so.

Host 1: Yebo, we're bringing the conversation about climate change and our environment right to you - because we all need to seriously think about how all the stuff we use and consume impacts the Earth - mobile phones, fancy electronics, plastic bags that we use once and then just throw away. There are more than 7 billion people on the planet right now, and when you add up all the stuff that we're making and using, all the energy that it takes to make a smartphone that we use for maybe a year or two and then throw away, we can clearly see that it's a big cause of climate change.

Host 2: So we're getting to it and getting you involved in looking after our planet better. To kick off "Growth, Consumption and Climate Change" this week, we'll dive right into a quiz to see just how much you understand about how our consumption is contributing to the problem.

Host 1: Call the station at [STATION PHONE NUMBER] or Whatsapp your answer to [WHATSAPP NUMBER] or drop your answer on Facebook. Listen carefully. Which of the following statements about Consumption and Climate Change is false?

- Your cell phone is linked directly to global problems of climate change, pollution and waste, as well as labour and human rights abuses.
- Economic growth reduces poverty and generates resources for dealing with climate change.
- 60% of our global greenhouse gas emissions, and as much as 80% percent of our water use comes from making the things that people buy!

Host 2: Call in at [STATION PHONE NUMBER] or Whatsapp your answer to [WHATSAPP NUMBER] and tell us which of those statements is FALSE. We want to hear from you! Hosts announce quiz result and celebrate the winner.

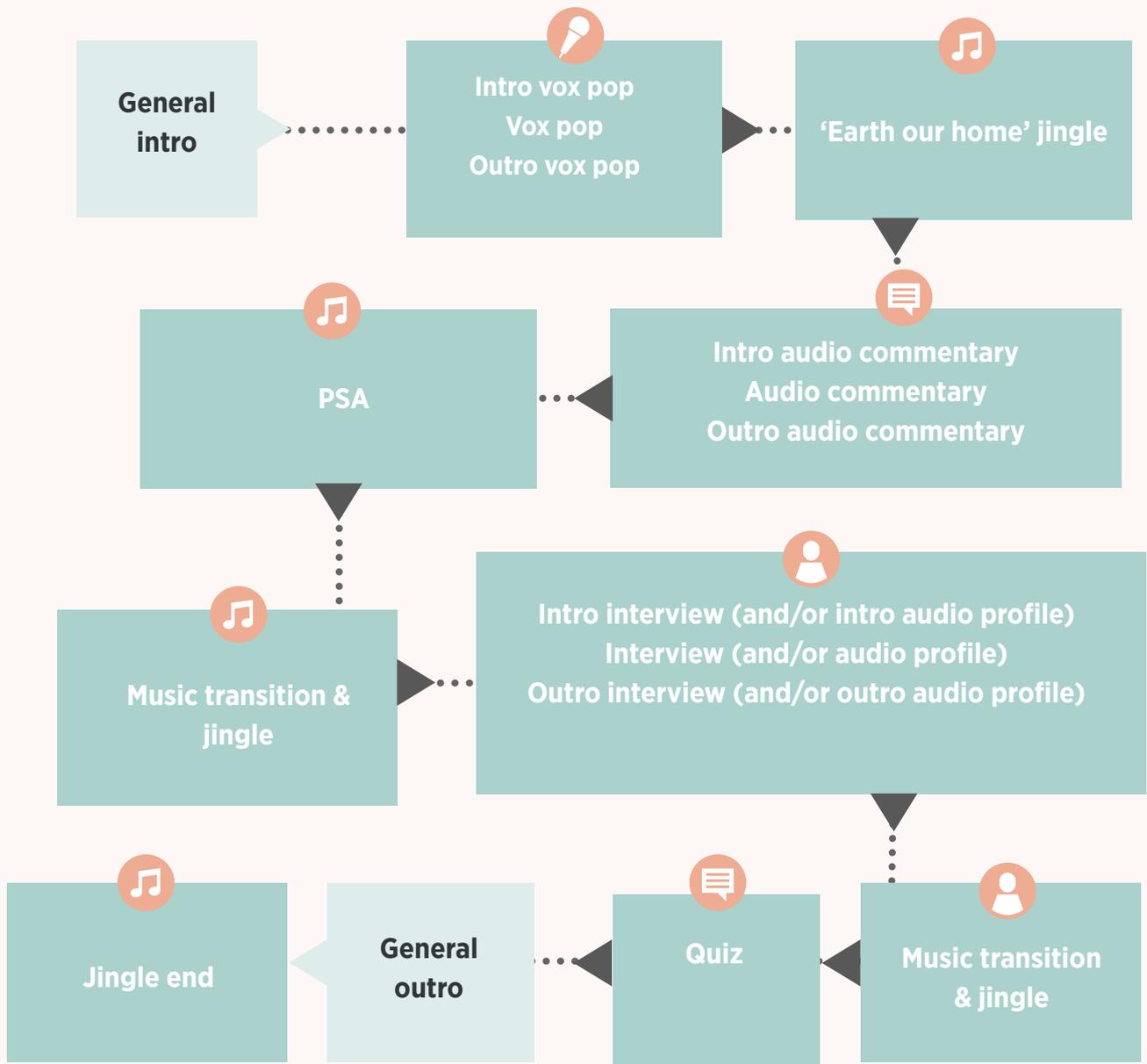
[OUTRO:]

Host 1: And that brings us to end of our show. Thank you for tuning in, for listening, calling, whatsapping - but most of all for making a difference yourselves!

Host 2: Catch [NAME OF SHOW] next week when we'll be discussing another hot topic and stay tuned for "Consumption and Climate Change" too. Take care good people, of yourselves and our environment too, right here, right now. Peace.

SHOW OUTLINE

Full show on 'earth our home' (1 hour)



ETHICS AND CONSENT

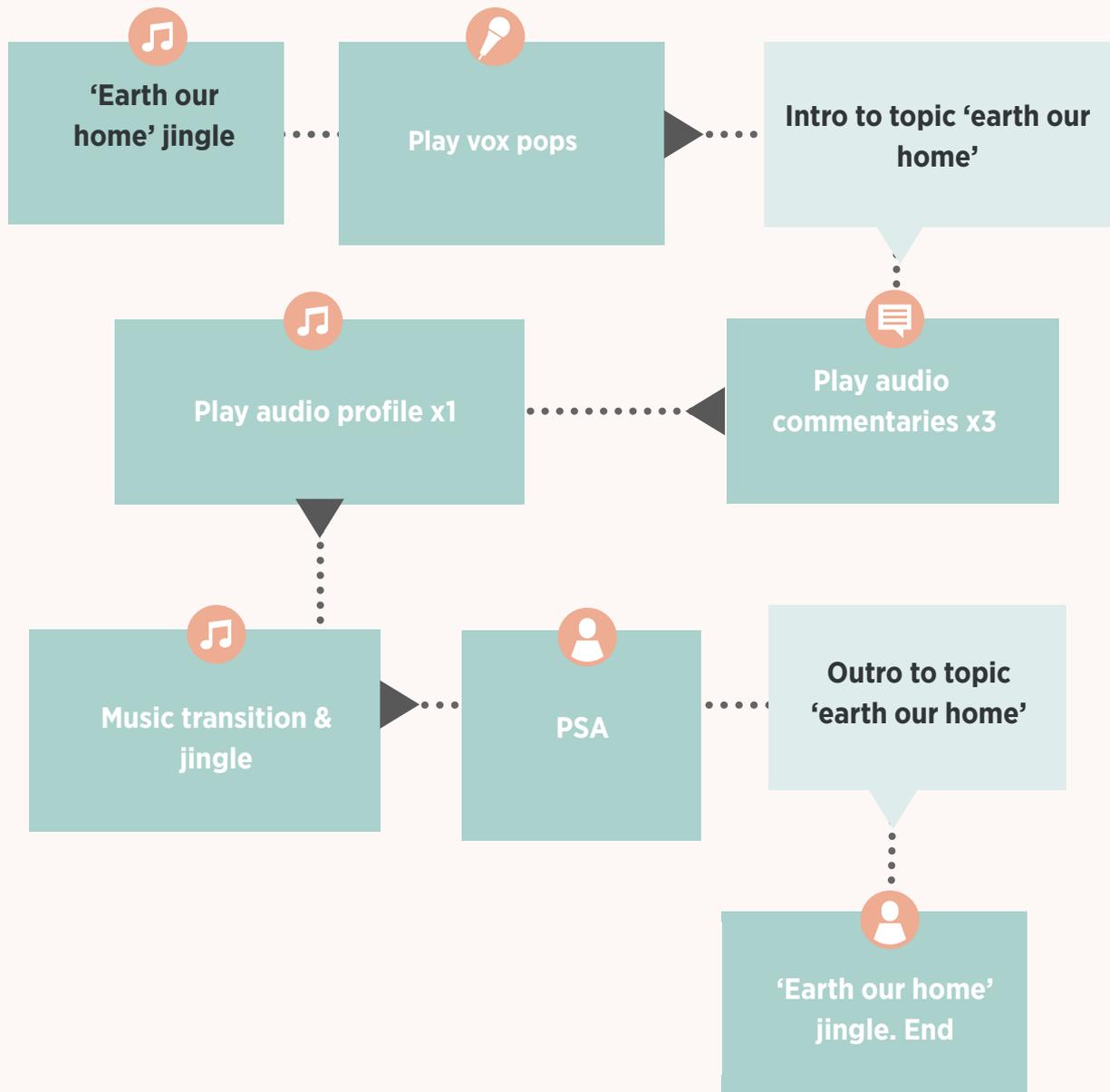
This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

1. If any incorrect information comes up in any of your formats, like the quiz, roleplay or panel discussion, you must correct it. Don't let your audience leave with myths.

2. Once you've finalised your script, your performance artists, your outreach outline and prepared all your formats, it's time to start your live event!

SHOW OUTLINE

Green segment on topic of 'earth our home' (10 minutes)



UNDERSTANDING CONSUMPTION AND CLIMATE CHANGE OUTREACH GUIDE



PREPARING FOR THE SHOW

ANGLES

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- What kinds of changes would you be willing (or unwilling) to make in order to lighten your own Earth footprint?
- Think for a moment about the material things in your own life. What are the things you need, and what are the things you want? How do you tell the difference? What are the things you value most, and why?
- Can you think of ways in which branding may influence the things you aspire to have, and your willingness to spend money on those things?
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GREEN JINGLE



Green jingle aim

A jingle is a short song or tune that is easy to sing along to and remember, it has a clear message. The green jingle is aimed at sending a message around growth, consumption and the effects it has on climate change.



INTERVIEW



Interview aim

An interview is a one-on-one conversation where questions are asked by the interviewer and answers are given by the interviewee.



Suggested questions for an interview with business owner of local goods:

- How did you first get involved in creating this product?
- Was keeping the ecological footprint of the business light a priority from the start?
- How does creating a product with a light ecological footprint work? How do you go about doing that?
- What advantages does creating your product in this manner bring to you/your business?
- How has running your business in this manner made a difference in your own life?
- Who are your customers and how do you find a market for your product?
- What are the opportunities for running a business in this manner?
- How can other aspirational entrepreneurs get involved in this sort of creating?



PRE-RECORDED AUDIO



Pre-recorded audio aim

To play audio that gives context on the topic through the voices of your audience's peers.



Things you need for this activity

- Pre-recorded audio mp3 format
- Speaker
- Plug point



Process

Play short pre-recorded audio clips sharing the a variety of views on the topic. Ask the audience to give feedback about what they heard.

FORMATS



DEBATE



Debate aim

To hear two opposing view points on the same issue.



Things you need for this activity

- 8 volunteers
- A statement
- One team supports the statement, the other team opposes it



Process

- Divide into 2 teams of 4
- Give them each a turn to present their argument
- Mediator makes sure everyone gives each other a turn to talk and stay on topic

Example of statement

Parents who use throwaway nappies instead of recyclable cloth ones are responsible for global warming.



ROLEPLAY



Roleplay aim

To provide a scenario that allows the audience to “act out” a point about the impact statement



Things you need for this activity

- 6 volunteers
- Small prizes like chocolates, airtime or stationery



Process

- Decide how many characters are needed and set the scene for the ‘actors’ to flesh out the statement. It is really an improvisation, and the audience ‘actors’ make it up as they go along
- Write out 3 or 4 scenarios where climate change, consumption and growth are the issue. Leave it up to the volunteers to improvise the ending of the scene
- Make sure that the final message about the topic is educational and positive
- Divide the volunteers into groups of 2 and give each a prompt
- Each group gets 2 minutes to prepare their roleplay and then act out the rest of the scene
- The audience applauds the loudest for the group they think should win
- Hand out small prizes

For example

Scenario 1: Sbu and Refilwe are visiting friends in Lagos, Nigeria. Their friends invite them over for supper where they will eat pizza. The pizza has been flown in all the way from London UK to Nigeria just for this one meal. Sbu and Refilwe react to this luxurious dinner....

Scenario 2: Busisiwe and Melissa are shopping for wedding outfits in the main street. They love attending traditional weddings but the local designers’ clothes are pricey. Melissa insists on buying from the shops that only sell local made goods. Busisiwe insists they stop at all the shops selling imported clothing because they are cheaper. They start to argue...

FORMATS



THE 'STUFF' DISCUSSION



The 'stuff' discussion aim

To understand through conversation how the 'stuff' we own and use contribute to climate change



Things you need for this activity

8 objects: cell phone, a backpack, a pair of shoes, a soccer ball, a plastic chair, a packet of instant noodles, a pen, a pair of headphones



Process

Present each item to the audience. These items may seem insignificant, but added together, for all of us on the planet, they matter A LOT! Ask them to discuss the cost to the Earth of their item.



Some questions you might ask them to consider could be:

- What are the materials that go into this item?
- Where do these materials come from?
- Where do you think this item has been made?
- Who has made this item?
- What resources do you think are required to make this object?
- How far do you think it has travelled to reach you?
- How much does it cost?
- How necessary is this object to people's lives?
- Does it contribute to the quality of their lives?
- For how long do you think it will be used?
- Where will it go after that?

The point of this exercise is not to find all the answers necessarily, but to think about all these questions and begin to question the real value of the objects in our lives, as well as the materials that are embedded in making them.



Next you could ask them to consider:

- What do you think is the relationship between this object and climate change?
- Is the item good value for people?
- Is the item good value for the Earth?
- Why or why not?
- Can you think of any better or smarter alternatives to this object?

FORMATS



QUIZ



The aim of a Quiz

To test and reward your audience's knowledge on the topic

Things you need for this activity

- Prepared quiz questions and answers
- Small prizes



Process

Present some quiz questions and hand out prizes to those who answer correctly from the fact-sheet, we created the two following quizzes for you to broadcast in your shows. Once you are done with these two, feel free to create more to put your listeners to the test!

Quiz 1:

Question: Which of the following countries is seen as the consumer frontier by large corporations?

- A. United States of America
- B. Cuba
- C. Africa

Correct answer is C

Quiz 2:

Question: People's planetary footprint comes from:

- A. Switching on all the lights in their house
- B. The resources that are used to make the products that they buy
- C. Charging your cell phone all day

Correct answer is B



THE GREENHOUSE ACTIVITY



The greenhouse activity aim

To understand how the 'stuff' we own and use contribute to climate change



Things you need for this activity

- Volunteers from the audience to give their suggestions
- A huge round piece of paper shaped like the earth (or a real globe if you can get one)
- Post-it paper/normal paper and prestick
- Markers



Process

- Explain that the "Earth" has just the right amount of greenhouse gases in his/her atmosphere.
- Ask the audience to share the name of an object that youth frequently buy that adds to greenhouse gas emissions. If everyone agrees this adds to global warming, hosts write it on a post-it and stick it on the globe – explain to the audience that each post-it represents new/ additional layers of greenhouse gases from each scenario.
- The more post-its the earth has on it the higher the greenhouse gases
- Have a discussion with the classroom on how all the different things we consume can add up to harm the Earth and what we can do to reduce and stop this harm.

HOW TO PRESENT YOUR OUTREACH



Use your outreach formats and your research to write your own script. Here is an example of part of a script. Use it as a guide to create your own script for your outreach activity.

[INTRO:]

Host 1: It's just gone [TIME] and we're going to do something new on [NAME OF OUTREACH EVENT] today and every other outreach. [NAME OF SCHOOL] and [NAME OF YOUTH REPORTER GROUP] is passionate about finding ways to consume less stuff so we can save our planet. We humans have a serious problem, we are buying too much stuff, and it's destroying the environment!

Host 2: That's right [NAME], so we have decided to do something about it on every show we broadcast, because we care about our environment and because we want generations ahead of us to enjoy the same beautiful planet. So welcome to the "Growth, Consumption and Climate Change" slot for the next 1 hour.

Host 1: Yebo, we're bringing the conversation about climate change and our environment right to you because we all need to seriously think about how all the stuff we use and consume impacts the Earth - mobile phones, fancy electronics, plastic bags that we use once and then just throw away. There are more than 7 billion people on the planet right now, and when you add up all the stuff that we're making and using, all the energy that it takes to make a smartphone that we use for maybe a year or two and then throw away, we can clearly see that it's a big cause of climate change.

Host 2: So we're getting to it and getting you involved in looking after our planet better. To kick off "Growth, Consumption and Climate Change". This week, we'll dive right into a quiz to see just how much you understand about how our consumption is contributing to the problem.

Host 1: This is how the quiz works [EXPLAIN QUIZ RULES THEN CONDUCT QUIZ].

Listen carefully. Which of the following statements about Consumption and Climate Change is false? Your cell phone is linked directly to global problems of climate change, pollution and waste, as well as labour and human rights abuses.

Economic growth reduces poverty and generates resources for dealing with climate change. 60% of our global greenhouse gas emissions, and as much as 80% percent of our water use comes from making the things that people buy!

Host 2: Raise your hand to give us your answer and tell us which of those statements is FALSE. We want to hear from you! [HOST ANNOUNCES QUIZ RESULT AND CELEBRATE THE WINNER].

[OUTRO:]

Host 1: And that brings us to the end of our outreach event. Thank you for listening and participating - but most of all for making a difference yourselves!

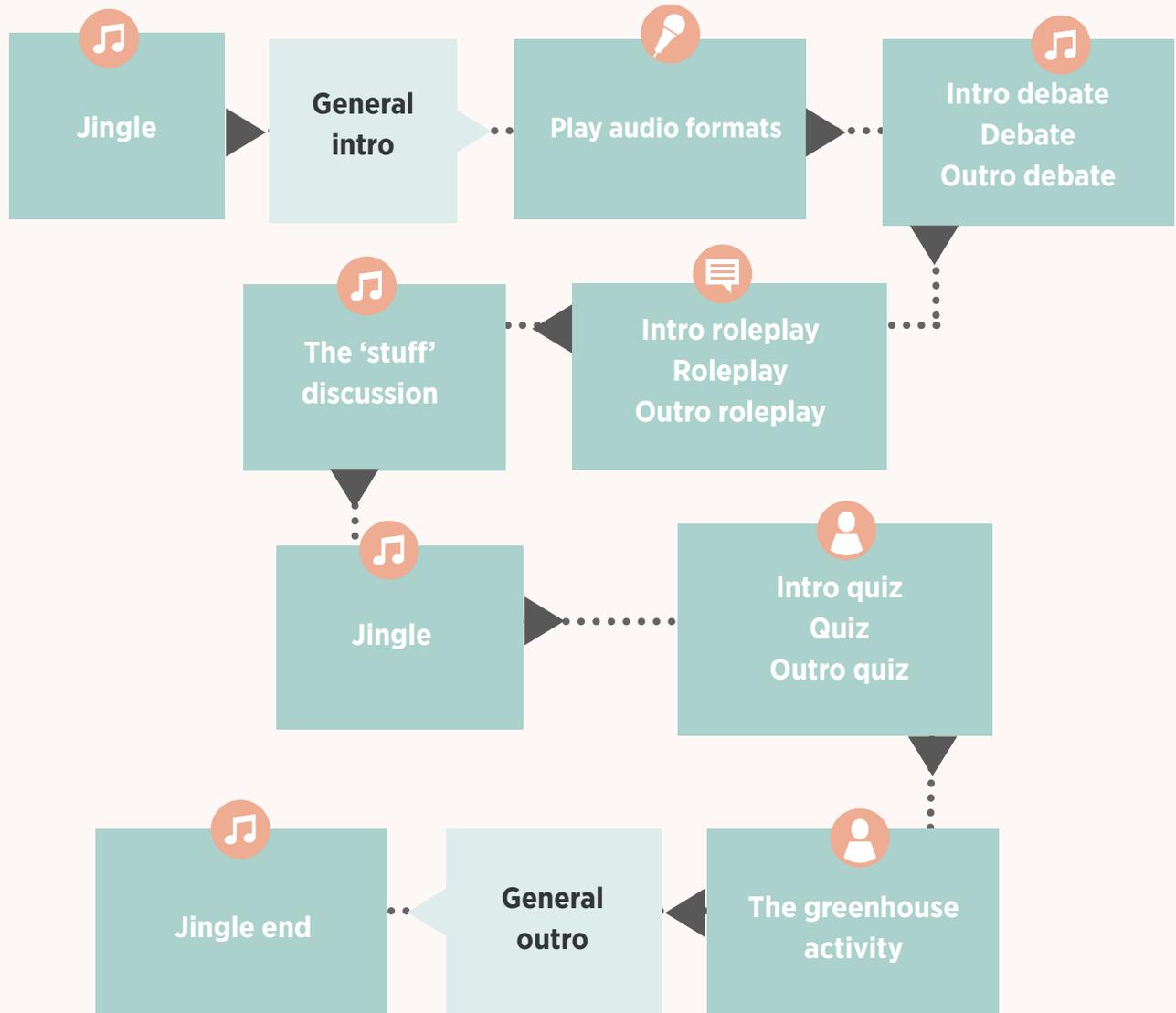
Host 2: Catch you at the next outreach event! And don't forget to catch us on our weekly show [NAME OF SHOW] on [NAME OF RADIO STATION] when we'll be discussing another hot topic on "Consumption and Climate Change" too. Take care good people, of yourselves and our environment too, right here, right now. Peace.

Once you've planned your outreach activities, your outreach programme, invited your peers, booked a classroom, it's time to start your live event! Enjoy!

OUTREACH OUTLINE

An outreach plan helps you stay on track during your event. It is a list of the activities and the order in which they will happen in the outreach activity. Allocate a time to each item so that you keep to the time allocation of the outreach activity.

Below is an example of an outreach plan that is one hour long.



ETHICS AND CONSENT

This may be a sensitive topic for some, so make sure you inform your audience to respect those who share personal stories in the space.

If any incorrect information comes up in any of your formats, like the quiz, roleplay or panel discussion, you must correct it. Don't let your audience leave with myths.

Once you've finalised your script, your performance artists, your outreach outline and prepared all your formats, it's time to start your live event! Enjoy!