

Promote a Local Business

Local businesses provide jobs and keep your local economy going. Design a poster promoting these companies and their work.

Section: All
Time: 1 hour
Where: Home, Den



PLAN

A thriving local economy is important for the future of all communities, whether that is a rural area, a town or village, or part of a city. This is a chance for scouts to understand the value of this, and take practical steps to support their locality. It can be difficult to see the importance of a local shop, particularly as virtual services continue to grow, so have the scouts imagine their community with no businesses at all. What would this mean for being able to buy things when they need them, or even just be able to see what they are purchasing? What would it mean to them if they automatically had to move away to get work? Next, turn the conversation back around and look to the new opportunities for decent jobs for people. Could new businesses be set up from home? Could people do remote-work from home? What about existing businesses going online for the first time?

Materials

Art materials and paper or cardboard. Always consider other sources of paper, rather than buying new.

DO

The scouts might decide to link all of their posters by having a single slogan that they use across the whole lot. Something short and catchy, encouraging people to support their locality would be great. Get on and make the posters, using design, creativity, humour and encouragement to get the message across. Once the posters have been made the scouts need to get permission to stick the posters up on notice boards for example the local supermarket or the library, or in their own windows at home. It is important that the scouts are a part of asking local shops permissions and then stick up the posters themselves.

REVIEW

Discuss the importance of local stores with the scouts. Perhaps they have parents or family members working locally. Circle back to the initial discussion of what it would be like without local businesses to provide services and jobs, and compliment the scouts on taking action to help secure those jobs. Did this activity change the scouts' understanding of why supporting local business helps the whole community?



In a nutshell...

- Discuss the value of local businesses to an area
- Design posters to promote business and put them up
- Imagine a future with no local businesses, and a future with a thriving local economy



Follow-on

Look at similar communities in other parts of the world. Do they have the resources and supports needed to keep decent jobs in their own localities? What could be done at a local, national or international level to help them? You could also explore the idea of what is a "decent" job in the first place? What are working conditions like, and what is the rate of pay?



SDG 8 Decent Work and Economic Growth

SDG 8 seeks to promote decent job creation, entrepreneurship, creativity and innovation, and encourage the growth of micro-, small- and medium-sized enterprises. Scouts can recognise that the economy of their future is made up of all kinds of businesses and that every community around the world needs strong local support.



Find out more!

Visit - www.betterworld.ie

Contact us - sustainability@scouts.ie

Produced by the Scouting Ireland Sustainable Scouting Team