

10 Environment

Carbon footprint

good intentions and ethics



Start up

- 1 Work with a partner. Look at the pictures and discuss the most important things to consider when you buy these things. Think about quality, price, who made it, where it's made, etc.
- 2 Tell your partner what environmental issues people think about when they buy these products.

Reading

- 3 Work in groups of three and choose one text each. Quickly read your text and then tell your group what the main idea is.

Meals-on-wheels



Santropol Roulant is an organisation providing healthy, sustainable meals to Montreal citizens who cannot leave their own home. Instead of relying on cars or vans like traditional Meals-on-Wheels, they deliver on bicycles. But cutting emissions from their delivery wasn't enough for the organisation. They hired Natural Step (a non-profit research and education group) to help further **reduce** their environmental impact. Now they grow fruit and vegetables in organic gardens on top of buildings, and **recycle** their food waste in basements using worms. The compost is given to urban farmers to **support** them starting their own gardens.



sustainable – able to continue for a long time at the same level. Often linked to not damaging the environment.

emission – a substance such as a gas that goes into the air. Often linked to gases that damage the environment.

organic – produced without chemicals

carpooling – sharing cars with other people

Fix-it



At Amsterdam's first Repair Café people can bring in whatever they want to have **repaired**, at no cost, by volunteers who just like to fix things. Around 30 Repair Cafés have started across the Netherlands. Neighbours **donate** their skills and labour for a few hours a month to mend clothing, coffee makers, broken lamps, vacuum cleaners and toasters and much more. Martine Postma, a former journalist, started the idea to stop people throwing away so much. 'The things we throw away are usually not that broken. There are more and more people in the world, and we can't keep handling things the way we do. I had the feeling I wanted to do something, not just write about it.'

The Repair Café Foundation has received enquiries from France, Belgium, Germany, Poland, Ukraine, South Africa and Australia for help starting similar schemes.

9th May 2012 ©The New York Times

Car share



Australian based start-up Jayride helps you get from A to B, suggests car sharing, or carpooling, as well as buses, and other options if there are no carpools available. Since 2008, Jayride has been one of Australia's leading sources of carpooling. Jayride collaborates with music festivals to solve transport problems – 3,000 cars carpooled to Splendour in the Grass festival. They also help tourists see sights in ways that are greener and more fun. To date, they have about 7,000 members who've shared 80,000 rides. Consistent carpoolers save 1.38 tonnes of carbon emissions a year and about \$2,400. By helping Australians fill empty seats in cars, buses, trains and ferries, Jayride helps reduce traffic and the nation's need for fuel.

4 Read all of the texts and answer the questions.

- 1 Where do Santropol Roulant grow some of their food?
- 2 What do Santropol Roulant do with their waste?
- 3 How many Repair Cafés are there in the Netherlands?
- 4 Who started the Repair Café and why?
- 5 How many members does Jayride have?
- 6 How much money can people save per year?

Vocabulary

5 Complete the questions with a highlighted word from the text in 3.

- 1 Do you try to your carbon footprint?
- 2 How do you try to energy?
- 3 Have you ever car?
- 4 Do you your skills to help others?
- 5 Do you any green charities?
- 6 Do you know if your company with any green organisations?
- 7 Is it common to waste in your country?
- 8 Do you get things or do you throw them away?



6 Work with a partner and answer the questions in 5.

Listening

7 10.1 Listen to Marcus Dowse talking about a 'go-green' initiative in his company. Tick (✓) the things his company tried.

bike scheme	car pooling	growing vegetables	recycling
reducing printing	turning off appliances		

8 Listen again and answer the questions.

- 1 What was the percentage reduction in cars on site?
- 2 How much energy does turning off appliances save?
- 3 Why didn't the bike scheme work?
- 4 What's the main benefit of growing vegetables?

Speaking

9 Discuss with a partner which things in 7 would work in your workplace.



Start up

- Look at the picture of a traditional British meal and discuss the questions with a partner.
 - Could you buy most of these ingredients in your country?
 - How many kilometres do you think the average Sunday lunch travels to get to the dinner plate in Britain?
 - 500
 - 7,000
 - 20,000
 - 30,000

Check your answer on page 99.

- Do you know where the food you buy is produced?



- Look at the things you have in your pockets and in your bag. Tell your partner where they were made.
- Discuss with your partner the advantages and disadvantages of buying local products.

Reading

- Read the article and choose the best title.
 - Italian food
 - Made in Italy
 - Where to shop in Italy

Gorgonzola

Gorgonzola has reportedly been produced in the town of the same name since 879. Today, it's mainly produced in the northern Italian regions of Piedmont and Lombardy.



Lavazza

The coffee company was started in 1895 in Turin. The goods on sale are produced or processed directly at the shop: soap, spirits, oil, spices and, of course, coffee. The headquarters are still in Turin, but today the coffee's sold in over 90 countries.



Balsamic vinegar

Balsamic vinegar has been made in Modena and Reggio Emilia since the Middle Ages: the production of the balsamic vinegar is mentioned in a document dated 1046. The names 'Aceto Balsamico Tradizionale di Modena' and 'Aceto Balsamico Tradizionale di Reggio Emilia' are protected by the European Union's Protected Designation of Origin.



Gucci

Gucci was established in Florence in 1921. While many Italian brands have separated from their Italian roots, even today Gucci is strongly linked to Italy's Tuscan region. 100% of its leather goods, shoes and ready-to-wear are still produced in its Florence workshops.



Vespa

Vespas were first made in Pontedera. Nearly 140 versions of the Vespa have been made. Vespas haven't always been manufactured only in Italy; they have been manufactured all over the world.



Bread

Italy has many regional breads. In Sardinia, the most popular bread is called 'carasau'. It's thin, round and crisp so that it can be kept and used for long periods.




Ceramics

Caltagirone is known as the 'the city of Sicilian ceramics' due to its 1,000-year-old tradition. They are still popular objects to collect, use or give as a present today and are produced by 150 studios and around 600 people.



- 5 Read the article again and answer the questions.
- 1 How many types of Vespa have been manufactured?
 - 2 How long has balsamic vinegar been made for?
 - 3 How many people are employed by the ceramic industry in Caltagirone?
 - 4 Where's Lavazza coffee sold today?
 - 5 Where's Gorgonzola mainly produced today?
 - 6 Can Carasau be kept for a long time?
 - 7 Where's Gucci linked to in Italy?

Say it right

- 6 Find the words in **bold** below in the text in 4. How do you think the pronunciation is different in each case?
- 1 The farm's **produce** is sold at local markets.
 - 2 The ceramics have many different **uses**.
 - 3 Many local products are sold in **separate** shops and not big stores.
 - 4 Some people **object** to so many goods being imported.
 - 5 They **presented** her with a Gucci bag.
- 7  10.2 Listen and check. Go to page 127 to see the full audioscript

Grammar

Passives

The passive is formed with different tenses of the verb *be* + the past participle

Today, it's mainly **produced** in the northern Italian regions of Piedmont and Lombardy.

Gucci **was established** in Florence in 1921.

Balsamic vinegar **has been made** in Modena and Reggio Emilia since the Middle Ages.

More and more products **are being given** a protected status.

It's used to focus on when, where or what was done rather than who did it.

»» GRAMMAR REFERENCE PAGE 112

- 8 Complete the sentences with the correct form of the passive.
- 1 Most products in the world today (manufacture) in China.
 - 2 The majority of olives (grow) in Spain.
 - 3 The first Mercedes-Benz vehicles (produce) in 1926. The cars (produce) in Germany since then, but today they (also / make) in nearly twenty other countries.
 - 4 Most pistachios (grow) in Iran, but the majority (consume) in China.
 - 5 Coffee came to Mexico at the end of the eighteenth century, but it (not / export) in great quantities until the 1870s.
 - 6 Petroleum products (use) for centuries. Today, most petroleum (drill) for in Saudi Arabia.
 - 7 Many industries in the UK (affect) by strong competition from other countries. Today, the economy (base) on services.
 - 8 More water per person (use) in the UAE than in any other country in the world.
- 9 Think about a product from your country and write sentences describing when, where and how it was made.

Speaking

- 10 Work with a partner and discuss the questions.
- 1 What products are made in your country? How long have they been made there?
 - 2 What foods are grown in your country? How long have they been grown there?
 - 3 Which regions are famous for different products?
 - 4 Do you buy local or seasonal products?
 - 5 Which cars or bikes are made in your country? Who are they used by?
 - 6 Which fashion brands are made in your country? Who are they bought by?



Start up

1 Look at the pictures with a partner and discuss any trends you know about in each sector.



2 Discuss the questions with a partner.

- 1 How important is it for each of these industries to keep up with consumer trends?
- 2 How important is it for your industry to keep up with consumer trends?

Reading

3 Discuss the questions with a partner and then compare your ideas with the text.

- 1 Which do you think is most important for the majority of people?

price products being natural quality

- 2 Are people prepared to pay more for organic, locally-sourced or fair trade products?
- 3 Do you think attitudes to 'green' products are the same across the world?

Going green

From beauty products to household goods and groceries, the terms 'green,' 'organic,' 'locally sourced,' and 'fair trade,' have begun to appear on more and more labels and ingredient lists within the last decade, but how important are these concepts? Euromonitor International surveyed in-country analysts and in-house researchers in 80+ countries across the globe to learn more about current local views of 'green' features and how these impact purchasing decisions. Here's what they found.

Green factors do influence many respondents' purchase decisions, but they're behind price and quality by a significant margin. 97% think that the quality of a product is a key feature and 85% feel just as strongly about price.

The term 'natural' is an essential factor to nearly 50% of analysts, making it as important as a strong brand. The survey shows that some other 'green' phrases (organic, locally-sourced, fair-trade) only affect about one third of respondents' purchasing decisions.

Only 27% of analysts actively feel the packaging of a product is significant.

Is the higher price justified?

Nearly 70% of respondents across the globe said they would spend more on a green product. Only 11% of respondents were not willing at all to spend more money for green features.

How the world sees 'green'


In the USA, Canada, Europe, and Africa, among others, respondents said that only wealthy people purchase green products. In North America, 'green' is trendy and no longer seen as a 'hippie' idea. Respondents from Latin America emphasised that it's more important for the younger generation. Respondents from Russia and non-EU countries highlighted the lack of available green products in their regions. Analysts in China recognised the organic trend, but feel it is very much still developing.

Factor	Percentage
Quality	97%
Price	85%
Friend/family recommendation	70%
Availability	65%
Natural	50%
Strong brand name	45%
Environmentally friendly	40%
Sustainably produced	35%
Fair trade	30%
Locally sourced	25%
Packaging	27%
Organic	20%

Source: <http://blog.euromonitor.com/2012/03/quick-pulse-green-buying-an-exploration-of-green-consumer-trends.html>

- 4 Read the text again. Are the sentences true or false?
- 1 Very few people are concerned about price.
 - 2 The term *organic* is more important than *natural*.
 - 3 Around one in four people are concerned about packaging.
 - 4 Most people won't pay a higher price for green products.
 - 5 Being green is fashionable in the USA and Canada.
 - 6 Being green is a youth trend in Latin America.
 - 7 Russians buy a lot of green products.
 - 8 People in China are becoming more concerned about green issues.

Listening

- 5  10.3 Zlatan works for a large supermarket chain. Listen to his report on a recent customer survey. What do the numbers refer to?
a 180% b 24% c \$500m d 110

- 6 Match the beginnings of the phrases 1–8 with the endings a–h.

1 Could you fill us in on	a previous years?
2 According to	b many surveys, the market for green goods is up 180%.
3 How does this compare to	c it's now 24% of our sales.
4 Roughly speaking,	d the details of the survey?
5 Can we look at the figures for	e the sales are worth \$500 million.
6 The end result is	f overall sales?
7 The main trend is	g for growth.
8 What's that in terms of	h the growth of our product range?

- 7 Listen again and check your answers.
8 Write the phrases in 6 in the correct column.

Asking for information	Reporting information

Speaking

- 9 Work with a partner to discuss further results of the survey. Student A, look at the table below. Student B, look at page 99. Ask and answer questions to complete the table.

	Survey results	Survey comments
Money spent on green food products	1	Most people said they spent more on green products today than five years ago
How often do you buy green food products?	Every day 30% Every month 20% Every week 40% Never 10%	2
Most common green products bought	Coffee 30% Snacks 10% Vegetables 40% Toilet paper 20%	3
Other green lifestyle choices	4	Energy-saving light bulbs are used more than any other energy saving product.
Age of green shoppers	Percentage of shoppers in each age category considered green Under 18 10% 18–25 30% 26–35 40% 36–45 35% 46–55 30% 55+ 10%	5


Scenario: Going green

- 1 Look at the reasons a company might choose to have a green policy. Which ones do you think are most likely and why?

good for public relations reduce environmental impact save money

- 2 Wayland surveyed its employees to get suggestions for making their company greener. Look below at some of the most common problems and discuss with a partner which ones you think your company could try to resolve.

Problem	Percentage of staff
Too much paper is wasted.	
Too much non-work waste is produced, e.g. food packaging, magazines and drinks cups.	
Not enough waste is recycled.	
The heating's left on for too long.	
Too much energy is lost in the building.	
Lights are left on too frequently.	
Too many people drive to work.	

- 3  10.4 Listen to the results of Wayland's survey and complete the table in 2.

- 4 Read the schemes Wayland are planning and answer the questions.

- Which schemes focus on cutting energy use?
- Which ones will possibly save the company money?
- Which ones do you think will be good for publicity?
- Which ones cut waste?
- Which ones will cost the company money?



Living roof
Growing a garden on our office roof is simple to do and has many environmental benefits. The building is better insulated from heat loss in the winter and heat gain in the summer. Urban pollution is also absorbed. Rainwater run-off is reduced by at least 50%, which helps prevent flooding. The gardens also attract wildlife, particularly birds.

Cycle-to-work week
Cycling can easily be part of your everyday life. It's recommended by the government that people take two and a half hours exercise a week. To help improve the health and well-being of staff and cut our environmental impact, the company's offering free breakfasts every day to all staff who cycle to work next week.

Car share day
There are 500 employees in our office and our car park has recently been expanded to 400 parking spaces. However, arrive at work after 8.30 and there's nowhere to park. For every space that isn't used each day, Wayland will donate \$10 to charity.

Food box delivery
Too much packaging is collected in our bins on a daily basis. From next Monday, fruit boxes will be delivered to the company from a local organic supplier. For every piece of fruit that is purchased, employees will be entitled to an additional piece for free.

Cup for life
Over 350,000 paper cups are used every year in this company. From Monday, employees will be given a free cup for life to replace all the paper cups used.

- 5 Discuss with a partner which suggestions in 4 you think are best and why. Think about:
- the image of the company
 - the reaction of staff
 - the money saved.
- 6 The government has started a Go Green initiative and asked local businesses to be involved. Read the information and discuss with a partner which two initiatives in 4 Wayland should put forward for this competition.

Nearly 700 kg of waste per person is thrown into landfill every year in our city.

Journey times across the city are now as slow as 8 kph average speed at peak times.

25% of all energy use is lost due to inefficient buildings.

As part of Earth Week, the local government would like companies to submit their own schemes into a competition. The event is being covered all week by local television, newspapers and websites. Special attention will be given to companies that show particularly innovative ideas.



- 7 Work in groups of four. Pair A, look below. Pair B, look at page 100.

You're keen for your workplace to become greener and want to propose the following ideas:

- The heating's currently controlled centrally and you want each room to be able to control its own temperature.
- Most people currently drive to work and you want the company to provide buses from three main areas across the city.
- You want the company to monitor each department's energy use to create a competition to cut energy costs.

Before your meeting, think about the arguments against each idea that the company might give and how you could counter the argument.