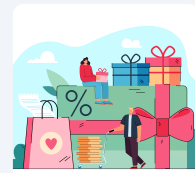


Consumerism on holidays

Name:

Date:



Introduction

Today we are taking a closer look at a very special day. We look at the day in particular in relation to its economic context.

AL

Alex

Hey Alex! Are you in the Christmas spirit yet? 🎄

Hey Chris! A bit, but still getting there. What about you?

Totally! I've been planning my day. Thinking of buying some gifts today and taking advantage of the sales. 🎁

Same here! But honestly, isn't it crazy how much we end up spending during this time? Do we really need to spend so much?

I know right? Sometimes I feel pressured to spend a lot on gifts.

Yeah, it's tough. But I think homemade gifts are just as nice, or even saving for shared experiences can be more meaningful.

Absolutely! It's the thought that counts. 😊

Totally agree. Let's focus on enjoying the season without the stress. Catch up later?

For sure! Talk soon!

Task: Reflect on the significance of this special day for you

What does this day mean in your life? Think about whether and how you spend money on this day.

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Different perspectives

Now see what this special day looks like from different perspectives. What do a retail entrepreneur, a parcel carrier, a consumer and an environmental activist have to say?

Perspective of a Retail Business Owner



Christmas is the cornerstone of my business year. As a retail entrepreneur, the weeks leading up to Christmas are critical for my annual revenue. This period often determines whether the year ends in profit or loss. The surge in consumer spending driven by festive cheer, gift-giving traditions, and holiday bonuses is unparalleled. Special promotions, extended shopping hours, and holiday-themed products draw customers in droves. The economic activity during this season also benefits employees, suppliers, and the local economy. It's a time of bustling activity, and while the workload is intense, the financial rewards make it all worthwhile.

The Christmas season defines my business's success, bringing intense activity and rewarding financial gains.

Perspective of a Delivery Driver



The Christmas season brings a significant increase in my workload as a delivery driver. The number of packages skyrockets, and the pressure to ensure timely deliveries is immense. The joy on people's faces when they receive their gifts is heartwarming, but the job's physical demands are challenging. Additionally, the environmental impact of increased deliveries is concerning. The surge in vehicle emissions and the mountains of packaging waste are troubling. It's a stark reminder that while the convenience of online shopping is appreciated, it comes with a heavy ecological cost. Sustainable practices are urgently needed to balance the festive spirit with environmental responsibility.

Christmas means a heavy workload and environmental concerns due to increased deliveries.

Perspective of a Consumer



For me, Christmas is a magical time filled with joy and festivity. I revel in the tradition of selecting and giving gifts to my loved ones. The vibrant decorations, festive music, and the general atmosphere of goodwill make shopping a delightful experience. Wandering through beautifully decorated stores and markets, finding the perfect presents, and participating in holiday events bring a sense of warmth and community. The holiday season allows me to express my affection through gifts, create lasting memories, and enjoy the company of family and friends. It's a time of happiness, generosity, and cherished traditions.

Christmas is a magical and joyful time to express affection through gifts and enjoy festive traditions.

Perspective of an Environmental Activist



Christmas, while a season of joy, also highlights the pressing issue of overconsumption and its environmental toll. The surge in consumerism leads to excessive waste, from discarded packaging to unwanted gifts. The production and disposal of these items contribute significantly to environmental degradation. Additionally, the energy consumption from festive lights and the carbon footprint from increased travel and shipping exacerbate climate change. As an environmental activist, I advocate for sustainable practices during the holidays. Emphasizing eco-friendly gifts, reducing waste, and supporting local and ethical businesses can help mitigate the negative impacts. Christmas should not only be about celebration but also about mindful and responsible living.

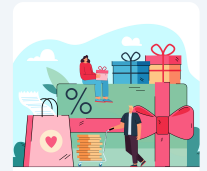
Christmas highlights overconsumption and environmental degradation, urging the need for sustainable practices.

 **What problem does the different perspectives reveal with regard to consumption on/for this day?**

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An opportunity for the economy or a threat to the environment?

As you have already recognized, consumption on or for this day can be a problem, as it brings both advantages and disadvantages. To answer the question of whether this consumption is more of an opportunity for the economy or a threat to the environment, you should take a closer look at the individual arguments. Analyze the problems and opportunities in order to arrive at a well-founded assessment.

Task

Note down the strengths, weaknesses, opportunities and risks that the different people mention in relation to consumption on this special day. Use the table for this.

Strengths

Weaknesses

Opportunities

Threats

Economic loss if sales targets are not met · Boosts local economy · Enhances community spirit · Strain on ecosystems · Increased CO2 emissions · Promotes joy and giving · Promotion of eco-friendly practices · Physical strain and long hours · Reflection on sustainability · Excessive consumption and waste generation · Increases job opportunities · Special promotions and discounts · Exclusive Christmas offers · Packaging waste accumulation · Environmental challenges due to high consumption · Overwhelming workload for delivery drivers

Task

Can you think of any other strengths, weaknesses, opportunities or risks? Complete the table.

Task

What do you think, is consumption on this day an opportunity for the economy or a threat to the environment? Take a differentiated stance and explain your arguments.

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