

IT'S NOT EASY BEING GREEN

Explore the cost of different products branded as being “environmentally friendly”.

Would you still buy the “green” product even if the unit cost is higher? What are the benefits of buying “ecofriendly” that we don’t see in the cost saving (clean water, saving old grown forests, clean energy, no plastic, animal welfare, organic, etc.).

What is important to you? Have a look at this chart, add an issue if you don’t see it here; and rate the importance to you with 5 being the most important.



Rate importance to you when choosing brand	Low price	Environmentally friendly	Organic	Animal welfare	Buy Local (+)	Social Issues (*)	OTHER (CHOSEN BY STUDENT)

1, not important; 2. Low importance; 3, somewhat important; 4. Important; 5. most important

+Buy local: (transportation costs (oil/gas used in freighters, trucks, etc.)); local employment

*Social issues (human rights; buy Canadian Made; child labour; poor labour practices; countries being boycotted)



Mascara – Cover Girl

\$6.94

Walmart



**Mascara – L'Oréal Paris
Voluminous Lash
Paradise Waterproof**

\$8.97

Shoppers Drug Mart



**Mascara - Big and
Curvy**

\$18.00

Body Shop

Cheapest price	Higher price	Highest price
Critically assess employment standards		Animal Friendly
Your rating	Your rating	Your rating



Duracell AAA – 4 pack
Non-rechargeable
\$ 7.00
Walmart



Duracell AAA – 4 pack
Non-rechargeable
\$ 9.99



Duracell® AAA Rechargeable Batteries, 4/Pack
\$19.88
 Staples

Cheapest price	Higher price	Highest price
Critically assess employment standards		RECHARGEABLE ECO-FRIENDLY
Your rating	Your rating	Your rating



Purex

**Size: 15 EA
\$0.87 / EACH**

\$12.99



Seventh Generation

**Size: 12 EA
\$1.04 / EACH**

12.49



Silk'n Soft

Size: 12 EA

\$1.33/Each

\$15.99

Cheapest price	Higher price	Highest price
Non-recycled paper	100% Recycled paper, whitened without bleach	Bamboo ("more sustainable")*
Made in Canada	Eco-friendly brand, made in USA	Eco-friendly brand; made in China; distributed by Canadian company
Your rating	Your rating	Your rating

*research where the bamboo is being grown/environmental impact of plantation production



Tide

Size: 1.47 L
\$0.68 / 100ML

\$9.99



Seventh Generation

Size: 1.47 L
\$0.71 / 100ML

\$10.49



Seventh Generation

Size: 1.47 L
\$1.29 / 100ML

\$18.99

Cheapest price	Mid-range price	Highest price
Plastic container	Plastic container	Paper container
	Eco-friendly brand	Eco-friendly brand
Your rating	Your rating	Your rating