

## **Activity: Sustainability and Ethical practices fill-in-the-blank exercise**

### **Goal:**

To reinforce understanding of sustainability and ethical practices in e-commerce.

### **Objective:**

By the end of this activity, students will be able to identify key concepts related to sustainable and ethical practices in e-commerce.

### **Activity Description:**

Students will complete a fill-in-the-blank exercise focused on the key ideas related to sustainability and ethical practices in the context of e-commerce.

### **Instructions:**

1. **Distribute the Fill-in-the-Blank Worksheet:** Hand out a worksheet containing sentences with missing words related to sustainability and ethical practices.
2. **Complete the Exercise:** Instruct students to fill in the blanks using the word bank provided.
3. **Review Answers as a Class:** After completing the exercise, discuss the answers together and encourage students to share their thoughts on the importance of sustainability in e-commerce.

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## **Fill-in-the-Blank Worksheet: Sustainability and Ethical Practices in E-Commerce**

### **Word Bank:**

- sustainable packaging
- corporate social responsibility
- eco-friendly
- transparency
- carbon footprint
- ethical suppliers
- consumer demand
- loyalty

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1. As consumers become more environmentally conscious, there is an increasing \_\_\_\_\_ for sustainable and ethically produced products.
  2. E-commerce businesses are adopting \_\_\_\_\_ practices, such as using \_\_\_\_\_ to minimize waste.
  3. Reducing the \_\_\_\_\_ is an important goal for many companies aiming to decrease their environmental impact.
  4. Sourcing products from \_\_\_\_\_ helps ensure that the items are produced under fair labor practices.
  5. Brands that prioritize \_\_\_\_\_ and ethics foster \_\_\_\_\_ and long-term success by resonating with modern consumers.
  6. \_\_\_\_\_ about production processes and initiatives is crucial for building trust with consumers.