

Eco-Ads Information Exchange - Student A

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Greenfibres makes and sells products that offer the best ecological alternatives to many everyday products.

- organic mattresses and organic cotton bedding
- organic clothes for adults, children and babies
- organic cotton towels and bathrobes
- organic skin care and eco cleaners

for a free catalogue call or write:

GREENFIBRES

99 High st (foe),
Totnes, Devon TQ9 5PF
tel 0845 330 3440





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The Green Stationery Company
Studio One, 114 Walcot Street, Bath, BA1 5BG Fax: 01225 481 211 Email: jay@greenstat.co.uk



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Saving Trees since 2002

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Bio-Floor Natural Carpet

- non toxic
- all natural
- biodegradable
- sustainable

Are you worried about the quality of the air in your home? Are you concerned about using non-renewable fossil fuels and their impact on the earth? Eliminate your fears and breath easier with Bio-Floor. The only 100% natural, biodegradable carpeting manufactured in North America. Bio-Floor is made with durable, sustainable fibers of wool, hemp and jute. No dyes, chemicals or harmful pesticides (mothproofing) are applied. Find out why our floor coverings are used extensively by ecological architects concerned about our environment and people suffering from chemical sensitivities.



The natural choice for fine quality carpets

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We support a variety of organizations committed to the protection and preservation of endangered species and their habitats by donating 10% of our profits annually.

Eco-Ads Information Exchange - Student B



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FREE Catalog 1-800-621-2591

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Bags • Bags • Bags
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Made From: **100% Cotton**
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AVEDA
the art and science of pure flower and plant essences

change is in style.

Hair styling has long been dominated by petrochemical-based products—high performing, but harmful to the planet. At Aveda, we believe there is no profit at the expense of our future. Which is why we continue to introduce styling innovations for the sake of the Earth:

- breakthrough holding agents—created from pine, sugar and certified organic flax seed
- aromas derived from certified organic oils
- among the industry's lowest VOC* levels for hair spray
- up to 100% post-consumer recycled content packaging throughout our product lines

It's a start—and an evolution, toward more responsible ways of doing business. Change your styling for the better—find Aveda toll-free at 866.824.1553 or aveda.com.

*Volatile organic compounds, which contribute to smog.



GladRags
cotton pads for women

Reusable Menstrual Pads!?

Sure. A reusable pad is a different idea - you might even think it's gross. We thought so too - at first. Then we tried them and we've never gone back.

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Eco-Ads Activity

(Handout for Reading Activity)

Look at the advertisements below and complete the following outlines for each based on the information provided in the ads (The first one has been done for you):

| |
|--|
| Product: <i>Bedding, clothes, eco cleaners etc.,</i> |
| Company's name: <i>Greenfibres</i> |
| Environmental Benefits: <i>Organic (so does no put chemicals into the earth or water)</i> |
| Eco-words/phrases: <i>green, ecological, organic, eco</i> |
| Contact information: <i>www.greenfibres.com, 99 High St. (foe) Totnes, Devon TQ9 5PF Tel: 0845 330 3440</i> |
| I would/would not be interested in buying this product because: <i>I would be interested in buying these products because organic products feel nice, look nice and are good for our environment.</i> |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
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| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

Compare your outline and responses with your partner.

Discuss with your partner

1. What is your opinion of these ads?

a) Very interesting b) Interesting c) Not interesting **(Give reasons for your choice)**

2. What kind of environmentally friendly products have you seen advertised in Japan?

3. What kind of environmentally friendly products do you buy? (e.g., recycled paper).

4. If you saw an ad for an environmentally friendly product would you:

a) be more likely to buy the product b) be less likely to buy the product c) It would not affect my choice d) I am more concerned about . . . (e.g. the brand).

(Give reasons for your choice)

5. (Homework) Look at the advertisements in magazines, newspapers, on the train and bus, on billboards and on TV. Cut out or note down any eco-ads you see and provide information about them following the same format as in today's activity.

Be prepared to tell your partner about the ads you saw using the following model:

I saw an ad for . . . made by . . . Its environmental benefits are . . . and in the ad there the words . .

(Handouts for Speaking Activity)

STUDENT A

1. Look at the advertisements below and complete the following outlines for each based on the information provided in the ads (The first one has been done for you):

| |
|--|
| Product: <i>Bedding, clothes, eco cleaners etc.,</i> |
| Company's name: <i>Greenfibres</i> |
| Environmental Benefits: <i>Organic (so does no put chemicals into the earth or water)</i> |
| Eco-words/phrases: <i>green, ecological, organic, eco</i> |
| Contact information: <i>w.greenfibres.com, 99 High St. (foe) Totnes, Devon TQ9 5PF Tel: 0845 330 3440</i> |
| I would/would not be interested in buying this product because: <i>I would be interested in buying these products because organic products feel nice, look nice and are good for our environment.</i> |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

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| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

2. Look at your partner's advertisements and ask him/her questions to find out about them.

Ask questions like this:

| |
|---|
| <i>What's this advertisement for?</i> |
| <i>Which company is selling . . . ?</i> |
| <i>What are the environmental benefits of . . . ?</i> |
| <i>What eco-words or phrases are used in the ad?</i> |
| <i>What kind of contact information is there?</i> |

3. a) Discuss which products you would both be interested in buying and why.

b) Discuss which products you would not be interested in buying and why not.

Discuss with your partner

1. What is your opinion of these ads?

a) Very interesting b) Interesting c) Not interesting **(Give reasons for your choice)**

2. What kind of environmentally friendly products have you seen advertised in Japan?

3. What kind of environmentally friendly products do you buy? (e.g., recycled paper)

4. If you saw an ad for an environmentally friendly product would you:

a) be more likely to buy the product b) be less likely to buy the product c) It would not affect my choice d) I am more concerned about . . . (e.g. the brand).

(Give reasons for your choice)

5. (Homework) Look at the advertisements in magazines, newspapers, on the train and bus, on billboards and on TV. Cut out or note down five eco-ads you see and provide information about them following the same format as in today's activity.

1. In class, you and your partner will ask each other about the ads you found by pointing at each ad and asking the relative questions as you did in the previous class's activity. E.g., What is this ad for? Which company makes . . . ?

2. Choose the product that you think would be most interesting for your classmates to know about and prepare a short talk about it using the following model:

I saw an ad for . . . made by . . . Its environmental benefits are . . . and in the ad there the eco- words . . . We can contact the company by . . . at . . . I would be interested in buying this product because . . .

STUDENT B

1. Look at the advertisements below and complete the following outlines for each based on the information provided in the ads (The first one has been done for you):

| |
|---|
| Product: <i>Paint, Wood stains, Cleaners etc.,</i> |
| Company's name: <i>Bioshield</i> |
| Environmental Benefits: <i>Pollute less, Zero VOC, Better for health</i> |
| Eco-words/phrases: <i>healthy environment, reducing harmful chemicals, pollute less, natural, biodegradable</i> |
| Contact information: <i>1-800-621-2591, www.bioshieldpaint.com</i> |
| I would/would not be interested in buying this product because: <i>I would like to use products that are healthy for me and the environment.</i> |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

| |
|---|
| Product: |
| Company's name: |
| Environmental Benefits: |
| Eco-words/phrases: |
| Contact information: |
| I would/would not be interested in buying this product because: |

2. Look at your partner's advertisements and ask him/her questions to find out about them.

Ask questions like this:

| |
|---|
| <i>What's this advertisement for?</i> |
| <i>Which company is selling . . . ?</i> |
| <i>What are the environmental benefits of . . . ?</i> |
| <i>What eco-words or phrases are used in the ad?</i> |
| <i>What kind of contact information is there?</i> |

- 3. a) Discuss which products you would both be interested in buying and why.**
b) Discuss which products you would not be interested in buying and why not.

Discuss with your partner

1. What is your opinion of these ads?

- a) Very interesting b) Interesting c) Not interesting **(Give reasons for your choice)**

2. What kind of environmentally friendly products have you seen advertised in Japan?

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(Give reasons for your choice)

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1. In class, you and your partner will ask each other about the ads you found by pointing at each ad and asking the relative questions as you did in the previous class's activity. E.g., What is this ad for? Which company makes . . . ?

2. Choose the product that you think would be most interesting for your classmates to know about and prepare a short talk about it using the following model:

I saw an ad for . . . made by . . . Its environmental benefits are . . . and in the ad there the eco- words We can contact the company by . . . at I would be interested in buying this product because

