SED Workshops – Program for Rural IEDs

Workshop #1 - This is who we are

Description: Students will identify the cultural similarities of the values and products of both USA and Colombian culture.

Objectives:

- Analyze how a product or service can fit into two different cultures
- Determine the values and products in common in both Colombia and the USA

Workshop Description

1. **Warm-up: Two worlds mix (15 min)**

In groups of 4 people, students will play a game that consists of combining two elements (products, brands, events, traditions, handcrafts, sport events etc.):

- A traditional element from their region
- A traditional element from the US

To complete this game, they must mention at least 3 combined products.

Example:

- Festival de la papa + Super Bowl = Super Mash Potato Bowl
- Café campesino + Starbucks = Colombian Star Coffee

Additionally, once they have mentioned the combined products, students will discuss the following question.

- How does a product's design change according to their customers?

2. **Activity #1: From my hometown to the world (25 min)**

In groups of 4 people, students will develop 3 quick ideas of a product or service that takes advantage of the local resources. To do this, students must consider the following elements:

- Target public
- How much does it help the community?

The idea is that students can draw those quick ideas in a piece of paper divided into 3 sections, one per idea.

Once the students have finished the drawings and ideas, they will show them to a different group by mentioning the previously mentioned elements.

To finish this activity the following questions will be shown to the students:

- Can one of these ideas fit into the USA market? Why/Why not?

3. Activity #2: In the USA style (20 min)

In this activity the following posters will be shown to the students:









Link to the posters:
https://www.canva.com/design/DAHDCy0r1tw/TPxRnDeF__ROHRRXpgAXqQ/edit?utm_content=DAHDCy0r1tw&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

These posters show the most consumed brands in both Colombia and USA

The intention of this activity is that students can have a look at the products that are consumed in the two countries and have an idea of what are the elements that are more required by the customers.

To avoid any confusion from the students about the different brands shown in the posters, the teacher must explain to them what they sell.

When students have had clear the different brands and products that are more sold in both countries, they will discuss the following questions:

- What things do they have in common?
- What things are different?

Once they have seen these two things, they will share their opinions openly so that there can be a class discussion.

To finish this activity the following question will be displayed to the students:

- Can you relate a product or brand with a feeling? Which one, and how?
- Can a product have a meaning? E.g.: family, love, energy, power, friendship, warm, cold, etc.
- Do the products in Colombia and USA have the same meaning? Why/why not?

Finally, after students had discussed these questions, the teacher will mention how the products and brands evoke different meanings in people, and depending on the country/culture those meanings change; both cultures focus on different aspects, which is related their lifestyles and values.

4. **Activity #3: Colomboamerican mix (35min)**

For this activity the students will watch these videos first:

- Colombian coffee: https://youtu.be/io5xmlaPIJ0
- USA Coffee: https://youtu.be/DvDQQO1w03U (from minute 0:00 to 0:57)

After students have watched the videos, the teacher will ask the feelings and meanings evoked by the videos. Additionally, the teacher will ask what are the Colombian values (related to their products and brands), and students will mention as many as they think are part of it (this will be repeated but with the USA). It is highly recommended that the values mentioned for both cultures are written on the board, so that students do not struggle remembering them later.

Once the values of both cultures have been mentioned the students will use their Logbooks to complete the section that corresponds to this workshop, in which they have to draw and write the products, and values of each country, and determine the ones they have in common.

To complete this activity (and workshop), the following questions will be shown to the students.

- What is the relation between products/brands and values?
- Can you think of a product or service that can be in both markets, and evoke the same values?

These questions must be discussed between students with a final open participation.

5. **Survey (5min)**

Students will complete the workshop survey

6. **References**

- YouTube. (n.d.-a). Youtu.Be. Retrieved March 10, 2026, from https://youtu.be/io5xmIaPIJ0

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- Gómez, C. (2025, September 17). Estas son las 20 marcas más amadas por los colombianos, según el Brand Love Index 2025. Portafolio. https://www.portafolio.co/negocios/estas-son-las-20-marcas-mas-amadas-por-los-colombianos-segun-el-brand-love-index-2025-639975

- Which consumer goods do Americans buy most? (2015, May 12). Investopedia. https://www.investopedia.com/ask/answers/051215/which-consumer-goods-do-americans-buy-most.asp

- YouGov. (n.d.). Yougov.com. Retrieved March 10, 2026, from https://yougov.com/en-us/ratings/brands