



Businesses Going Green

EPISODE #512

LESSON LEVEL

Grades 9-12

KEY TOPICS

- Green business practices
- Green-washing
- Entrepreneurship

LEARNING OBJECTIVES

1. Identify various ways businesses can go green.
2. Determine the costs and benefits of going green.
3. Distinguish between products that are green and those that try to appear green but are not.
4. Learn financial terms.

EPISODE SYNOPSIS

Going green is worthwhile, and it's also good for the bottom line with the growing consumer demand for truly green products. Explore the profitable side of going green, and learn how to distinguish between what's hype and what's hip.

NATIONAL STANDARDS CORRELATIONS

Aligned to *National Financial Literacy Standards* from the **JumpStart Coalition for Personal Financial Literacy**.

Financial Responsibility and Decision Making

Standard 1: Take responsibility for personal financial decisions.

Standard 4: Make financial decisions by systematically considering alternatives and consequences.

Planning and Money Management

Standard 4: Apply consumer skills to purchase decisions.

Aligned to *Voluntary National Content Standards in Economics* from the **Council for Economic Education**.

Standard 2: Decision Making

Standard 14: Entrepreneurship

Aligned to **Common Core State Standards Initiative's** standards for *Literacy in History/Social Studies, Science and Technical Subjects*.

Standard 1: Read closely to determine what the text says explicitly and to make logical inferences from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.

Standard 4: Interpret words and phrases as they are used in a text, including determining technical, connotative, and figurative meanings, and analyze how specific word choices shape meaning or tone.

Standard 7: Integrate and evaluate content presented in diverse formats and media, including visually and quantitatively, as well as in words.

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LESSON PREP & SCREENING

Getting Started

Familiarize yourself with the episode ahead of time. It will serve as a springboard for student learning, discussions, vocabulary exploration, and hands-on activities. Determine what equipment is required to show the episode in your classroom and request it if needed. Choose an activity (each one takes between 45-60 minutes), and gather supplies. Students will need a pen or pencil and copies of the activity worksheets. Have fun!

Screening

Introduce the series and the episode. Explain that Biz Kid\$ is a public television series that teaches kids about money and business. Mention that the bizkids.com website has lots of video clips, games, a blog, and other resources to help kids start businesses and learn about money. Prior to playing the episode, lead your students in a discussion with the preview questions on this page.

About the Episode

Going green is worthwhile, and it's also good for the bottom line with the growing consumer demand for truly green products. Explore the profitable side of going green, and learn how to distinguish between what's hype and what's hip.

Episode Preview Questions

Before you show this Biz Kid\$ episode, lead your students in a brief discussion of the following questions:

- In what ways do you or your family recycle products?
- Are you aware that some companies advertise that they are green or eco-friendly, but in fact they are not?
- Does it matter to you to make careful use of resources? Why or why not?

Next Steps

Show this episode. After the episode, read the Summary and Conclusion to the class.

Summary and Conclusion

There are many inventive ways that entrepreneurs are going green, from harvesting kinetic energy to light a dance floor, to harvesting the sun's rays to operate toys. Companies are going green from recycling programs to using alternative energy sources. All of these practices are good for the environment, and may even lower operating costs in the long run. Even consumers are more aware of how their choices affect the environment, and they will often select an eco-friendly product over a similar product that is not green. Now that you know more about the green economy, what new choices will you make, Biz Kid\$?

Family Connection

Distribute a copy of the Family Activity Sheet to each student to share what they've learned with their families.



FAMILY ACTIVITY SHEET

Episode Synopsis

Going green is worthwhile, and it's also good for the bottom line with the growing consumer demand for truly green products. Explore the profitable side of going green, and learn how to distinguish between what's hype and what's hip.

Activity Suggestions

There are many ways to 'go green' which everyone can do. Going green can be both environmentally and economically beneficial. Remember, your dollar has a voice. Have a family discussion about going green, and see what you can do together.

Are you willing to consider:

- Carpooling or using public transportation?
- Reusable travel mugs instead of paper, plastic, or styrofoam cups?
- Turning off and unplugging electronics when they are not being used?
- Carpooling?
- Installing more efficient heating or cooling systems in your home?
- Composting?
- Purchasing recycled products?
- Using environmentally friendly paint on interior surfaces?
- Buying products that have less wasteful packaging?
- Purchasing food that is locally grown with fewer or no chemicals used in the growing process?
- Adding solar cells or energy panels to your home or other equipment like solar lamps?
- Replacing older less efficient appliances with new models that are more energy efficient?

For more information on businesses and products that contribute to a cleaner and healthier environment, check out the Green Business Chamber website at (<http://www.greenbusinesschamber.com/>) and see if your community has listings in the Green Business Directory.



Activity #1:

BIZ TERM\$

WORKSHEET FOR STUDENTS

Biz Term\$

- Biodegradable
- Carbon Footprint
- Conservation
- Energy efficient
- Green products
- Green washing
- Pollution
- Recycled materials
- Solar cells
- Sustainable materials

Directions

With students, read aloud the Biz Term\$ and each question. Call on volunteers for answers, and have them explain why they chose the term they believe to be correct.

Biz Term\$ Episode Review

1. If you dispose of something that will decay and break down naturally, it is _____.
2. Making a product sound like it's good for the environment when it may not be is called _____.
3. _____ gather energy from sunlight to use as electricity.
4. Things that can be grown over and over again, like Nikhil and Alex's mushrooms, are called _____.
5. Trash or litter on the land or in the sea is a form of _____.
6. Your _____ is determined by the amount of carbon compounds put into the air by things you do or use.
7. Careful use of natural resources, like what Kavi and her classmates do at school, is called _____.



CURRICULUM CONNECTIONS

Language Arts

- Have students construct sentences, write a paragraph, or create a story, skit, or dialog using Biz Term\$.
- Have students create a class Dictionary of Financial Terms using Biz Term\$.
- Have students start their own Journal of Personal Financial Education and continue to add to it.

History/Social Studies

- Investigate the history of recycling.

Mathematics

- Do a cost comparison, short term and long term, between incandescent light bulbs, compact fluorescent light bulbs, and LED light bulbs. Make a case for the least harmful choice.

Economics

- How does recycling affect the economy today? In what ways have businesses changed their attitudes and practices toward “green” materials and behaviors?

Optional Vocabulary Extensions

Make Art!

Ask students to create personal illustrated glossaries using sketches or cartoons to visually represent the meaning of each Biz Term.

Make It Personal!

Provide students with dictionaries and ask students to re-write formal definitions for each Biz Term in their own words to demonstrate comprehension.



Activity #2:

GO GREEN!

WORKSHEET FOR STUDENTS

Lesson Level:

Grades 9-12

Learning Objective:

Identify various ways businesses can go green.

Directions

You own a business that designs and sells shoes, but you want to go green. Answer the questions below to improve your eco-friendliness within your business.

1. Right now, you sell your shoes in a new, shiny, printed cardboard box. What are some things you can do to make that packaging more environmentally friendly? Why is your solution green?

2. Currently, you make your shoes out of bleached cotton and dyed leather. What are some things you can do to make the product more environmentally friendly? Why is your solution green?

3. You sell your products in a store that uses fluorescent lighting, and does not separate recycling from trash. What are some things you can do to make the store more environmentally friendly? Why is your solution green?

4. The designs for your shoes are drafted on new paper using disposable ball point pens, and any mistakes are crumpled and thrown away, starting over with a new piece of paper. What are some things you can do to make the design process more environmentally friendly? Why is your solution green?

Have students discuss these ideas and share their answers with the class.



Activity #3:

ARE THEY GREEN?

WORKSHEET FOR STUDENTS

Lesson Level:

Grades 9-12

Learning Objective:

Distinguish between products that are green and those that only seem green.

Directions

Decide if you think the items below are truly green or only trying to seem green, and explain your decision. You may need to do some research at the library or on the internet to help you decide.

| | Green or Not Green? | Why? |
|-----------------------------------|---------------------|------|
| Paper Grocery Bags | | |
| Compact Fluorescent Light Bulbs | | |
| Biodegradable Diapers | | |
| Recycled Water Car Wash | | |
| Fair Trade Certified Coffee Beans | | |
| Organic milk | | |
| Recycled paper | | |
| Hand sanitizer | | |
| Composting toilet | | |
| Rain barrel to recycle rainwater | | |
| Solar powered LED holiday lights | | |

Have students discuss these ideas and share their answers with the class.



BIZ TERMS DEFINITIONS

- *Biodegradable:* An item that will break down or decay quickly and naturally through the action of living organisms such as bacteria.
- *Carbon footprint:* The amount of carbon dioxide or other carbon compounds which are put into the air by one individual, by one company, or by one country. The smaller your carbon footprint is, the better it is for the environment.
- *Conservation:* The careful use of natural resources, such as water, so they will not run out.
- *Energy efficient:* Something that uses less energy to get the same result.
- *Green products:* Products which are better for the environment because of the ingredients used to make them or because of better manufacturing processes that cause less harm to the environment.
- *Green-washing:* Making a product sound like it's good for the environment when it may not be.
- *Pollution:* Things like trash or litter on the land, like chemicals in the water supply, or like chemicals in the air which do not belong there naturally and may harm the environment.
- *Recycled materials:* Materials or products that have been used for one purpose previously, which are now being re-used for another purpose instead of being thrown away.
- *Solar cells:* A way to gather energy from sunlight and put it to use as electricity.
- *Sustainable materials:* Something that will not run out, it can be grown over and over again, like a plant, or it is free and abundant like sunlight.



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