



# 7 Truths About Seventh Generation

## Alternative Designs

See the Additional Activities section for instruction on the activities used in these designs. An asterisk (\*) means that there is a separate instruction sheet for the activity.

### Module Expansion

Approximately 45 minutes

Opening the Front Door .....	:05
7 Truths about Seventh Generation (video).....	:10
Hammering Out the Details .....	:05
Our Approach to the 'Fine Print' .....	:05
Environmental Savings Statements* .....	:05
Bringing it Home .....	:05
Q&A .....	:10

### Lunch and Learn

Approximately 60 minutes

Opening the Front Door .....	:05
7 Truths about Seventh Generation (video).....	:10
Hammering Out the Details .....	:10
Our Approach to the 'Fine Print' .....	:05
Environmental Savings Statements* .....	:05
Don't Say "Don't" .....	:10
Bringing it Home .....	:05
Q&A .....	:05

### Learning Seventh Generation's Products

Approximately 50-60 minutes

Opening the Front Door .....	:05
7 Truths about Seventh Generation (video).....	:10
Hammering Out the Details .....	:05
Our Approach to the 'Fine Print' .....	:05-:10
Seventh Generation in Your Store .....	:10-:15
Bringing it Home .....	:05
Q&A .....	:10

### Becoming an Inspired Protagonist

Approximately 40-60 minutes

Opening the Front Door .....	:03-:05
7 Truths about Seventh Generation (video).....	:10
Our Approach to the 'Fine Print' .....	:05-:10
Environmental Savings Statements* .....	:05-:08
Don't Say "Don't" .....	:07-:12
Bringing it Home .....	:05
Q&A .....	:05-:10