

CONSUMER CHRONICLE

BUSINESS-ECONOMICS MAGAZINE

Green is the
new colour
of Holi

Top 10 Sustainable
Innovations

DIY Project

Cradle-to-Cradle

Prada Re-Nylon

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FOUNDER'S NOTE

Consumer Chronicle: An Economics-Business Magazine which aims to educate our readers by directly influencing the students with the knowledge of Business and Economics concepts.

Some of our readers here may be new and will be receiving this magazine for the very first time, however for our old readers, we know that you have been eagerly waiting for the 4th edition for a while, therefore, here's presenting the 4th edition of 'Consumer Chronicle: an Economics-Business Magazine', following the theme of 'Sustainability'.

This edition is aimed to educate our readers about Sustainability with a real world focus in both areas of Business and Economics, such as 'Sustainable Tourism' and Prada Re-Nylon: An initiative by Prada'. For our old readers, there's also an article on Game Theory once again, however with a focus lens through Sustainability this time!

Above and beyond the articles, move to our Creative Section and make an 'Upcycled Glass Bottle Planter' to gift it to a loved one! You can also attempt our Economy quiz and find out what your own economy would be like!

We are establishing it as our mission to make this magazine widely known to reach as many students as possible to get them captivated with the subjects of Economics and Business like we are! We hope you like this edition!

Lakshya Saxena

Hana Aggarwal

Rehnee Kaur Grover

GREEN IS THE NEW COLOUR OF HOLI

BY: JAAHNV CHANDRA, DP 1

Holi is a Hindu festival celebrated during the spring as a way to honour Krishna. It is often referred to as the festival of colours where friends and family douse each other in coloured powder and water. This festival brings out laughter and love; but all fun and games aside, this celebration has spillover costs on the third party. This article will talk about the Negative Consumption Externality in relation to the use of coloured powder with a connection to sustainability and how it can be achieved.

Negative Consumption Externality is a market failure in which a third party is negatively impacted due to external costs due to the consumption of a particular good or service. Market failure is simply the inefficient allocation of resources in the production or consumption of a good or service; in the case of negative externalities, it is always an overallocation of resources for which government intervention is required in order to reduce on the externality, hence the term 'negative'. Now you may be wondering, how exactly does celebrating Holi lead to a Negative Consumption Externality? Well, that's because the benefits that an individual gains from using the coloured powder are less than the cost it has on society.

Now that it has been understood that this is a market failure and is classified as a Negative Consumption Externality, what exactly are the spillover costs it creates on society? Most of the time Holi is played with colours which are inorganic and full of harmful chemicals such as Copper Sulphate, Mercury Sulphide, Chromium Iodide and Aluminum Bromide. Although using these coloured powders may bring joy to an individual when playing, it can also harm the other people that the powder is being thrown on, as the chemicals in these powders can cause eye allergies, temporary blindness, skin cancer, asthma and renal failure. Not just that, but these often land up in waterways and rivers, polluting them.



This not just toxicates the water, but also harms marine life by killing any life that exists in those water bodies. This is considered as an unsustainable practice as the resources are being depleted at a rate that is much faster than they are being generated. All in all, these chemical-filled coloured powders are extremely toxic and generate negative impacts on the third party, and are therefore not considered socially desirable. In order to prevent the use of these inorganic coloured powders, the government can intervene by banning or regulating the good, imposing taxes or negatively advertising the product. Banning the good will reduce its supply, making it inaccessible to all, therefore reducing the negative costs its consumption creates. Negative advertisements will market the product in a bad light, allowing the consumers to be influenced to reduce their demand for inorganic colours. Advertisements can also promote the use of organic colours, which will bring about sustainability as the natural resources would not be depleted or toxicated. Now some might say that organic colours are more expensive, and that is true, however if the demand for organic colours increases, then the prices of it will naturally decrease (as per the law of demand), making them affordable for everyone.

If people can learn to move away from inorganic coloured powders and turn to organic colours, they can continue to celebrate the festival of Holi without the spillover costs on the people around them, and without polluting the environment by making it unsustainable. Be safe, be sustainable, and have fun!



GREEN JOBS: THE ECONOMIC BENEFITS OF INVESTING IN A SUSTAINABLE WORKFORCE

BY: AYAAN SRIVASTAVA , MYP 4

Investing in a sustainable workforce and green jobs is an effective strategy for addressing the economic and environmental challenges of our time. Green jobs are employment opportunities that contribute to preserving the environment while providing economic benefits. Sustainable workforce investments can create new job opportunities, promote economic growth, and build a more sustainable and resilient economy.

Green jobs have numerous economic benefits. As more businesses implement sustainable practices, there is a growing demand for workers with the skills and specialisation to implement and maintain these practices. Investments in renewable energy and sustainable agriculture practices can lead to the creation of new jobs and industries. According to the International Labour Organization, the transition to a low-carbon economy could create up to 24 million new jobs globally by 2030, spanning industries from clean energy to sustainable transportation.

Green jobs have a spillover benefit on public health by reducing pollution and improving air and water quality. This can lead to lower healthcare costs, reduced absenteeism, and increased productivity amongst workers. Additionally, investing in renewable energy sources can reduce dependence on fossil fuels, stabilise energy prices, reduce the risk of supply disruptions, and increase the resilience of the energy market.



However, transitioning to sustainable workforces and green jobs require retraining and reskilling workers in new industries. Governments and businesses must provide training and education programs to develop the skills needed for these jobs. There is also a need for investment in research and development to ensure that new sustainable technologies and practices can be scaled up and commercialised, therefore reducing risk.

Critics may argue that the costs of transitioning to sustainable practices may outweigh the benefits as it may lead to job losses in traditional industries. They also suggest that the benefits of green jobs may not be distributed evenly, leaving certain workers or communities at a disadvantage.

Despite these challenges, investing in a sustainable workforce and green jobs is an economic opportunity, as they can create new jobs and industries, improve energy security, and promote public health, which results in a more resilient and growing economy. It's important to consider the potential costs and benefits of green jobs and sustainable practices, as well as the potential criticisms and challenges, to create a more equitable, growing, and sustainable economy for all.

As we contemplate the future of work and the economy, a key question arises: what role will sustainable practices and green jobs play in shaping our economic and environmental future? Only time can tell.



HOW CAN PLAYING 'GAMES' SAVE THE WORLD.

BY: AARUSH DHAR, MYP 4

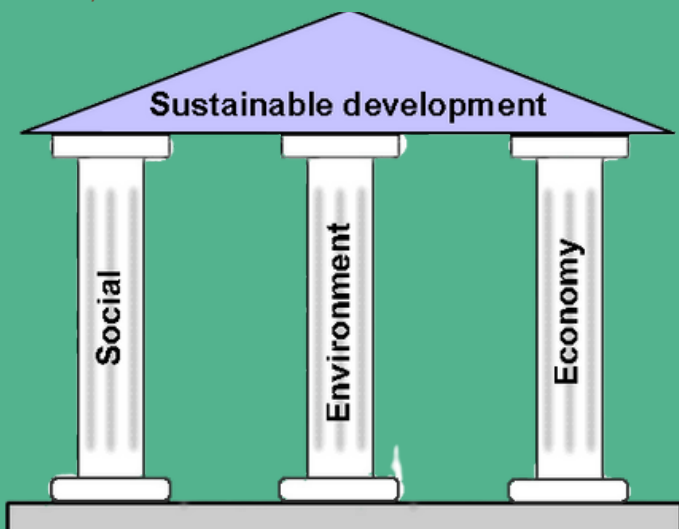
"People acting in their own self-interest is the fuel for all the discovery, innovation, and prosperity that powers the world."
~John Stossel

Game Theory is a concept that has been covered in previous editions of the magazine as well, but for those unaware of it; it's a statistic-based system/model that determines how people or 'players' would behave in a competitive environment where each decision they make can impact the other players (known as the 'game'). However, it's assumed that all players involved act without bias and make decisions purely based on logic and reasoning.

This model can be applied in the field of Economics as a way to better demonstrate and predict how an Oligopoly market would function and how firms are interdependent. An example is how companies set the prices of their products to be more competitive, in order to challenge prices set by their competitors and, reaping the benefits of surplus profits in the form of growing sales (known as the 'Payoff'). The main aim of Game theory is to reach the 'Nash Equilibrium,' a state where no 'player' can receive an added advantage from a different decision.

But this makes us wonder; how Game Theory can be used to benefit society:

Actions on even the smallest scale can have profound impacts. Such is the case of 'pay-as-you-throw,' a system which has been established in several communities in nations such as the Netherlands, Germany, UK, US, and Japan. The concept is simple- a form of smart waste management, where households are taxed based on the amount of trash they throw away.



The players in this game are the local government and the residents. Each resident will aim to reduce their wastage to a minimum since lesser amounts of trash would result in lower taxes (the payoff for residents).

Some residents even choose low-carbon alternatives to waste management such as composting to further reduce their taxes. The government is also benefitted from these taxes since this system helps collect additional taxes to fund improvements in the local infrastructure and resources, which in turn create more awareness. In the end, both sets of players are working together towards a Nash Equilibrium to reduce the wastage in the community to fulfil self-interests and improve the Marginal Social Benefit as a result.

This is a perfect example of how a simple game can promote a sustainable lifestyle.

Natural resources are crucial to the manufacturing process of products; from the metals in our devices to the petroleum in our vehicles. Thus, it is extremely important to develop a system where we responsibly use these scarce resources and promotes sustainable behaviour.

Sustainability relies on three main factors- economic, social, and environmental. By applying Game Theory to this situation, we can introduce the three main players as- a profit-maximising company, the government and an NGO, each stakeholder signifying one of the three factors (respectively). Hopefully, as we witness advancements in technology and innovation, humanity finds its strength in unity so that, we can understand the true value of teamwork and find solutions for a sustainable tomorrow.

"The 'game' is theoretical, but the fun is real."
~ (Mis)quote from Sheldon Cooper.

SUSTAINABLE TOURISM: A WIN-WIN SITUATION FOR TOURIST DESTINATIONS AND THE PLANET.

BY: YASHIKA AGGARWAL, MYP 4

Tourism has become a significant source of revenue for many countries around the world. However, with the increasing popularity of travel, concerns about its impact on the environment and local communities have risen. Sustainable tourism aims to address these concerns by promoting responsible travel practices that minimise external costs and maximise external benefits.

One of the key principles of sustainable tourism is environmental stewardship. This involves protecting natural resources and minimising the spillover costs of tourism activities on the environment. For example, this may include using renewable energy sources, reducing waste, and conserving water resources.



Sustainable tourism also emphasises on economic viability, ensuring that tourism activities are economically sustainable and support long-term economic growth. This involves developing tourism infrastructure and activities that are compatible with local needs and resources, as well as generating economic benefits for local communities.

One example of sustainable tourism in action is ecotourism, which focuses on promoting responsible travel to natural areas that conserve the environment and improve the well-being of local people. Ecotourism activities may include wildlife viewing, hiking, and cultural experiences that allow visitors to connect with the local community and learn about their cultures.



Another principle of sustainable tourism is social responsibility. This helps ensure that tourism benefits local communities by providing economic opportunities and supporting cultural preservation. For example, this can involve hiring local workers, sourcing food and materials from local suppliers, and supporting local initiatives that promote their cultural heritage.

Overall, sustainable tourism provides a way to balance economic development and environmental and social responsibility. By promoting responsible travel practices, sustainable tourism can help to protect natural resources and support local communities for tourism destinations.



CRADLE-TO-CRADLE: LEADING TO SUSTAINABLE FUTURE

BY: VANSI GUPTA, DP 1

JBC is a family-owned fashion retail business, founded in 1975. The company has about 145 stores across Belgium, Luxembourg and Germany along with several online stores which allow them to achieve its objective of high-quality customer service.

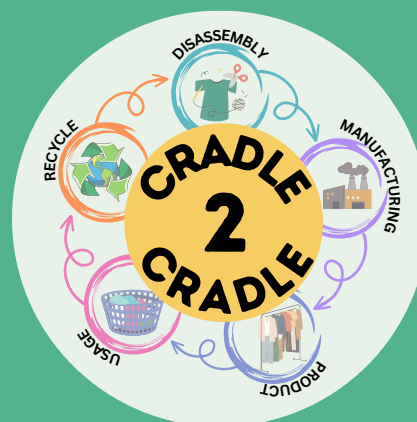
Its mission is to care for the world we live in, from the products they make to the ways in which they give back to the society.

This mission statement in itself is the very definition of cradle-to-cradle (C2C), as they aim to make such products which benefit the environment and society. CEO Bart Claes in an interview said, "Sustainability or CSR is very important to JBC". Within the company, the 'I AM' brand stands for the new sustainable fashion line that they have launched.

Cradle-to-cradle is a sustainable approach which considers waste as an everlasting resource which can be circulated back into the cycle of production by methods such as reuse, recycle, repair and refill. It is a closed-loop production model, where the waste is reused and is, therefore, a component of a circular economy.

Their drive for Corporate Social Responsibility encouraged them to adopt the circular economy model, so that they are able to provide sustainable clothing with respect for the environment and be market leaders in sustainable clothing. Additionally, they want to improve the working conditions in the clothing industry.

They are also a member of the Fair Wear Foundation since 2015, which is a non-profit organisation with the mission to promote the rights of employees in the garment industry. JBC has been incorporating their code of conduct in the company to act socially and ethically responsibly.



JBC is the first ever Belgium brand to launch a cradle-to-cradle certified collection, 'REVIVE', and became a pioneer in the sustainable clothing industry in the year 2014. By using certified biological cotton and other sustainable materials in its products, they have formed various circular partnerships with other companies like Wolkat, ThinkPink, Flagbag, et cetera to launch beneficial projects for society.

The product can be manufactured with the same level of efficiency and quality once a C2C plan has been established and the materials have been sourced. However, certain challenges can arise such as it can be time-consuming to establish a reliable supply chain with mutual trust. Also, increasing sales revenue is relatively slow due to the high costs of production. The C2C design has a certain lack of flexibility that could make it challenging for a manufacturer to expand or diversify their product range due to increased rules and limitations on the production methods.

Though using eco-friendly products is costly, that is not the case with JBC as it's backed by goodwill. This enables them to get support funds from several programmes such as the EU Life program, which makes their products affordable for the consumers and so they benefit by satisfying their ethical and social responsibility at low costs.

The employees of this company are provided with a fair salary and good working conditions. They have also launched several programs to renew second-hand products to help the lower class and have also increased employment opportunities. This has also reduced the waste generated in the environment by leaps and bounds leaving only 5% of it.

PRADA RE-NYLON: THE GROUNDBREAKING EVOLUTION FOR AN ORGANIC FUTURE

BY: SAMARTH SAXENA, DP 1

Ever heard of Milan being regarded as the fashion capital of the entire world? Well, this was felicitated in the 16th century and a ton has changed ever since. The fashion industry is a key contributor to the GDP (Gross Domestic Product) of the leading developed economies of the world. However, in this grand market with an estimated revenue of 1.53 trillion U.S. dollars in 2022, a new development has changed the dynamics of the entire industry.

Prada SpA is a massively successful Italian Multinational Corporation (MNC) that targets niche markets and engages in the manufacturing and distribution of luxury goods such as apparel, handbags, footwear, leather goods, accessories, and fragrances. Now, one major backlash that these large corporations face protests for, is the use of synthetic materials, majorly Nylon. It is widely used as an alternative to silk due to being strong, lightweight and durable. Moreover, it becomes the primary raw material for most firms due to its relatively low cost. Nylon fabric comes from crude oil and is essentially plastic, which is why the toxic chemicals it releases when treated with bleaching agents results in several negative externalities, such as the effect on the health of all living organisms and the environment itself. This revolutionised the manufacturing and operations of the industry with 'Prada Re-Nylon'.

Prada Re-Nylon uses a regenerated nylon yarn that is made by ECONYL® which can be recycled an indefinite number of times without affecting its quality.

This yarn is recycled from discarded plastic that is collected from landfill sites and oceans. This Re-Nylon project is the result of a business partnership between Prada and Aquafil. Aquafil is an Italian yarn producer with great expertise and experience in creating synthetic fibres. The Italian giants are regarded for their development of sustainable materials and recycling.

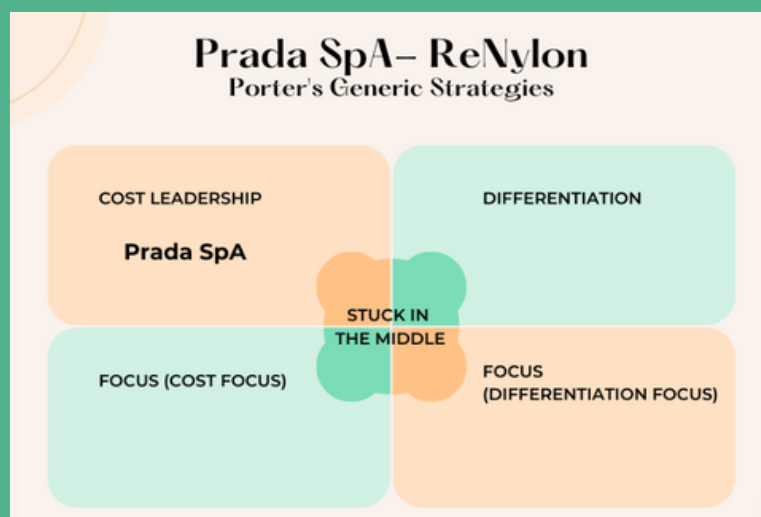
The decision, directly and indirectly, impacts a wide range of stakeholders, but the key ones affected are the competitors in the market. The strategy used to gain competitive advantages is 'Cost Leadership'.

This generic strategy allows a business to become the lowest-cost organisation in the industry due to its high economies of scale. Once Prada SpA completely implemented this strategy, it allowed them to become a low-cost supplier of the product within the market. This helped Prada SpA become highly profitable, as with reduced costs, the gross profit margins and net profit margins increased.

The sales revenue remained at the same annual growth rate, while the costs were reduced; this is an efficient strategy undertaken by Prada to gain a competitive advantage. With greater profit margins, more retained profit was left and that was used for several and other market research projects, production efficiencies, capital, and to follow their Corporate Social Responsibilities such as the 'Prada Group' which undertook decisive actions in the transitional year of 2021. The Prada Group's founding values are deeply rooted in its three sustainability pillars: Planet, People and Culture. An advantage of this strategy is that cost leadership allows a firm to reduce its prices, yet still earn higher profit margins. Moreover, Prada SpA reduced its prices from 1 April 2019, on all Prada and Miu Miu products sold in China through their directly operated stores and online by 3%. This is so that the shareholders will receive increased dividends which will lead to the shares being maintained sustainably. This gives more financial security to all potential investors.

However, this decision did have a few drawbacks such as the adaptation to the entire supply chain cycle being difficult and a high-risk decision, as cost leadership strategy is a risky strategy. Prada also faced difficulties such as purification processes being expensive when operated at a greater scale. Lastly, cost leadership strategies usually end up resulting in a price war within the market due to all competitors desiring competitive advantages, hence this impacted the industry too.

Therefore, as benefits exceed drawbacks, this development allowed the fashion industry to operate more efficiently while being eco-friendly. It also allowed the brand to manufacture and produce more sustainably, and this sustainable change was profitable for the company giving a cost reduction along with being beneficial in the long run. This is proved by a rise in their Earnings Before Interest and Tax (EBIT) from 2791 HK\$ in 2019 to 6955 HK\$ in 2022.



PUMA CLEVER LITTLE BAG: IS IT A CLEVER DECISION

BY: SWARNIMA SINGH, DP 1

PUMA has always been known for being ethically and socially responsible. It has not received any environmental fines in the last decade. PUMA wants to have a strong brand image in the market, in the hearts of athletes and consumers which is why, PUMA has taken numerous steps towards sustainable production and packaging including: expansion in the usage of recycled polyester to 55%, better cotton initiative and Forest Stewardship Council Certification. An essential step in PUMA's long-term sustainability program was to create a packaging system that would reduce the brand's footprint, from energy and water use to waste and CO2 emissions.

One of the biggest and smartest initiatives taken by PUMA towards sustainable packing was its "Clever Little Bags". The need for packing products in the retail business has been taking its toll on the environment due to a large number of natural resources used and residual packaging waste. Puma, a shoe manufacturer is trying to reduce these effects by innovating the "Clever Little Bag", which has succeeded in reducing Puma's carbon footprint significantly.



According to Environmental Protection Agency (EPA), over 78 million tonnes of packaging or nearly 30% of all trash produced in America each year, are disposed of in landfills despite the fact that 53% of it can be recycled.

With the rise in popularity of online shopping, the issue is only growing worse; the shipping box comes first in the packaging process, followed by the shoe box, tissue paper, plastic baggies, cardboard inserts, and any additional accoutrements that a store could use to safeguard the item. All of these wind up in the recycling bin or the trash.

Therefore, it is understood that shoeboxes account for millions of tons of waste and hence, are not a sustainable choice. As a result, Puma started exploring for alternatives to replace its red shoeboxes.

After spending 21 months including the time required in research and development (R&D), testing, and conducting an entire Life Cycle Assessment, Puma came across its real winner- 'Puma's Clever Little Bag'. This is a sustainable packaging and distribution system that will significantly reduce waste and CO2 emissions. The shoes are contained in a box made of cardboard that folds into a cloth bag with ease.



The heat-stitched bag is made of non-woven polyester consisting of polypropylene, protects the shoes from dust and dirt in the warehouse and shipping, and is also recyclable. It utilises 65% less cardboard than a standard shoebox, takes up less room, ships lighter, and is fully recyclable. This technique eliminates the need for plastic retail bags, reducing plastic waste generated.

The cardboard is cut from one piece of material and has no additional printing or assembly, thus it can be returned to the stream faster and efficiently. The excess material from the master sheet becomes the insert for the shoe, replacing the superfluous tissue used in current packaging. Not only is the design functional and environmentally friendly, the "Clever Little Bag" is an iconic brand element upon leaving the store as it replaces the plastic shopping bag.

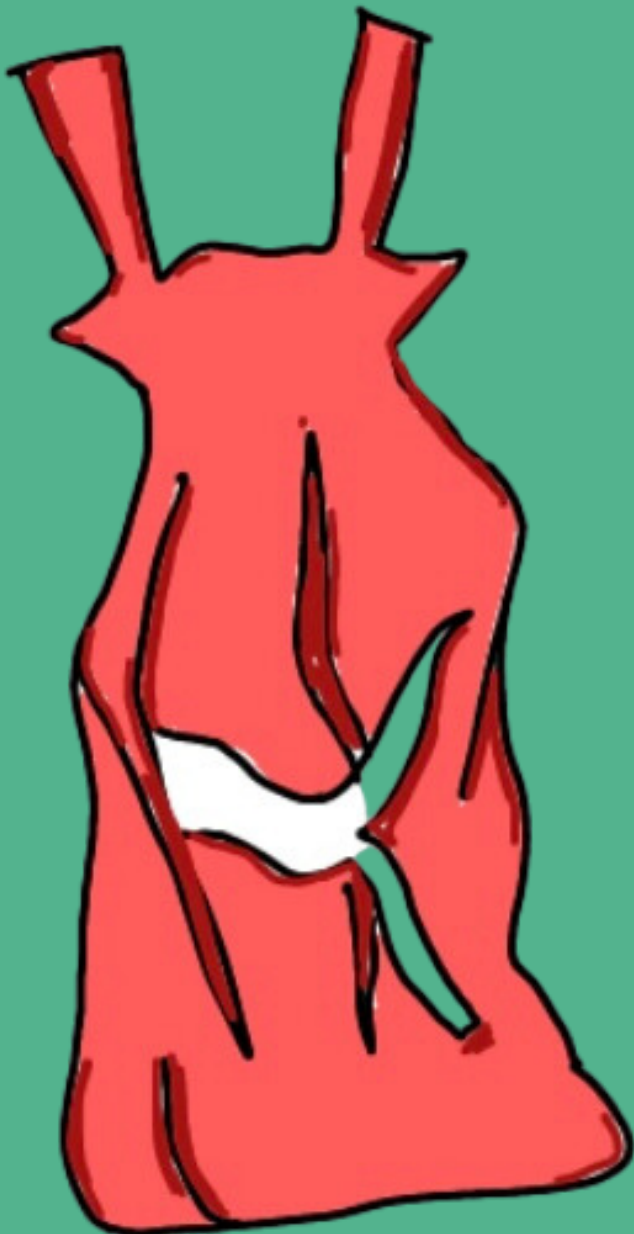
PUMA CLEVER LITTLE BAG: IS IT A CLEVER DECISION?

BY: SWARNIMA SINGH, DP 1

It also maintains the most important elements of the traditional shoebox: it stacks for shipment, is easy to handle for transport, and protects the shoes.

This is a good attempt of Puma at maintaining its Corporate Social Responsibility (CSR), as this clever choice made by Puma does not only benefit the environment by reducing its footprints but also benefits the company by facilitating a positive Return on Investment (ROI).

This way of packaging protects the shoes from damage from the point it leaves the factory until the consumer takes them home.



Thus, there will be increased savings on the production side due to decreased material used, transportation costs will be reduced, and extra plastic carrier bags won't be necessary. Due to the 'Clever Little Bag', there is a 65% paper reduction, and PUMA has been reducing its manufacturing-level consumption of water, electricity, and diesel by more than 60% annually.

PUMA intends to keep up with its sustainable goals. In addition to the Clever Little Bag, PUMA's sustainable packaging efforts include the 'Clever Little Shopper', which is a 100 percent biodegradable carrier bag.

PUMA has also set a science-based greenhouse gas emission target. They aim to reduce their emissions by 35% and the emissions of their supply chain by 60% between 2017 and 2030.

The customer base may have diverse tastes and opinions about the changed way of packaging. However, the launch of PUMA's 'Clever Little Bag' builds a good brand image, causes savings in production and transportation costs, and reduces the number of resources used in the manufacturing process. This change also built its global brand recognition. Hence, Puma launching the 'Clever little bag' was a clever decision indeed.

TOP 10 SUSTAINABLE INNOVATIONS

BY: HANA AGGARWAL, DP 1

1. GREEN ARCHITECTURE



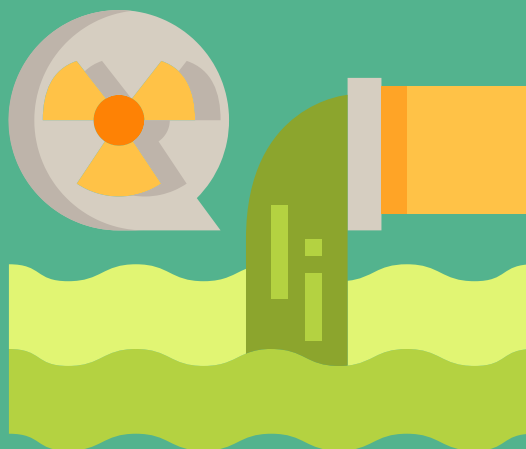
Due to the sheer scale of the built environment, difficulties arise around the sustainability of urban living. As buildings are getting taller and cities more compact, innovation is taking place to ensure that new buildings meet climate requirements, but are also capable of generating energy, sequestering carbon, and fitting aesthetically within local landscapes. Initiatives also consist of planted roofs and walls, adding to the carbon reduction footprint

2. RECYCLED PLASTIC ROAD SURFACING

In 2021, Coca-Cola announced its road surfacing project in Pakistan as it encourages a circular economy of waste materials. Plastic-based road materials have been adopted as an initiative that not only utilises recycled plastic bottles, but also develops in the community in the surrounding area.

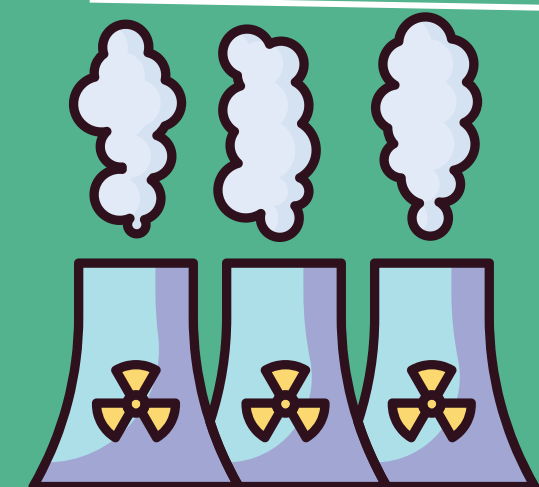
3. WASTE-WATER ELECTRICITY GENERATOR

The circular economy can be applied beyond recycling man-made materials. Oregon State University developed a hybrid electricity generator, which uses microbial fuel cells and reverse electrodialysis. These technologies combined enable the use of waste water to create electricity. Alongside the solution's contribution to mains grid power generation, the technology is also capable of powering the treatment of water as it comes full circle.



4. NUCLEAR ENERGY TECHNOLOGY

Although controversial based on its potential to disrupt cities (an example being the Chernobyl nuclear reactor), technology is being developed to make the most of nuclear materials to produce clean energy at scale. Current technicians are only able to utilise Uranium supplies to around 1% of their full potential, making nuclear a contender for widespread green energy.

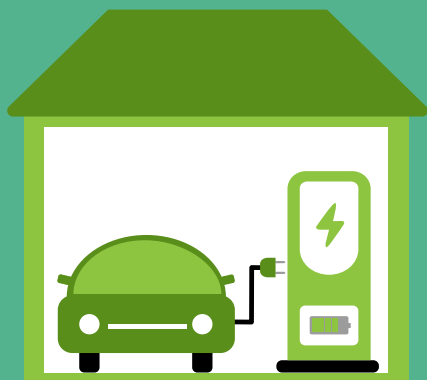


5. ELECTRICITY VEHICLE PROPULSION

One of the most visible forms of renewable technology is electric vehicle (EV) propulsion. Range anxiety plays a role in the adoption of EVs as the current charging infrastructure and energy grids are not capable of supporting a fully-electric future, yet.

TOP 10 SUSTAINABLE INNOVATIONS

BY: HANA AGGARWAL, DP 1



6. CARBON CAPTURE AND STORAGE

One of the most innovative solutions for eliminating atmospheric Carbon Dioxide, and Carbon Sequestration is going beyond human efforts to plant more trees and reduce carbon output. New technologies will be leveraged in years to come to actively remove carbon emissions from the atmosphere. However, according to the International Energy Agency (IEA), current Carbon Capture alone will not be enough to deliver the 1.7 billion tonnes of activity required.

7. SMART METERS

While they don't actively reduce emissions, smart meters installed in homes allowed consumers to reduce their energy consumption, which is an indirect way of reducing overall housing emissions. Individuals are able to save on their household bills while companies have more energy in the pipeline to supply to other buildings.



8. ARTIFICIAL PHOTOSYNTHESIS

Speaking of mimicking plants, scientists and technologists are working together to mimic the effects of photosynthesis through technology. The solutions are expected to amalgamate both sunlight and Carbon Dioxide to create usable energy—a form of Carbon Capture that will provide further resources.



9. MOLTEN SALT ENERGY STORAGE

Heat is one way in which energy can be stored, meeting a gap in the energy sector that must be filled to reach a renewable energy future. It has been noticed that salt has particularly good characteristics for heat storage, making it a great base for capturing and holding energy.



10. BIOMIMICRY

Mimicking plants and the natural environment is a method of sustainability that is only dreamt of. Scientists are working to capture the regenerative functions of plants and animals, similar to healing a wound or sealing a cut made when pruning a plant. This technology could be used in fibres to enable cuts to patch up minor holes and tears.



PROJECT: UPCYCLED GLASS BOTTLE PLANTERS

BY: ZAKI MOHAMMED, DP 1



MATERIALS REQUIRED:

- Sandpaper
- Gloves
- Safety glasses
- Newspaper or drop cloth
- Gravel or small rocks
- Succulent plants
- Glass bottles (Choose ones with interesting shapes and designs.)
- Spray paint (Eco-friendly, if possible.)
- Soil

TIPS BEFORE YOU START:

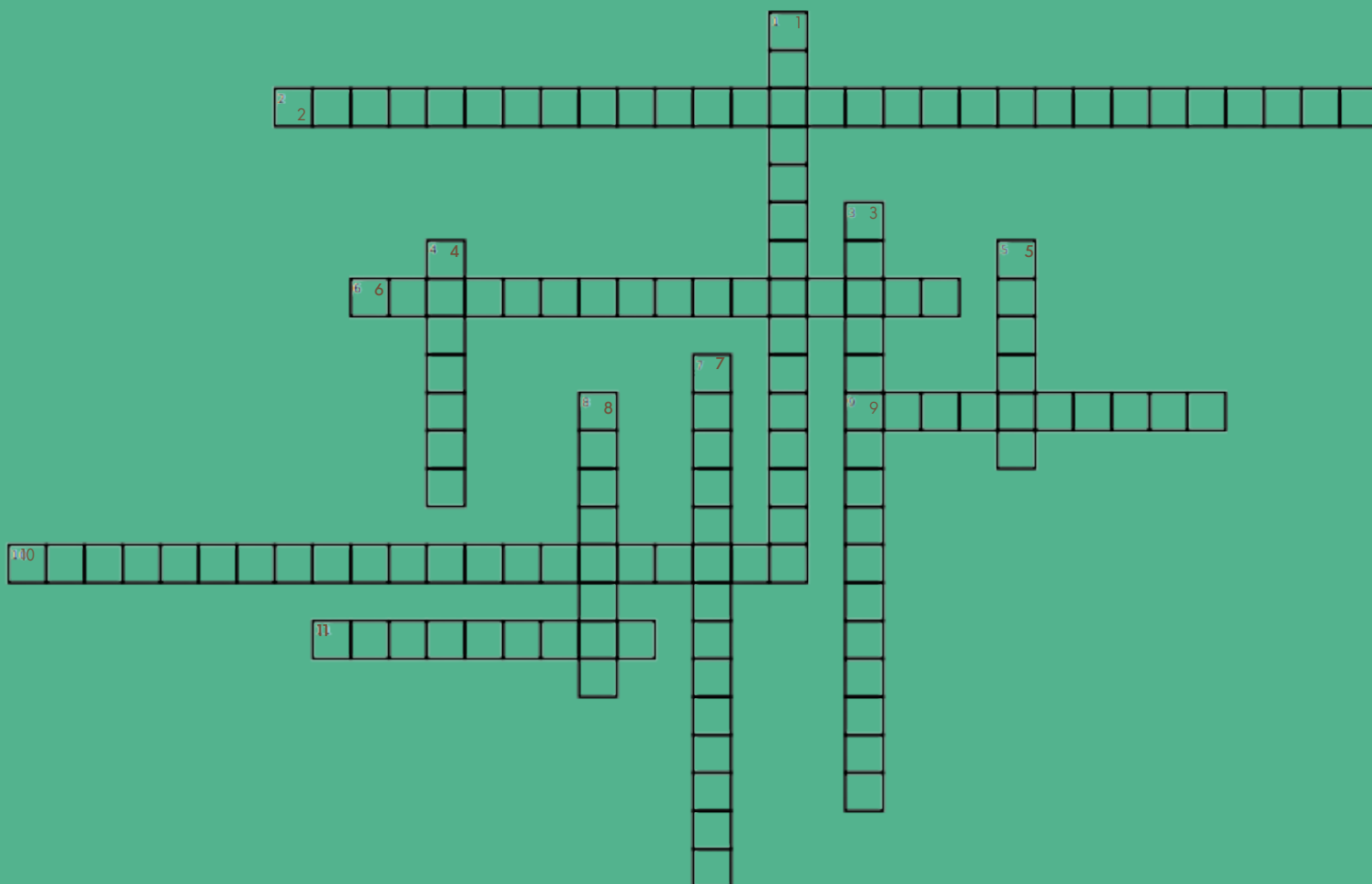
- If you're having trouble getting the paint to stick to the glass, try using a primer first.
- If you're worried about the paint not being eco-friendly, look for spray paints that are labelled as low-VOC or zero-VOC.
- Don't overwater your succulents; they prefer dry soil and can be prone to root rot if they sit in water for too long.

STEPS

- Gather your materials and choose the bottles you want to use. Then, wash them thoroughly and let them dry completely.
- Put on your gloves and safety glasses. Lay out the newspaper or drop cloth in a well-ventilated area.
- Spray paint the bottles with your chosen colour. Make sure to hold the can about 6–8 inches away from the bottle and spray in a sweeping motion to avoid drips. Let them dry completely.
- Once the paint is dry, use sandpaper to gently distress the bottles to give them a vintage, weathered look.
- Add a layer of gravel or small rocks to the bottom of each bottle to help with drainage.
- Fill the bottles about halfway with soil.
- Add your succulent plants to the soil. Make sure to choose ones that are well-suited to the amount of sunlight and humidity in your home.
- Add a layer of sand or decorative rocks on top of the soil to help with moisture retention.
- Water your plants lightly and place them in a sunny spot in your home.
- Enjoy your upcycled glass bottle planters, and remember that they make great conversation pieces and are a sustainable way to add greenery to your space.

CROSSWORD

BY: PRATYAKSH SINGH, DP 1



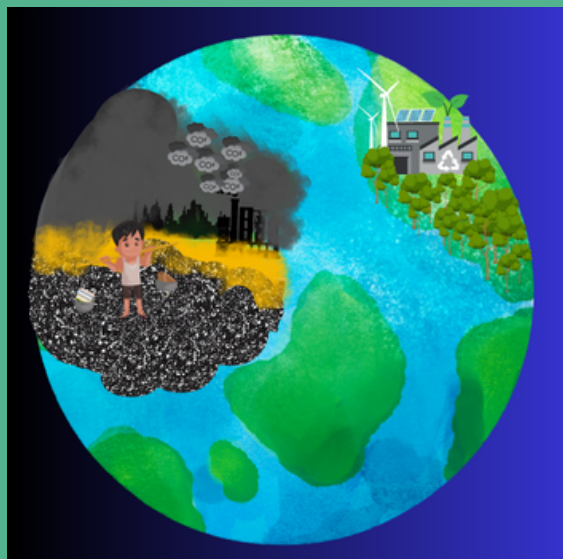
Across:

2. Management concept whereby companies integrate social and environmental concerns in their business operations. (9,6,14)
6. Business with specific social objectives that serve its primary purpose. (6,10)
9. How much a company or organization can produce as it relates to the amount of time, money and resources needed. (10)
10. A group organized for purposes other than generating profit. (3,6,12)
11. A person who buys goods and services from a firm in exchange for money or something else in value. (9)

Down:

1. The perception that customers, employees, partners and others have of a brand. (5,10)
3. An accounting framework with three parts: social, environmental and economic. (6,6,4)
4. The study of organisms and how they interact with the environment around them.(7)
5. The branch of knowledge that deals with moral principles. (6)
7. Meeting the needs of the present without compromising the ability of future generations to meet their needs. (14)
8. A group of businesses that are related in terms of their main activity. (8)

STUDENTS' SECTION



Business is not only about profits, but also about creating an impact on society which can be achieved by maintaining a balance between the ecological, social and economic needs of people today and for the future.

This cartoon depicts the unethical corporate world where the owners are quids, but behind all is the harsh reality that businesses are earning by polluting the environment. Ecological unsustainability is the exhaustion and overexploitation of resources which leads to a lack of resources for future generations. These companies may be lucrative but in the long run, they would be unable to maintain their economic sustainability due to ecological unsustainability. This will continue till they adopt more sustainable business practices such as recycling, cradle-to-cradle, green technology etc.

BY: DITI JAIN, DP 1

BEST OUT OF WASTE ACTIVITY

BY: HANA AGGARWAL, DP 1

The students of MYP 1 to MYP 4 and DP 1 engaged in the 'Best out of Waste' activity which was organised by the members of Consumer Chronicle to launch this edition of the magazine among the students and spread the need for sustainability. This activity entailed students making a product out of the waste material that they collected and then pitching it in the form of a presentation pitch deck, which was supposed to be completed within 30 minutes in a maximum group of 5 members. The waste material consisted of food waste, paper, plastic, rags, metal and glass, et cetera, however with an exception of any hazardous waste, such as electric light bulbs, batteries, automotive parts, medicines and any chemicals. There will be winners announced post all the grades have taken part in this activity based on a verdict from the panel of jury which consisted of both art and business teachers to keep it fair.

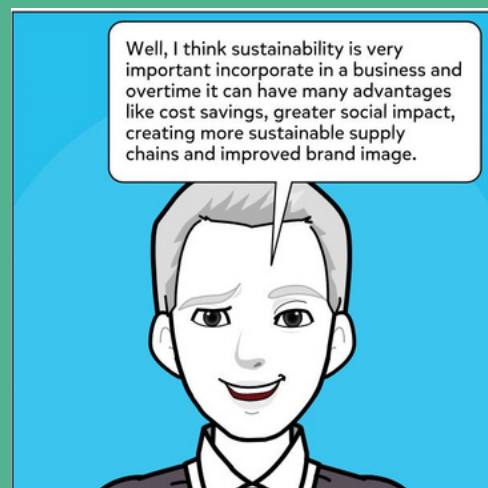
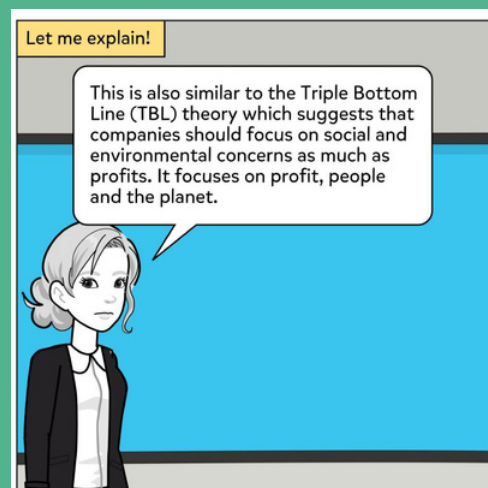
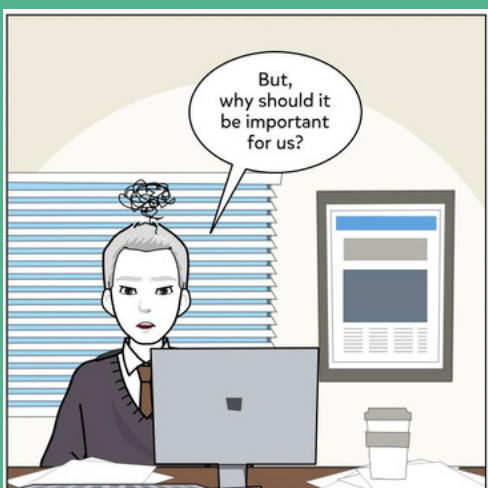
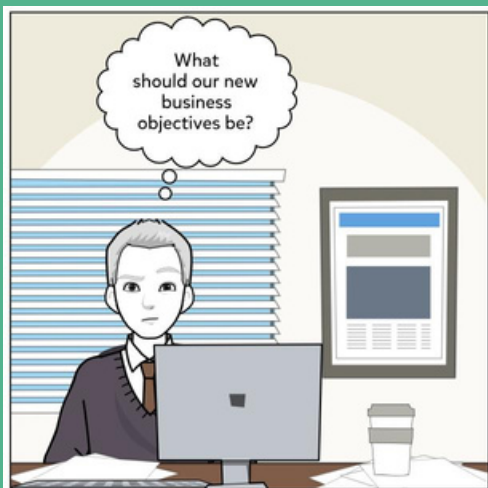
All the students were extremely enthusiastic and invested in this activity. They worked in groups independently, and came up with creative and unique products which left everyone amazed. The pitch decks were also detailed, persuasive and professional looking. Looks like we have some future entrepreneurs and change-makers!

At the end of the activity, it seemed as if the students understood the essence of this edition of the newsletter and the need to be sustainable. Above and beyond this, they discovered that being sustainable isn't a burden, and in fact a testament to our abilities to be creative to make the best use of the scarce resources available to us. They all recognised that one man's trash is indeed another's treasure.



CARTONEMICS

BY: SHAURYA AGGARWAL, DP 1



WHAT IS YOUR OWN ECONOMY LIKE?

BY: YASHIKA AGGARWAL, MYP 4

Based on your choices, the quiz will generate a unique economy and provide you with information about your GDP, unemployment rate, and other relevant economic indicators. You can also play around with the options to see how they impact the economy. Have fun!

Choose your country:

- a) United States
- b) China
- c) India
- d) Japan

Choose your industry:

- a) Technology
- b) Agriculture
- c) Healthcare
- d) Finance

Choose your economic model:

- a) Capitalism
- b) Socialism
- c) Communism
- d) Mixed Economy

Choose your currency:

- a) US Dollar
- b) Chinese Yuan
- c) Indian Rupee
- d) Japanese Yen

Choose your tax rate:

- a) 0%
- b) 10%
- c) 20%
- d) 30%

Choose your government spending:

- a) Defense
- b) Education
- c) Healthcare
- d) Infrastructure

Choose your interest rate:

- a) 0%
- b) 2%
- c) 5%
- d) 10%

Choose your inflation rate:

- a) 0%
- b) 2%
- c) 5%
- d) 10%

Here's an example of a completed quiz based on the prompts given:

United States, Technology, Mixed Economy, US Dollar, 20%, Infrastructure, 2%, 2%.

In this scenario, you are creating a technology-based economy in the United States with a mixed economic model. The currency is the US dollar, with a tax rate of 20% and a focus on government spending on infrastructure. The interest rate and the inflation rate is 2%.

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ORGANISATIONAL STRUCTURE

