



Lecture 3: Socio-Ecological Problems

Episode 3: The Story of Stuff

Prof. Dr. Frank-Martin Belz Technische Universität München TUM School of Management





Lecture 3: Overview



Source: Belz and Peattie 2012, p. 30





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.

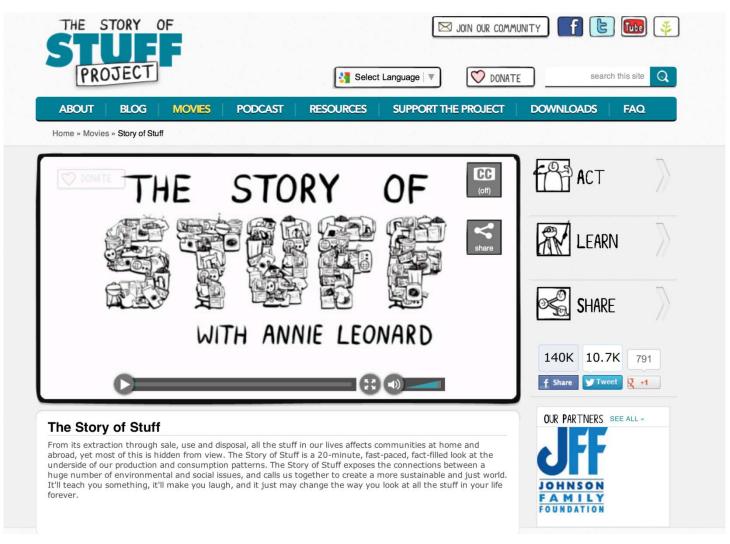
Learning Objective 3:

See the bigger picture of production and consumption.





Story of Stuff



Source: 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





In Cooperation











