

LEVEL	3
LEARNING OUTCOME	LO1: Students can analyse their strengths, competences and moral compass in their own environment
SPECIFIC LEARNING OUTCOME	Students can explain social responsibility as a future professional and as a citizen
KEYWORDS	Social responsibility, professional, blog
INTRODUCTION	Students write a blog about a sustainability topic that relates to the study programme. They start from an article, video, documentary, website... They briefly describe what it is about. The second part of the blog is their own opinion on the subject. Afterwards they have to react on the blog of other students, so that discussion and critical thinking is stimulated.



HOW TO WORK WITH THIS MATERIAL

Step 1: Create an account on a website e.g. Tumblr where students can write their blog.  
 Step 2: Give students some instructions on how to write a blog and explain the exercise.  
 Step 3: Give students time to react on each other's blog.  
 Step 4: In a reflection moment you can listen to the experience of the students

TIMING

2h



# Introduction and theory:

Students write a blog about a sustainability topic that relates to the study programme. They start from an article, video, documentary, website,... They briefly describe what it is about. The second part of the blog is their own opinion on the subject. Afterwards they have to react on the blog of other students, so that discussion and critical thinking is stimulated.



# Exercises:

**Step 1** Create an account on a website e.g., Tumblr where students can write their blog.

**Step 4** In a reflection moment you can listen to the experience of the students

**Step 2** Give students some instructions on how to write a blog and explain the exercise.

**Step 3** Give students time to react on each other's blog.



# Writing a blog



# Goals

- Learn to share your opinions with others on the basis of professional literature
- Being able to formulate arguments based on professional literature
- Summarize and structure your own views on sustainable development and retail



## Writing a blog

- Step 1: Choose an article, website, debate, opinion piece, video, lecture, workshop, ... about a topic that fits within the theme of sustainable development and about which you want to give your opinion
- Step 2: In your blog you summarize briefly and concisely what your chosen material is about. If possible, add a hyperlink or other reference. This will allow the reader to read or view the original piece for themselves
- Step 3: In part two, you give your own informed opinion on the chosen topic. Give your view on the topic and reinforce your arguments by referring to other experts, articles, videos,.....

# Writing a blog

- Step 4: In addition to writing your own blog post, you will respond to a fellow student's article at least twice. You can give your own opinion on the article, engage in discussion or refer to other supplementary material.
- Step 5: Post the link to your blog on the Tumblr page as well
- Your blog post consists of at least 400 words.





# Evaluation

- You write your blog on:
  - Tumblr: Retail mindset and sustainability
- Deadline:
  - Writing blog November 16
  - Writing responses November 23
- Evaluation:
  - Both blog and response will be evaluated on content and form