

# YOU ARE WHAT YOU WEAR

Use the chart on the back of the page to calculate the distance your clothes have travelled. We will be using a point system for simplicity.

**STEP 1:** Select an article of clothing and write that article down in the item column.

**STEP 2:** Check the tag and determine where the article was made. If there is no tag write nothing down in that column and give yourself 8 points.

**STEP 3:** Check the chart on the back of the page to determine how many points you receive. Write down the answer under the points column.

**STEP 3:** If you are entitled to a discount (refer to the bottom of the page) then divide those points by 2.

**STEP 4:** Repeat STEPS 1 – 4 for each article of clothing and accessory you brought today. Please note each piece of jewellery, pair of socks, and undergarments receives 5 points.

	Item	Made in	Points	Discount	Total
	Ring	-----	5		
	Underwear	-----	5		
	Socks	-----	5		

**\*\* DISCOUNT -** You will receive a discount (divide your points for that article or accessory by two), if the article of clothing or accessory is older than 5 years, purchased from a second hand store, or handed down to you.

# \*CONSUMERISM

Is a term used to describe the effects of equating personal happiness with purchasing material possessions and consumption.

*Runway growth in consumption in the past 50 years is putting strains on the environment never before seen.*

As Canadian youth, we consume a variety of resources and products. Consumption that is beyond minimal and basic needs may not necessarily be a bad thing in and of itself, and throughout history we have always sought to find ways to make our lives a bit easier to live. However, increasingly, there are important issues around consumerism that need to be understood. For example:

- How are the products and resources we consume actually produced?
- What are the impacts of that process of production on the environment, society, on individuals?
- Where was this product made and what impacts does that have?
- What is the difference between a necessity and a luxury?
- How do consumption habits change as societies change?
- Businesses and advertising are major engines in promoting the consumption of products so that they may survive. How much of what we consume is influenced by their needs versus our needs?
- Also influential is the culture in many countries, as well as the media and the political institutions. What is the impact on poorer nations and people on the demands of the wealthier nations and people that are able to afford to consume more?
- How do material values influence our relationships with other people?
- What impact does that have on our personal values?
- And so on.

## ACTIVITY CHART

Made in	KM Travelled	Points
CHINA	9496	10
HONG KONG	11412	12
ITALY	7252	7
JAPAN	8977	9
KOREA	9370	9
USA	2462	3
MEXICO	3393	3
PHILLIPPINES	11927	12
CANADA	1819	2
TAIWAN	10839	11
THAILAND	12723	13
U.K	6292	6
INDIA	11258	11
WINNIPEG	0	0
INDONESIA	14665	15
AUSTRALIA	14289	14
SOUTH AFRICA	14676	15
MALAYSIA	13858	14
SIR LANKA	13697	14
NETHERLANDS	6491	7
EASTERN EUROPE	6618	7
WESTERN EUROPE	8182	8
HAWAII	6129	6
PHILLIPINES	11927	12
CUBA	3239	3

## DID YOU KNOW?

\* **That for every litre of petrol used, 2.5 kilograms of carbon dioxide (CO<sub>2</sub>) is released from the exhaust**

\* **That the average clothes drying uses 1060 kilowatt hours of electricity and result in 1738 pounds of CO<sub>2</sub> each year.**

\* **Each passanger on a flight from Winnipeg to London produces one tonne of greenhouse gas.**

\* **That Tree Canada states that one Canadian tree can remove more than 9 kg of CO<sub>2</sub> from the atmopshere each year or more than 700 kg in its lifetime.**

