

**U4L3A6** | Considering the hidden costs of production: Design a label

**overview**

In this activity you will at on your learning from Activity 1. In Activity 1, you conducted an inquiry by acting as a company trying to produce an MP3 player in a sustainable way, according to the learning goals and success criteria below. Now, you will reflect on your learning by answering the questions that follow.

**learning goal**

- To understand that the items I purchase are produced through decision-making that impacts global sustainability.

**success criteria**

- To develop a product label to inform consumers on the sustainability of a product.

**Inquiry question**

- How do companies balance social and environmental sustainability with the need for profit when producing consumer goods?

If the goal is to allow consumers to make better decisions about the products they buy, what information should be provided to help make this decision?

1. Brainstorm a list of information that you would like to see provided to consumers for products available in Canada (think of it like the nutritional information provided to you on a food label).

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2. For the list you created, rank the information in order of most important to least important, using your prior knowledge of sustainability and the information you learned in the MP3 activity.

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3. Design a label to provide consumers with sustainability information.