

PRODUCT COMPARISONS

Follow up activity to help students to understand that it is not always that clear which product is most sustainable.

Age:	17-18
Group size:	Groups to encourage discussion
National Curriculum:	Citizenship, Design and technology



Activity:

- 1 Print out the **Product Images** and the **Eco Web** (attached). Both can be photocopied for the class if required.
- 2 Place the pictures of the 2 cameras on a table at the front of the class where everyone can see them.
- 3 Encourage general discussion about which is the most/least sustainable – discuss different market needs. See **Issues that might come up** (attached).
- 4 As the discussion progresses tell the students about the positive sustainable attributes of the disposable camera. See **Background information on Kodak disposable camera** (attached) See if/how their understanding of the products change.
- 5 In groups or as a class use the **Eco Web** (attached) to compare the different products assess the product, going through each part of the web in turn and estimating how good or bad the product is in that area.
 - When complete, join the dots and shade the inside area.
 - Discuss focus areas to make it more sustainable
- 6 Feedback saying which they felt was more sustainable.

TEACHERS RESOURCES: PRODUCTS IMAGES

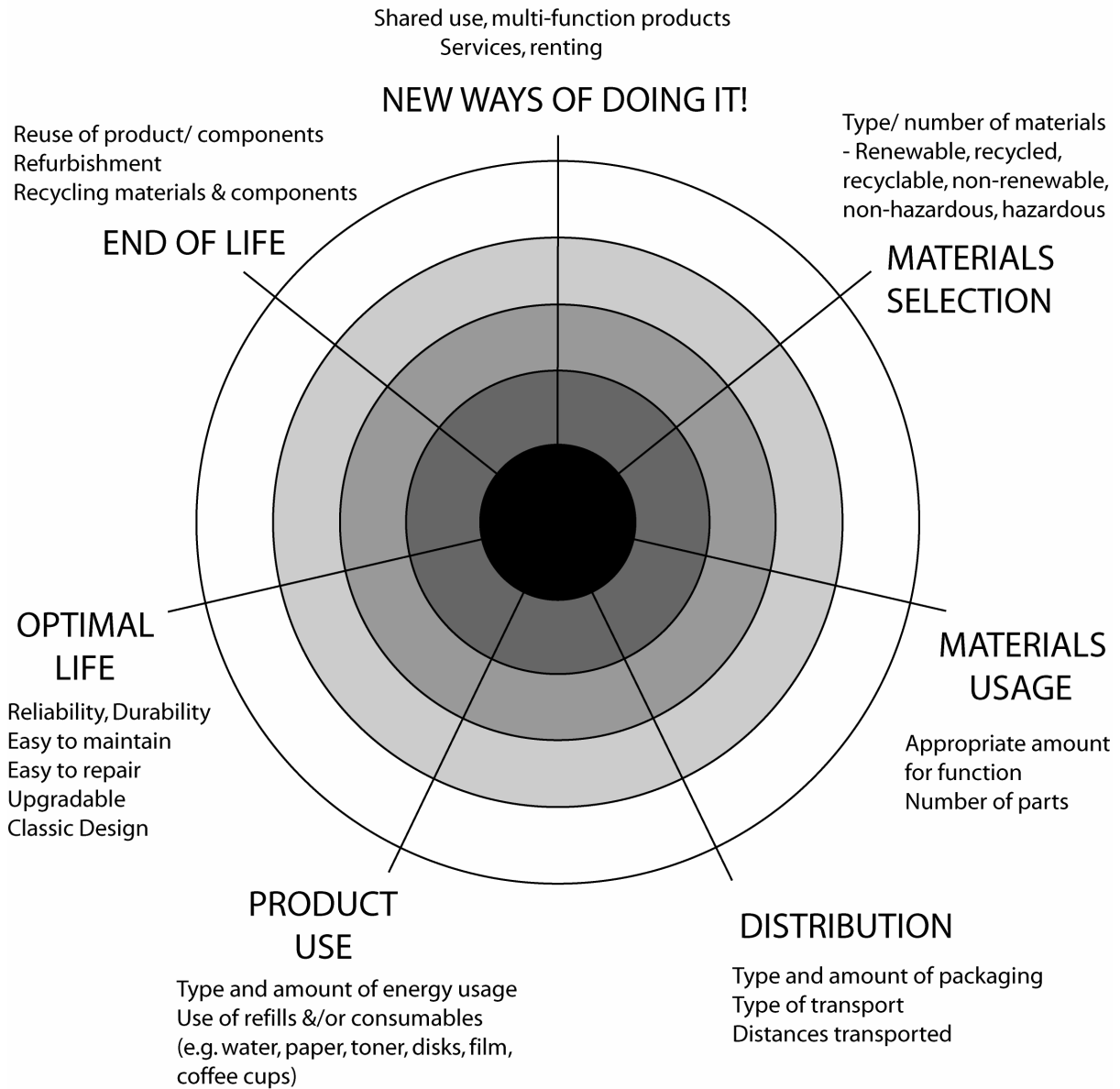


© Canon Europe



© Vicky Lofthouse

ECODESIGN WEB



	VERY BAD	<p>USE THE SCALE TO RATE THE DIFFERENT IMPACTS OF THE PRODUCT YOU ARE LOOKING AT</p>
	BAD	
	OK	
	GOOD	
	VERY GOOD	

Issues that might come up

Issues that might come up for Canon digital camera:

- Consumables
- Print outs
- Batteries
- Higher end market

Issues that might come up for Kodak disposable camera:

- Throw away – disposable
- Product life
- Print outs
- Batteries
- Wasteful
- Appropriate for market use – likely to get broken, lost etc.

Background information on KODAK'S SINGLE USE CAMERA

The single use camera, first introduced in 1987, was an instant hit with customers providing the first 'disposable' camera that didn't matter if it got lost or was ruined.

Due to pressure from environmental groups, Kodak set about redesigning the camera to facilitate the recycling and reuse of its parts.

The camera is now designed to be collected, disassembled. The resulting parts and materials are then reused or recycled.

The Kodak process

- Kodak cameras are collected at photo development booths and returned to 1 of 3 collection facilities
- All packaging, front, back covers and any batteries are removed
- Plastic is passed through a metal detector to check for traces of metal, then shipped to be reground into flake and then reused in cameras or other products.
- Discarded packaging is sent to paper recycling centre.
- Batteries are removed and tested. If ok they are used
 - a. internally for employees pagers
 - b. donated to organisations as 'gifts-in-kind'
 - c. sold as recycled batteries
- Camera frame, metering system and flash circuit board are re-used after rigorous testing
- Cameras are cleaned in an ionised-air vacuum system then visually inspected on a manual assembly line
- Old viewfinders and lenses are replaced with new ones – for quality purposes
- Many small parts are reused e.g. thumb wheels (for advancing film) and counter wheels (for counting exposures left)
- Subassemblies – go to 1 of Kodak's 3 single use manufacturing plants (where) for assembly as a new product, where fresh film, new battery and outer packaging (35% recycled post-consumer waste), additional packaging are added.

For more information visit:

<http://www.kodak.com/US/en/corp/environment/performance/recycling/suc.shtml> and
<http://www.kodak.com/US/en/corp/environment/kes/recycling/otuc/usMinilabs.jhtml>

(Source: www.informationinspiration.org.uk)