

Trolley Talk

Eco-store resource

Introduction and aim

You are going to use the results from your questionnaires to...

1. Assess consumer awareness of sustainable shopping, and whether there is any difference in people's awareness at different stores / supermarkets
2. Decide whether there is a demand for an Eco-store in your local area
3. Decide on the best location for an Eco-store in your local area, and justify your choice.

Task

You firstly need to analyse your questionnaire data you have collected, otherwise it's just a table full of tally marks!

Look at the questions you asked, and the data you collected. You need to decide how to represent this data. Think carefully about the aims above and decide which questions and data you need to focus on to be able to achieve these aims.

You will need to draw a variety of graphs (e.g. bar, pie, pictograms) to show your main findings.

Once you've done this, look carefully at your results and write a summary and conclusion of your main findings. To help you to do this, look at the following list of questions, and try to answer them in your summary and conclusion.

- How 'aware' were people about what Fairtrade is and does it affect where and how they shop? Were people more or less 'aware' in one location in particular?
- How 'aware' were people about eco-friendly products, and does the range of such products affect where and how they shop? Were people more or less 'aware' in one location in particular?
- What did people think about packaging? Did people's opinions vary in the different locations you went to?
- Were people conscious about buying recycled products or re-using plastic bags at the checkout? Did this vary in the different locations you visited?
- Were people conscious about where their fruit and vegetables are produced? Did this vary in the different locations you visited?

You may also find it interesting to look at

- Whether there is any link between the age of the people and their opinions about recycling, packaging, Fairtrade, etc.

A new Eco-store

Imagine that you are looking for somewhere to set up a new Eco-store in your area. It will sell all sorts of goodies, like;

- Fairtrade products – jewellery and clothes as well as food!
- Eco-friendly cleaning and household products, e.g. the whole 'Ecover' range!
- A range of recycled products and gifts – not just toilet roll and bin bags, but pencil cases, coasters and mouse mats made from old rubber tyres or juice cartons!
- Locally grown, organic fruit and vegetables. Also, other locally produced food products like fruit juices, jams, chutneys, bread, and cakes, etc.
- 'Health' products like plant-derived supplements, shampoos, shower gels, and moisturisers, etc.



Like all good business people, you've conducted a 'feasibility survey'. You don't want your new shop to be a big flop, so you want to be sure that there's a) a need or demand for it, and that it will get good custom, and b) that it's in the most suitable location

Task 1

Look at the results of your questionnaires. Write a paragraph about local peoples' 'awareness' of sustainable shopping and whether you think there is a demand for your Eco-store. Justify (back-up) what you're saying by referring to your results.

Task 2 / Extension

Great news; you've found that there is a demand (imagine there is if you found otherwise!). You now need to further analyse your data to decide what would be the best location. This will be the place where there would be the greatest demand, i.e. the location where there appeared to be the greatest 'awareness' of sustainable shopping. Write a paragraph to explain your chosen location and make sure you justify your decision. You could also include a map to show the location.

Task 3 / Extension

You're ready to go! You want to promote your new Eco-store and are planning to place an advert in the local newspaper. Your task now is to design the advert. Here are some ideas to get you started;

- Come up with a name for your store
- Design a logo for it
- Perhaps come up with a 'slogan' for your store, which says something about your 'ethos' (e.g. 'doing our bit for the future')
- Write some of the main things your store will sell onto the advert

