

Environment project: topic ideas

- Organic food.
- Recycling/garbage sorting.
- Corporate greenwashing.
 - A company that seems green, but isn't.
 - The phenomenon itself.
- Fast fashion.
 - The phenomenon.
 - Brand(s).
- Everyday deeds that protect the environment.
- A company's (shop's, restaurant's) approach to environmental issues.
- Effects of pollution.
- Environmental seals/labels.



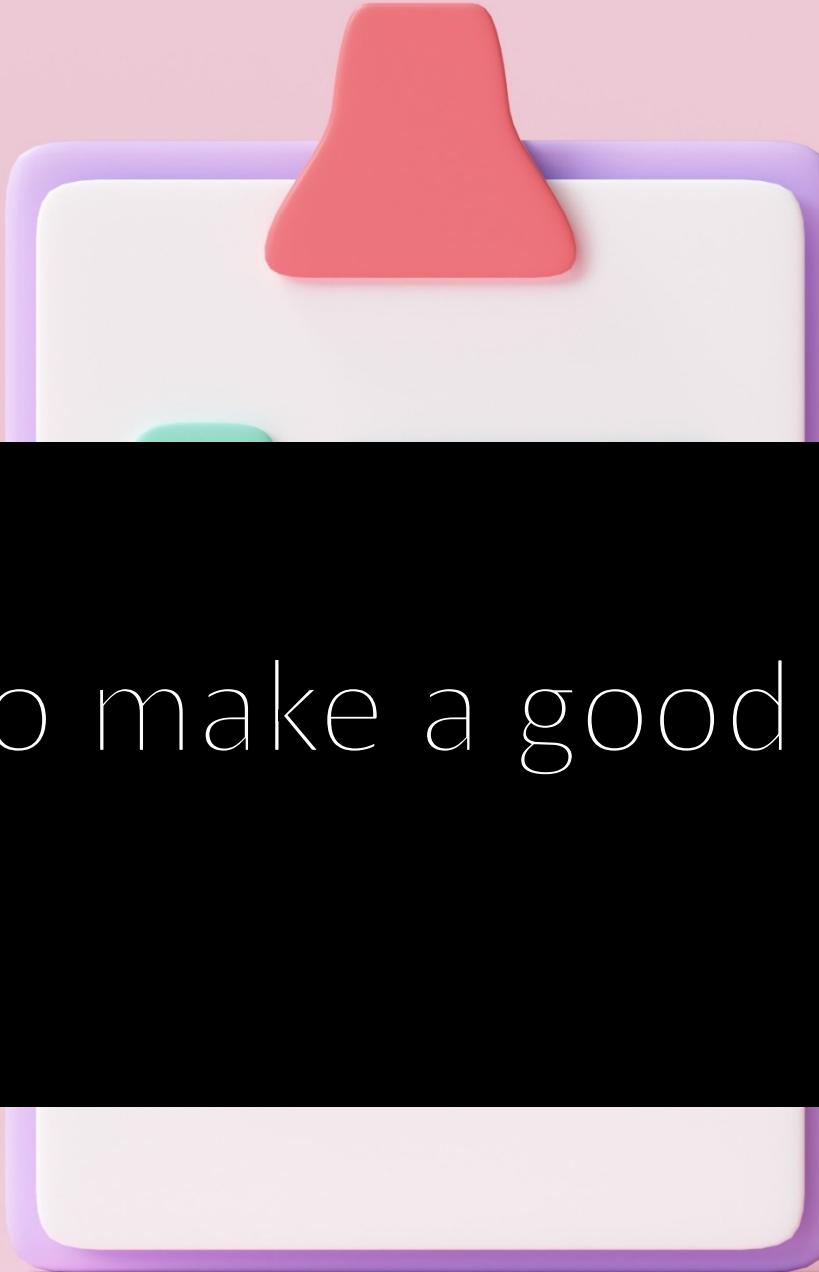
What will the project involve?

- **Finding facts** (including pictures, infographics) about the topic at hand.
 - preferably sources in Swedish or Finnish and then *written in English in your own words!*
- Creating a **small survey** about your topic. (Approx. 3-5 questions.)
 - Purpose: to find out people's **opinions** and/or **habits** connected to your chosen topic.
 - Size/scope: approx. **15-20 respondents** (within the school is fine)
 - NOTE: present/comment on the results of the survey in the project.
- An English-Swedish **glossary of 6-8 new and relevant words**.
- **Correctly sited sources.**
 - may be put on a different page or as a comment when you submit your project.
- A self-assessment.

What will the result of the project be?

- **A factsheet** that
 - has clearly structured information
 - includes **pictures/infographics**.
 - clearly **explains and defines your topic**.
 - presents/comments on **the results of your survey**.
 - includes a **glossary**.
 - includes **correctly cited sources** (on a separate page).



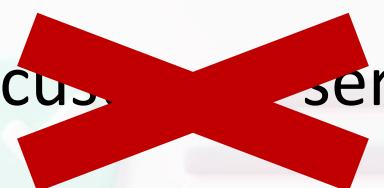


How to make a good survey

1. Use close-ended & multiple choice questions

- More focused & quicker.
- Open ended questions are usually harder to answer: close-ended multiple choice questions give the respondent options and helps them answer.
- Example: How often do you throw garbage in nature?
 - Every day
 - (Weekly)
 - Now and then
 - (Seldom)
 - Never

2. Ask one question only at a time

- "How would you rate our customer service and our products?" 
- "How would you rate our customer service?"
- "How would you rate our products?"

3. Favour neutral questions

- Avoid including an opinion in the question
 - "How ~~fantastic~~ do you think our customer service is?"
 - Excellent
 - Very good
 - Good
- Instead be open for different opinions
 - "How would you rate our customer service?"
 - Excellent
 - Very good
 - Good
 - Needs improvement
 - Poor

4. Consider your answer options carefully

- Make sure the answer options reflect different opinions.
 - Excellent
 - Very good
 - Good
 - Passing/OK
 - Poor
- Also consider whether the respondent should give **one answer only**, or if they can **choose multiple answers**.
 - "Which of the following products have you bought in the last month?"
 - "Which of the following brands have you bought in the last month?"