

### Listening Note-taking Methods 3

<b>Title: Ethical Consumerism 1</b>	
<b>Brief overview</b>	<ul style="list-style-type: none"> <li>• 'Ethical' (Eth.) = beliefs about what is morally right &amp; wrong.</li> <li>• Eth. buyers avoid plastic pckng &amp; tested on animals.</li> <li>• Support = organic farming, veganism &amp; FT products.</li> </ul>
<b>Definition</b> Marylyn Carrigan	<ul style="list-style-type: none"> <li>• Prof M. Carrigan (Keel Uni) = ethical consumer is sb who buys a product = prod. responsibly → dispose NOT affect soc. &amp; env.</li> </ul>
<b>Ethical consumption gap</b>  Statistics of eth. consump.	<ul style="list-style-type: none"> <li>• 'Eth. consumption gap'. Truth btw what consumers say &amp; do = compl. diff.</li> <li>• 8. 4% of UK consR. = harbor eth. consump. intentions BUT only 4% = UK ethical market</li> </ul>
<b>Ethical ranking company</b>  Key criteria  Findings	<ul style="list-style-type: none"> <li>• Eth. Rank Comp. 'Organisation' = 700 companies btw 0 -100%</li> <li>• 3 criteria: animal welfare, human rights &amp; env. issues.</li> <li>• Publish findings on its website &amp; Good Shopping guide.</li> </ul>
<b>Consumers</b> (consR)	<ul style="list-style-type: none"> <li>• IMP. main prob. = consR in general.</li> <li>• McKinsey report 2018 states consR are irrational buyers. No clear think. or logic.</li> <li>• ConsR = emotions, context, reactions (love &amp; care about), uncountable changes (mood &amp; behvr.).</li> </ul>
<p><b>Summary</b></p> <p>Ethical consumerism is the process of buying products which are determined on the morals of right and wrong. These beliefs are based on production, disposal, environment, and animal welfare. Many consumers would like to be more ethical, but the reality is that the UK ethical market is relatively small at 4%. The McKinsey Report (2018) highlights that most consumers are 'irrational' buyers who are governed by emotions, context and uncountable changes (mood or feelings).</p>	

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<b>Title: Ethical Consumerism 2</b>	
<b>Positive examples</b>	<ul style="list-style-type: none"> <li>• TV / media = important role. BBC wildlife TV doc. = 'The Blue Planet' = ocean plastic poll. prob. Animals trapped in plastic.</li> <li>• Govt. Int. 2015 = tax → smkt on plastic shopping bags = 'bring your own bags or re-usuable 'bag for life' schemes. Success ✓</li> </ul>
<b>Powerful consumers</b> Starbucks  Nike	<ul style="list-style-type: none"> <li>• UK tax evasion scandal: Starbucks → NO corp. tax = HQ in Eur. 2.4% NOT 19% = public outrage.</li> <li>• 1990s - 2000s: Nike / sweat shops / DC factories = poor wrkg cond., low wages, long hours &amp; child lab.</li> <li>• Neg. press &amp; reput. Nike = NOT hire staff → mgr pos. = NO assoc. uneth. comp.</li> </ul>
<b>Conclusion</b>	<ul style="list-style-type: none"> <li>• Governments = tax policies e.g., plastic bag tax.</li> <li>• Media = unethical beh. → peoples' emo. feelings in promoting change.</li> <li>• Overall = it's us. The power of the consR. <u>OUR</u> resp. &amp; accoun. for OUR existence on this planet.</li> <li>• Collective change is the future!</li> </ul>
<p><b>Summary</b> TV and Media play a significant role in promoting ethical consumerism. E.g., reporting on unethical practice (Starbucks and Nike) and showing BBC wildlife programmes all of which evoke the general public's emotions. Governments also play a role through taxation such the 2015 plastic shopping bag tax. The lecturer concludes by stating that it is us - the power of the consumer that can warrant change as we must be more responsible and accountable for our planet.</p>	