



Fun game to think about how we justify our consumerism in outdoor sports.



Learning experience



Topics

Consumerism
Equipment and Consumption



30 min



Participants

- know how their decisions are made for consumption of goods
- understand real reasons for consumption and the inconvenient truth behind our decisions
 - are able to communicate on why they want certain things
 - are able to motivate others to take action to reduce consumption



Suitable for
outdoor sports instructors
and participants of
courses



Practical sessions
(Theoretical lessons)



Outdoor F2F
Indoor F2F



Materials needed

Consumption Cards provided as printable resource in appendix
+ 1 dice per group (or download a "dice" app)
(pyramid of consumption to facilitate reflection)



Fun game to think about how we justify our consumerism in outdoor sports.



Preparation

Put people into groups of 4-6. Have cards printed out and lay out on the table / ground with "reasons" facing up so that they can be read.

Activity instruction

Each person has to write out on a blank card what item of equipment that they wish to buy for their outdoor sport activity (i.e. a new bike, a new kayak, a new jacket etc.).

Then they take it in turns to throw the dice. If they throw a six they can take a card of their choice that they would use to justify their decision to buy a new item. Very quickly they will run out of cards with "good" reasons and will then have to justify why they chose one of the other reasons!!

Once someone gets 4 cards the game ends. If anyone has not yet thrown a six then they can choose any card that is still left on the table.

All members have to then justify to the others in the group why they chose the cards that they did (even if the cards they really wanted were not available!!)

Reflection and discussion

Ask the participants to think about the item that they bought lately and what reasons they can give for their consumption. This can lead to a further discussion on the consumerism of outdoor sports enthusiasts and the negative consequences this might have.

To end, you can collect alternatives like repairing, renting/borrowing and buying second hand.

You can use the pyramid of consumption to facilitate the search for alternatives (see appendix).



Potential Variations

Instead of asking the participants what they wish to buy next you can also give them the task to justify what they have last bought.



Background knowledge

Some facts about consumption from the European Environment Agency

- **Europe consumes more resources than most other regions.** An average European citizen uses approximately four times more resources than one in Africa and three times more than one in Asia, but half of that of a citizen of the USA, Canada or Australia
- **Resource use in Europe is increasing.** Resource use per person increased by 9.1% in the EU-27 between 2000 and 2007, reaching some 17 tonnes per person annually. Of the 8.2 billion tonnes of materials used in the EU in 2007, minerals and metals accounted for more than half, while fossil fuels and biomass were approximately a quarter each.
- **Europe can use resources more efficiently.** 87% of EU citizens agree that Europe could use its natural resources more efficiently, and 41% think that their household produces too much waste.
- **Europeans use more and more space for living.** The average floor area of dwellings increased from 81 to 87 m² since 1990, while the number of people per household decreased from 2.8 to 2.4.
- **Europeans travel more kilometres by car.** Although cars on average become more fuel-efficient, overall fuel consumption for private cars barely goes down, mainly because more kilometres are driven.
- **An estimated 89 million tonnes of food ends up as waste** each year in the EU. This is roughly 180 kg per citizen, wasted in households, manufacturing, shops and restaurants. In the UK, 25% of food purchased is thrown out, of which nearly two-thirds could have been eaten.
- **Consumption indirectly uses water.** For example, a cheeseburger requires 2,400 litres of water to produce, including the bread, beef and cheese. There are also indirect greenhouse gas emissions from our consumption. Staying with the burger example, producing the average patty results in more carbon emissions than driving 15 km in a large car.
- **Current consumption leads to unsustainable waste levels.** In 2008, every citizen on average threw out 444 kg of household waste, and indirectly generated 5.2 tonnes of waste in the European economy. And this is just in the EU - no data are available on waste generated from producing products and materials which are imported from other regions.

European Environment Agency (2019, 10. Dec). Unsustainable consumption – the mother of all environmental issues: <https://www.eea.europa.eu/highlights/unsustainable-consumption-2013-the-mother>



Key words

#consumption
#equipment



Source of Activity

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Materials Consumption Cards

 <p>SEE</p>  <p>Co-funded by the Erasmus Programme of the European Union</p> 	<p>My old one is broken</p>	 <p>SEE</p>  <p>Co-funded by the Erasmus Programme of the European Union</p> 	<p>My old one is old</p>
 <p>SEE</p>  <p>Co-funded by the Erasmus Programme of the European Union</p> 	<p>My old one looks shabby</p>	 <p>SEE</p>  <p>Co-funded by the Erasmus Programme of the European Union</p> 	<p>My old one looks shabby</p>
 <p>SEE</p>  <p>Co-funded by the Erasmus Programme of the European Union</p> 	<p>My old one is no longer shiny</p>	 <p>SEE</p>  <p>Co-funded by the Erasmus Programme of the European Union</p> 	<p>My old one is unrepairable</p>



  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>The new one looks good</p>	  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>The new one looks good</p>
  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>The new one makes me look good</p>	  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>The new one makes me look good</p>
  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>My friends have the new one</p>	  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>I changed my sponsor</p>
  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>The new one is a new style</p>	  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>The new one is a nicer colour</p>



  <p>Co-funded by the Erasmus Programme of the European Union</p> 	Everyone knows that the instructor must have new looking kit!!	  <p>Co-funded by the Erasmus Programme of the European Union</p> 	Everyone knows that the instructor must have new looking kit!!
  <p>Co-funded by the Erasmus Programme of the European Union</p> 	The new one is a bargain	  <p>Co-funded by the Erasmus Programme of the European Union</p> 	The new one is a bargain
  <p>Co-funded by the Erasmus Programme of the European Union</p> 	I really want the new one	  <p>Co-funded by the Erasmus Programme of the European Union</p> 	I really want the new one
  <p>Co-funded by the Erasmus Programme of the European Union</p> 	The new one will make me perform better in my sport	  <p>Co-funded by the Erasmus Programme of the European Union</p> 	The new one will make me perform better in my sport



  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>Write down what you want to buy for your activity</p> <hr/>	  <p>Co-funded by the Erasmus+ Programme of the European Union</p> 	<p>Write down what you want to buy for your activity</p> <hr/>
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Additional Material for reflection:

Pyramid of Consumption

