

Today in class:

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Unit 7. Business and the Environment

Fill in the gaps with the keywords given below.

impact, consumption, environment, consumer, packaging, pollution

- It is often said that we live in a consumer society. This means that consumption of products and services is constantly increasing. Companies need to be aware of the impact of business activities on the environment - the natural world around us.
- Consumers' awareness of the environmental issues makes many companies turn to using packaging, which can be recycled.
- Pollution can be reduced if companies use trains instead of road transport.



Reading


1 Read the text below and write three questions you would like to ask about Patagonia.




patagonia[®]

is a Californian company. Its corporate culture has its roots in the 1960s Californian counterculture of climbers and surfers with the ethic of radical environmentalism. Although its CEO, Yvon Chouinard, is dedicated to social change he also insists on disciplined

management and sound business practices. As a previous CEO of Patagonia said, 'The one thing I'm clear about is that Chouinard demands 10% pretax profit.' For him, it is not a question of social good or business profit, but social good and business profit.




**Defend
Bears Ears**
NATIONAL MONUMENT

<http://www.patagonia.com/home/>



ALL OF OUR BOARD SHORTS & BIKINIS ARE NOW
**FAIR TRADE
CERTIFIED**[™]

WE'RE OUT TO CHANGE THE INDUSTRY.



Suggested questions

How does Patagonia express its ethic of 'radical' environmentalism? or

What sorts of 'radical' activities are Patagonia involved in?

Has Patagonia succeeded in making a 10% pre-tax profit while caring about the environment?

How are their products environmentally-friendly?

What exactly do the Patagonia people mean by 'sound business practices'?

What do they mean by 'social good'? or How do they measure the 'social good' they do?

Do they recycle their products?

DVD Projection: How to be successful?

by OXFORD UNIVERSITY PRESS

About the speaker

- The speaker is a lecturer in Entrepreneurship at Cranfield University, School of Management and the director of Business Growth and Development Programme.



After viewing. Answer the following questions.

- What in his opinion makes businesses successful?
- FOCUS is what makes businesses successful, you need to concentrate on one thing – find a **niche market**.
- If you **build deep roots in your business**, you have...
- ...a profound understanding of your customers.
- What is a key measure of success?
- How many new customers are brought in by old customers, through recommendation .
- What can companies do to maintain success?
- Owners/managers need to maintain the level of **momentum** and **energy**, and keep **the passion** and **enthusiasm** for business going.



Active Voice

You stole the cookie from the cookie jar.



Passive Voice

The cookie was stolen from the cookie jar.

THE PASSIVE: knjiga *New Insights into Business*, str. 70

Grammar Reference, str. 167

OBLIK, FORM:

- TO BE (HAD BEEN) + III KOLONA

	AKTIV	PASIV
PRESENT SIMPLE	Mr Smith writes the delivery notes.	The delivery notes ARE WRITTEN (by Mr Smith).
PRESENT CONTINUOUS	Mr Smith is writing the delivery notes.	The delivery notes ARE BEING WRITTEN (by Mr Smith).
PAST SIMPLE	Mr Smith wrote the delivery notes.	The delivery notes WERE WRITTEN (by Mr Smith).
PRESENT PERFECT	Mr Smith has written the delivery notes.	The delivery notes HAVE BEEN WRITTEN (by Mr Smith).
PAST PERFECT	Mr Smith had written the delivery notes.	The delivery notes HAD BEEN WRITTEN (by Mr Smith).
FUTURE	Mr Smith will write the delivery notes.	The delivery notes WILL BE WRITTEN .

Practice

1 The following extract describes how Patagonia uses recycled plastic bottles to make material for jackets. Put the verbs in brackets in the passive form to complete each stage of the process.

PCR Fleece Story

Soda Bottles to Synchilla Fleece



Bottles
1 are brought
(bring) to the local
recycling centre.

The plastic
2 _____ (convert)
into small pieces and
3 _____ (chop)
into flakes.



They 6 _____
(make) into clothes known
as 'PCR synchilla clothing'.

The flakes
4 _____
(melt) and shaped into
fine fibers.

patagonia®



The recycled fibers
5 _____ (ship) to
the mill.



Rešenja

- is converted
- chopped
- are melted
- are shipped
- are made

Historical events

Make questions and answers in the past simple passive using a verb from the first column and a person from the second column.

build	Usain Bolt, a Jamaican athlete
compose	Alexander Fleming, a Scottish scientist
discover	John Logie Baird, a Scottish inventor
invent	John Lennon , an English popstar
paint	Leonardo da Vinci, an Italian artist
win	J. K. Rowling, a British author
write	the ancient Egyptians



- 0 'Imagine' Who was 'Imagine' composed by? It was composed by John Lennon, an English popstar.
- 1 the Mona Lisa
- 2 penicillin
- 3 the television
- 4 the Harry Potter books
- 5 the 100m sprint at the Beijing Olympics
- 6 the pyramids

- 1 Who was the Mona Lisa painted by? It was painted by Leonardo da Vinci, an Italian artist.
- 2 Who was penicillin discovered by? It was discovered by Alexander Fleming, a Scottish scientist.
- 3 Who was the television invented by? It was invented by John Logie Baird, a Scottish scientist.
- 4 Who were the Harry Potter books written by? They were written by J. K. Rowling, a British author.
- 5 Who was the 100m sprint at the Beijing Olympics won by? It was won by Usain Bolt, a Jamaican athlete.
- 6 Who were the pyramids built by? They were built by the ancient Egyptians.

Are you a good negotiator?

1 = strongly disagree 10 = strongly agree

1 I can stay cool when I am in the middle of a conflict.

2 I am willing to compromise when I have to.

3 I realise that others have needs.

4 I am very patient.

5 I can identify the most important issues quickly.

6 If necessary, I can remain calm when I am being personally attacked.

7 I am willing to research and analyse issues carefully.

8 I believe in, and work towards, situations where both sides can win.

9 I can deal with stressful situations.

10 I am a good listener.

TOTAL

If your total score was 80 or above, you are aware of most of the important issues in negotiation and have the makings of a good negotiator. If you scored between 60 and 79, you will make a good negotiator but there are some areas that you need to improve. If your score was below 60, you may want to rethink some of your attitudes about negotiation and get some additional training.

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Speaking

Convincing a sponsor

Like Patagonia, many companies sponsor, or contribute money towards, events or activities to maintain their image or to create a new image. Sponsorship can cover a whole range of activities including sport, education and local community projects depending on the type of image the company wants to project. For example, IBM sponsored the 2000 Olympic Games in Sydney, and Coca-Cola sponsors 151 American college students every year.

1 In pairs, make a list of companies which sponsor activities like those mentioned above. What kind of image does each company want to project through its sponsorship?

2 In groups, choose one of the following projects which need sponsorship.

1 A charity organisation

You are in charge of fundraising activities for the charity 'People in Need'. You want companies to make regular contributions to fund a hot meal delivery service to old and disabled people in your town. Local journalists have agreed to write articles aimed at raising awareness of the scheme. These articles could feature profiles of the companies willing to make contributions.

2 An environmental cause

You are members of a local environmental group which plants trees in urban areas. You are organising a 'tree planting' ceremony in the main square of your town centre. You need sponsorship to pay for the planting and upkeep of the trees. You plan to put the sponsors' names on plaques mounted in front of each tree. The mayor and other important local politicians will be at the ceremony.



3 An international exhibition of children's art

You represent the National Art Gallery and are organising an exhibition of children's art from all over the world. You are looking for sponsorship to finance programmes, catalogues, reproductions etc. You have invited a famous artist to open the exhibition, and children and teachers from various countries will be available for a press conference.



4 A TV documentary

You are directors of a video company. You have been commissioned to make a programme for national TV about the effects of pollution on marine life in the Pacific, as part of a wildlife series. It is also your job to find a sponsor to finance the sophisticated equipment and specialised crew members necessary to make this programme.

3 Choose an international company to approach for sponsorship. Discuss what your project can offer them and prepare the arguments that you will use to persuade them to sponsor your project. Look at the checklist of questions opposite that a company will ask itself before sponsoring a project. How will your project satisfy the company with respect to these questions?

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The checklist of questions that a company will ask itself before sponsoring a project:

- ① Will the project appeal to our customers?
 - ② Does it have a logical link with our company? If not, could one be developed?
 - ③ Is it unique or one of many similar things on offer?
 - ④ Will there be other sponsors? If so, are they our competitors?
 - ⑤ What kind of media coverage does the project offer? (for example, local press, TV, company name / logo on T-shirts, programmes etc.)
 - ⑥ What are the chances of it being successful? (We don't want negative publicity.)
 - ⑦ If our sponsorship is a success, will there be future opportunities to continue our connection with the project?
 - ⑧ Does it present an opportunity to invite our employees or shareholders as observers or participants?
 - ⑨ Are any of our customers involved directly or indirectly in this project?
- 

Writing

1 In the same groups, write a letter to the company asking them to consider your request for sponsorship. Use the guidelines below to help you.

Dear ...

(Opening paragraph) I am a member of a team ... (give details) currently working on (present the project in general terms). I am contacting you because ... (introduce the idea of their possible interest in the project)

(In the second paragraph, outline the project giving dates, times and activities. Give specific reasons why the project should interest the company, including possible media coverage, customer appeal, etc.)

(In the closing paragraph, say how you hope the project will be of interest to the company.)

(Closing formalities and signature)

2 Read the other groups' letters. Consider each one as if you were the company directors. Which project would you choose and why?

Dear Mr. John McGregor,

I am a member of a team in charge of fundraising activities for the charity “People in Need”. I am contacting you because you want companies to make regular contributions to fund a hot meal delivery service to old and disabled people in your town.

Local journalists have agreed to write articles aimed at raising awareness of the scheme. These articles could feature profiles of the companies willing to make contributions. We outline the project giving dates, times and activities. We need project to be done six months starting from today.

If you help our company, we'll share a percentage of income and it will be important to your marketing.

Yours sincerely,

Željana Jokić

Jelena Jovanović

Jelena Ilić

Dear Sir or Madam,

I am a member of the team that is interested in planting trees. Our objective is to make urban areas more green. We plan to do that by planting trees on the main square. We believe that besides the ecological reasons, it will make the centre looking more family friendly. For doing that we will need big pots and people who know which trees are the best for this area. That is where your help could be crucial.

As you are a tree nursery company your skills are what can make this project a success. We will do everything to put your company name in the foreground. Every pot will be marked with your company's name. Also, your name will be mentioned in every public appearance, you will have the pleasure to cut the ribbon. That is what we offer for your help in financial and know-how.

We hope that you will see this opportunity as a great chance for your company and that we can expect to see you as our main sponsor.

Best regards,

Miloš Lalošević

Sladana Raonić

Abbreviations (skracenice)

- ABBREVIATION is a short form of a word or phrase
- *sth* is the abbreviation for „something“

ANY OTHER BUSINESS



I OWE YOU NOTE

I Phillip Johnson, hereby declare that I owe Joe Nelson the
amount of \$220.56, borrowed on April 4, 2011 to be paid in full

By: May 6, 2011

Full name Phillip Johnson Signature Phillip J.

Lender's name Joe Nelson Signature Joe Nelson

Witnessed by Fred Frederickson Signature FF

An **IOU** (abbreviated from the phrase "I
owe you") is usually an informal
document acknowledging **debt**.

The Pay As You Earn (PAYE) system is a method of paying income tax and national insurance contributions. Your employer deducts tax and national insurance contributions from your wages or occupational pension before paying you your wages or pension, plati prema zaradi



www.alamy.com - A69HEY



R.S.V.P. means "please reply." The person sending the invitation would like you to tell him or her whether you accept or decline the invitation.



"Have you R.S.V.P.ed to that invitation?"



Vocabulary development: abbreviations

A number of abbreviations are used in the text, for example *PC* (line 56) for personal computer.

1 Put each business abbreviation below into one of these categories.

time

money

people

companies

other

VAT

i.e.

Ltd

p.a.

asap

e.g.

IOU

MD

AGM

SFr

Corp

N/A

AOB

PAYE

CEO

plc

GMT

a.m.

2 What other abbreviations do you know for each category?

Vocabulary development: abbreviations

1 Abbreviations are used in all areas of business and this exercise simply presents some of the most common ones that are used in correspondence and in business documents.

time	money	people
p.a. (per annum)	VAT (Value Added Tax)	MD (Managing Director)
GMT (Greenwich Mean Time)	IOU (I Owe You)	CEO (Chief Executive Officer)
a.m. (ante meridiem)*	SFr (Swiss Franc)	
	PAYE (Pay as You Earn)	
companies	other	
Ltd (Limited)	i.e. (id est)*	
Corp (Corporation)	e.g. (exempli gratia)*	
plc (public limited company)	AGM (Annual General Meeting)	
	N/A (Not Applicable or Not Available)	
	AOB (Any Other Business)	
	asap (As Soon As Possible)	

Other abbreviations

time	p.m. (post meridiem)
money	USD (US dollars)
people	CFO (Chief Finance Officer)
companies	Inc. (Incorporated)
other	RSVP, VIP

Allow, enable, let – what's the difference?

- allow somebody to do something, formal (allow = give permission), **dozvoljavati**
- The filler words (like, "umm,, "uh"...) **allow** you to buy time in a conversation and increase your confidence and learn a foreign language quickly.

{ BTW=by the way, if you are interested in how to learn a foreign language quickly and if you want to see a video on how animals learn languages, visit <http://time.com/3453841/secret-learn-foreign-language-adult/> (**Time**, The Secret to Learning a Foreign Language as an Adult) }

- let somebody **DO** something; *let is followed by an object and an infinitive without to*; let=**dopustiti**
- This ticket **lets** you (ova karta vam omogućuje) travel anywhere in the city for a day.
- enable somebody to do something (enable=make it possible), **omogućavati**
- The website **enables** you to access students' work online.

Allow, enable, let – practice. Choose the correct form of the words in brackets.

1. Will you let me pay for the meal?
(allow, enable, let)
2. I would not allow a child to have a TV or a computer in their room. (allow, enable, let)
3. Only good team work will enable us to get the job done on time. (allow, enable, let)
4. Computerization enables us to do away with a lot of paperwork. (allow, enable, let)
5. You are not allowed to talk during the exam. (allow/not, enable/not, let/not)



Thank
You for your
attention!
See you next
week!