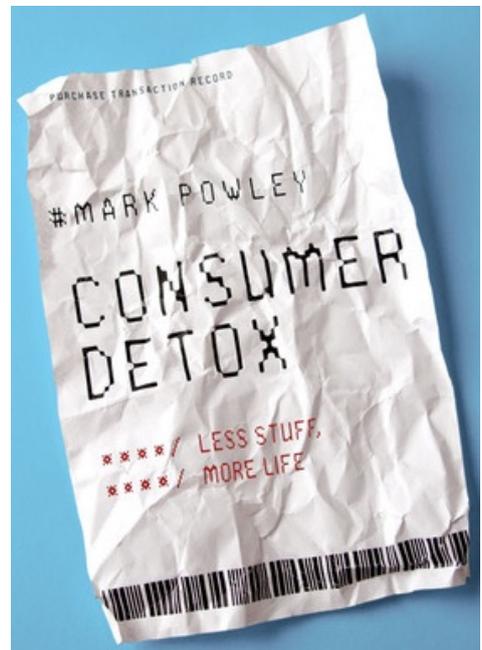


Week 1.

- Do you have a special interest or belong to a group with a particular identity?
- Read 1 John 3:1-3 through several times - if possible in different versions of the Bible.
- What things stand out for you from these verses?
- Read the quote opposite. How does consumerism spill over our boundaries?
- What makes us consumers?
- How might your true identity be subtly disguised by the trappings of consumerism?

'Freedom to live an undefeated life involves finding a relationship in which we are safe, secured by an unconditional regard & affection, an unbroken attachment, that holds us despite the threats we face. A relationship in which we are defended by 'Another' rather than by our own strategies.'

- How might the verses in 1 John help us live with our personal vulnerabilities without recourse to what we buy?
- Is consumerism sustainable? What about those who cannot afford a 'consumer identity'?
- What would happen if we changed our shopping habits? What pressures are at work in society to keep us buying stuff?
- Pray for those who feel trapped by the forces of consumerism. For those excluded or who have been damaged by consumerism.



I am not what I buy

Consumerism is 'more than what we do; it's about how we think.....We live in worlds of our own choosing.....We adopt a "lifestyle".....Consumerism spills over any boundary we care to put around it.'

- During the coming week, try & think about why you buy particular products. Are you subconsciously supporting / promoting your 'image', your beliefs, your status or perceived identity?
- Which 'consumer tribes' do you identify with? Eg. Sailing, Countryside, Ecology etc.
- * A 'consumer tribe' is a group with a particular identity supported by products that readily distinguish them from others.

©

