



**Climate Title:** My Favourite Things

**Description:** Awareness of Advertising Tactics and Consumption

**Goal:** Talk about how stores encourage people to buy things. Use of nice colours, catchy sounds, famous people as promotors, seasonal shopping, trends and flash sales make buying feel urgent.

**Tip:** Set up rules for big purchases. For example:

- Wait two weeks before getting the new item
- Will I use or like this item in a year?
- Do I really need to buy a new version of this item?
- Why do I want to get this item?
- How long will this thing last? How well is it made?
- Is it made in a sustainable way?

**Why?** Being aware of advertising tricks helps to avoid unnecessary purchases and decrease waste.

**Reference:**

Rozendaal, E., Buijzen, M., & Valkenburg, P. (2011). Children's understanding of advertisers' persuasive tactics. *International Journal of Advertising*, 30(2), 329–350.