



Getting people to really think about commercialism and consumerism.



Learning experience



Topic

Consumerism

Equipment and consumption



20-30 min



Participants

- Know what they "need" for living
- Understand the difference between their "needs" and "wants". The difference between what we really need and what we just want
- Are able to justify their needs and wants



Suitable for outdoor sport instructors and course participants



(Practical sessions)  
Theoretical lessons



(Outdoor F2F)  
Indoor F2F  
(Digital)



Materials needed

- Sheets provided



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## Preparation

Have resource sheets (Mind Map) printed out in the number of participants or available online.

## Activity instruction

Only give out the "life" sheet initially and ask people to individually reflect on what they really need to live and write down up to 8 things (these could be basic such as air, shelter, food + water, warmth, health care, human contact etc.).

Then take the next mind map and make them write down up to 8 things that they really want in life (these could be a car, a holiday, jewellery, outdoor gear etc.).

In a second round, provide the sheet on needs for their activity. They can write the name of the activity in the box in the mind map (e.g. Climbing, canoeing etc.). Then ask people to individually reflect on what they really need to do that activity (safely) and write down up to 8 things that they need for it These could be helmet, harness, rope, transport to suitable areas, even suitable areas (ski slope and snow, grade 3 white water etc...)

Then take the last mind map and make them write down up to 8 things that they really want for that activity (new bike, camping car, new shoes annually, cool sunglasses etc.).

## Reflection and discussion

Ideally find someone who has the same activity and discuss whether the needs for life are really needs or wants that we have prioritised.

Do the same for the activities.

After that, the educator can facilitate discussion:

- What are the social pressures that blur the lines between needs and wants?
- How does advertising affect this thinking?



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- What are the psychological tricks that we apply to ourselves to blur the lines and justify what we want?
- How can we practice our sport more simply?
- Discuss on whether we are willing to change our behaviours or are the “wants” too strong?



#### Key words

#consumption  
#consumerism  
#equipment



#### Source

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## Materials

What do you **NEED** for living in general (put your language equivalent in the box)?



What do you **WANT** for living in general (put your language equivalent in the box)?





What do you **NEED** for your sport / activity as a leader / guide / instructor  
(put your language equivalent in the box)?



What do you **NEED** for your sport / activity as a leader / guide / instructor  
(put your language equivalent in the box)?

