

# Lecture 3: Socio-Ecological Problems

## Episode 3: The Story of Stuff

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## Lecture 3: Overview





## Lecture 3: Overview

Episode 1: Macro Level

Episode 2: Micro Level

**Episode 3: The Story of Stuff**



## Learning Objectives

### **Learning Objective 1:**

Understand the entire product life cycle from cradle to grave.

### **Learning Objective 2:**

Learn about the real world behinds products in an informative and entertaining way.

### **Learning Objective 3:**

See the bigger picture of production and consumption.



# Story of Stuff

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**The Story of Stuff**

From its extraction through sale, use and disposal, all the stuff in our lives affects communities at home and abroad, yet most of this is hidden from view. The Story of Stuff is a 20-minute, fast-paced, fact-filled look at the underside of our production and consumption patterns. The Story of Stuff exposes the connections between a huge number of environmental and social issues, and calls us together to create a more sustainable and just world. It'll teach you something, it'll make you laugh, and it just may change the way you look at all the stuff in your life forever.

Source: [www.storyofstuff.com](http://www.storyofstuff.com)





## Review and Discussion Questions

1. Describe the three different kinds of planned obsolescence. Give examples.
2. Why is recycling never enough to reduce the environmental impact of products significantly?
3. Why is the ecological question also a social question of resource equity in a world with limited resources? Discuss.



## References

- Belz, F.-M., Peattie, K. (2012): Sustainability Marketing: A Global Perspective, 2. ed., Chichester: Wiley, p. 61-72.
- [www.storyofstuff.com](http://www.storyofstuff.com)



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