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.

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

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 1.
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 1.

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

- reducing printing
- reusing cars
- recycling
- promoting cycling

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

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 carpolders 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.
Start up

1. Look at the picture of a traditional British meal and discuss the questions with a partner.
   1. Could you buy most of these ingredients in your country?
   2. How many kilometres do you think the average Sunday lunch travels to get to the dinner plate in Britain?
   a. 500
   b. 1,200
   c. 20,000
   d. 7,000
   Check your answer on page 99.
2. Look at the things you have in your pockets and in your bag. Tell your partner where they were made.
3. Discuss with your partner the advantages and disadvantages of buying local products.

Reading

4. Read the article and choose the best title.
   a. Italian food
   b. Made in Italy
   c. Where to shop in Italy

Say it right

6. Find the words in bold below in the text in 1. 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.

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.

Balsamic vinegar

Gorgonzola

Balsamic vinegar has been made in Modena and Reggio Emilia since the Middle Ages. It's used to focus on when, where and what was done rather than who did it.

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.

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.

Petroleum products were used for centuries. Today, most petroleum is produced in great quantities until the 1870s.

Coffee came to Mexico at the end of the eighteenth century, but it wasn't exported in great quantities until the 1870s.

Most pistachios are grown in Iran, but the majority are consumed in China.

Many industries in the UK are affected by strong competition from other countries. Today, the economy is based on services.

Many local products are sold in separate shops and not big stores.

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?
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.

**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 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.

**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 8% 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.

**Nearly 70% of respondents across the globe said they would spend more on a green product. Only 13% of respondents were not willing at all to spend more money for green features.**

**Is the higher price justified?**

Nearly 70% of respondents across the globe said they would spend more on a green product. Only 13% of respondents were not willing at all to spend more money for green features. The term ‘natural’ is more important than ‘organic’.

**Roughly speaking, around one in four people are concerned about price.**

**What’s that in terms of the sales are worth $500 million.**

**The end result is that it’s now 24% of our sales.**

**How many surveys, the market for green goods is up 180%.**

**People in China are becoming more concerned about ‘green’ issues.**

**Russians buy a lot of green products.**

**Being green is fashionable in the USA and Canada.**

**Being green is a youth trend in Latin America.**

**By how much?**

**How important is it for each of these industries to keep up with consumer trends?**

**Discuss the questions with a partner.**

1. Which do you think is most important for the majority of people?
2. Price
3. Packaging
4. Quality
5. Products being natural

**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?
3. Which do you think is most important for the majority of people?
4. How often do you buy green products today than five years ago?
5. How do you buy green food products?
6. How often do you buy green food products?
7. What do the numbers refer to?
8. How important is it for your industry to keep up with consumer trends?

**Listening**

**Listening 4 Zlatan works for a large supermarket chain. Listen to his report on a recent customer survey. What do the numbers refer to?**

**Listen again and check your answers.**

**Write the phrases in the correct column.**

**Speaking**

**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.**

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Survey results</th>
<th>Survey comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money spent on green food products</td>
<td>1</td>
<td>Most people said they spent more on green products today than five years ago</td>
</tr>
<tr>
<td>How often do you buy green food products?</td>
<td>Every day 30%</td>
<td>2</td>
</tr>
<tr>
<td>Most common green products bought</td>
<td>Coffee 30%</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Vegetables 40%</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Snacks 10%</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td>Toilet paper 20%</td>
<td>5</td>
</tr>
<tr>
<td>Other green lifestyle choices</td>
<td>Percentage of shoppers in each age category considered green</td>
<td>Energy-saving light bulbs are used more than any other energy saving product</td>
</tr>
<tr>
<td>Age of green shoppers</td>
<td>18-25 10%</td>
<td>6</td>
</tr>
<tr>
<td>Under 18 10%</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>18-25 30%</td>
<td>8</td>
<td></td>
</tr>
<tr>
<td>26-35 40%</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>36-45 35%</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>46-55 30%</td>
<td>11</td>
<td></td>
</tr>
<tr>
<td>55+ 10%</td>
<td>12</td>
<td></td>
</tr>
</tbody>
</table>
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.

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

3. 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.
   1. Which schemes focus on cutting energy use?
   2. Which ones cut waste?
   3. Which ones will possibly save the company money?
   4. Which ones will cost the company money?
   5. Which ones do you think will be good for publicity?

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.


   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.