



BUY GREEN: Being an Eco-Friendly Consumer

OVERVIEW

In this lesson students will explore environmentally friendly products. They will use the resources of EekoWorld as they learn about air pollution, water pollution, and how their actions can have an impact on the earth. They will conduct Internet research, create an advertisement for an eco-friendly consumer product, and stage a class presentation.

GRADE LEVEL

4

OBJECTIVES

Students will do the following:

- Use varied strategies to comprehend written or oral language from a variety of sources
- Actively listen to audio information using Internet resources
- Summarize information
- Interpret visual media
- Synthesize information from multiple sources
- Make connections between new information and prior knowledge
- Examine the impact of their actions on the environment
- Participate in group activities and class discussion
- Create an advertisement
- Create an oral presentation

SUBJECT AREAS

Language Arts, Science

INTERNET LINKS

Bookmark the following Web sites:

- [EekoWorld](http://pbskids.org/eekoworld) <http://pbskids.org/eekoworld>
- [Ocean Pollution](http://library.thinkquest.org/CR0215471/ocean_pollution.htm) http://library.thinkquest.org/CR0215471/ocean_pollution.htm
- [Acid Rain](http://library.thinkquest.org/CR0215471/acid_rain.htm) http://library.thinkquest.org/CR0215471/acid_rain.htm
- [Oil Spills](http://library.thinkquest.org/CR0215471/oil_spills.htm) http://library.thinkquest.org/CR0215471/oil_spills.htm
- [Green People](http://www.greenpeople.org/) <http://www.greenpeople.org/>
- [Green Vehicle Guide](http://www.epa.gov/autoemissions/) <http://www.epa.gov/autoemissions/>
- [Reducing Toxic Chemicals](http://www.worldwildlife.org/consumer/rtc.cfm) <http://www.worldwildlife.org/consumer/rtc.cfm>
- [Buy Different Holiday Guide](http://www.ibuydifferent.org/look.asp) <http://www.ibuydifferent.org/look.asp>
- [Other Ways to Make a Difference](http://www.ibuydifferent.org/takeaction/other_ways.asp) http://www.ibuydifferent.org/takeaction/other_ways.asp
- [Eco-Friendly Gift Ideas](http://www.newdream.org/holiday/giftideastaff.php) <http://www.newdream.org/holiday/giftideastaff.php>
- [Reduce Waste](http://www.moea.state.mn.us/campaign/) <http://www.moea.state.mn.us/campaign/>
- [Tee Shirt Made From Clear Plastic Pop Bottles](http://www.recycled.ca/Templates/getTheItem.cfm?ItemNumber=SHRT218#priceArea) <http://www.recycled.ca/Templates/getTheItem.cfm?ItemNumber=SHRT218#priceArea>
- [French-Fried Fuel](http://www.sciencentral.com/articles/view.php3?article_id=218391337) http://www.sciencentral.com/articles/view.php3?article_id=218391337



MATERIALS

- Construction paper
- Pencils, crayons, markers
- A sampling of "green" products such as recycled paper towels, cleaning detergent, compact fluorescent light bulbs, biodegradable garbage bags, etc.
- Videotape & video camera if possible

BUILDING BACKGROUND

Activity One: Pollution Brainstorming

Share the following images of air and water pollution with your students:

Ask the students to brainstorm ideas about the meaning of these images and the possible sources of the pollution in each picture.

As a class, visit the following Web sites, which explain some of the causes of air and water pollution:

- EekoWorld
- Ocean Pollution
- Acid Rain
- Oil Spills

Activity Two: Eco-Friendly Products Display a collection of eco-friendly products to the class. You may choose to provide these for your students or ask them to bring examples from home. These are some products you may wish to include:

- Recycled Napkins/Paper Towels
- Green cleaning detergent
- Compact fluorescent light bulbs
- Biodegradable garbage bags
- Recycled printer paper

As a class, browse the Green People Web site to get an overall picture of the wide range of "green" or "environmentally friendly" products

Ask the students to generate ideas about how they think these products are good for the environment. As you discuss these products, focus on making connections between consumer buying habits and helping reduce pollution on the earth.

STEPS

Activity One: Green By Design

Step 1

Share the following facts with the class:

- If one out of ten students bought notebooks made of post-consumer recycled paper, 60,000 trees and 25.5 million gallons of water would be saved.

Source: World Wildlife Fund



- Half of our electricity is made from burning coal. Coal burning is the leading cause of air pollution, acid rain, and global warming. Every year, a typical coal-burning power plant sucks up enough water to fill 2,220 large swimming pools.

Source: I Buy Different

- A ten-minute shower uses about 35 gallons of water.

Source: I Buy Different

Tell the students that they can have an impact on reducing air and water pollution by the choices they make in their everyday lives.

Step 2

Divide the class into groups of four. Give the students the following task:

You are going to create a commercial for an eco-friendly product. It can be for a product that already exists, or you can invent a new product. In your commercial you should include the following:

- Why consumers should buy your product
- How it helps the environment

Provide students with the following Web sites to get information and ideas about the eco-friendly products.

- Green Vehicle Guide
- Reducing Toxic Chemicals
Scroll to section on actions you can take in your home and recipes for non-toxic cleaning products.
- Buy Different Holiday Guide
- Other Ways to Make a Difference
- Eco-Friendly Gift Ideas
- Tee Shirt Made From Clear Plastic Pop Bottles
- French Fried Fuel

Step 3

Provide time for each group to present its commercial to the entire class. If possible, videotape the commercials. You may wish to invite other classes in the school to view students' presentations.

EXTENSION ACTIVITIES

Activity One: Making Non-Toxic Cleaners

Visit the Reduce Waste Web site for ideas on how to create non-toxic cleaners for the home. Scroll to "Keeping your House Clean."

Activity Two: Eco-Friendly Gifts

Generate a list of Eco-Friendly gifts. Post and share this list on a class or school Web site. Continue to add ideas throughout the school year. Some possible ideas include the following:

- Canvas shopping bags
- State park stickers
- Recycled products
- Plants
- Bird Feeders



Activity Three: Supermarket Shopping

Ask your students to accompany a parent or caregiver to the supermarket and create a list of eco-friendly products. Have the students share and post the list in the classroom.

As a class, do a virtual shopping trip at an online grocery store to view eco-friendly products.

STANDARDS

McRel Standards <http://www.mcrel.com>

Language Arts**Reading**

Standard 7. Uses reading skills and strategies to understand and interpret a variety of informational texts

Level II (Grades 3-5)

1. Uses reading skills and strategies to understand a variety of informational texts (e.g., textbooks, biographical sketches, letters, diaries, directions, procedures, magazines)
5. Summarizes and paraphrases information in texts (e.g., includes the main idea and significant supporting details of a reading selection)
6. Uses prior knowledge and experience to understand and respond to new information

Writing

Standard 1. Uses the general skills and strategies of the writing process

Level II (Grades 3-5)

5. Uses strategies (e.g., adapts focus, organization, point of view; determines knowledge and interests of audience) to write for different audiences (e.g., self, peers, teachers, adults)
6. Uses strategies (e.g., adapts focus, point of view, organization, form) to write for a variety of purposes (e.g., to inform, entertain, explain, describe, record ideas)

Standard 4. Gathers and uses information for research purposes

Level II (Grades 3-5)

4. Uses electronic media to gather information (e.g., databases, Internet, CD-ROM, television shows, cassette recordings, videos, pull-down menus, word searches)
8. Uses strategies to compile information into written reports or summaries (e.g., incorporates notes into a finished product; includes simple facts, details, explanations, and examples; draws conclusions from relationships and patterns that emerge from data from different sources; uses appropriate visual aids and media)

Listening & Speaking

Standard 8. Uses listening and speaking strategies for different purposes

Level II (Grades 3-5)

1. Contributes to group discussions
7. Makes basic oral presentations to class (e.g., uses subject-related information and vocabulary; includes content appropriate to the audience; relates ideas and observations; incorporates visual aids or props; incorporates several sources of information)

Science

Standard 6. Understands relationships among organisms and their physical environment

Level II (Grades 3-5)

5. Knows that all organisms (including humans) cause changes in their environments, and these changes can be beneficial or detrimental



LESSON PLAN

Working With Others

Standard 1. Contributes to the overall effort of a group