

# 10 | New ideas

## Learning objectives in this unit

- Talking about new green initiatives
- Talking about innovative practices using the passive
- Asking for clarification
- Giving a formal presentation

## Case study

- Making a company carbon neutral

## Starting point

- 1 Has your company introduced any new green ideas recently? If so, what?
- 2 'We all need to do more about the environment.' Do you agree?
- 3 What is the best green policy you have heard of? Why?

## Working with words | Green initiatives

- 1 Read the text about GreenCitizen and find out what service it offers businesses.

## GreenCitizen: the solution to electronic waste



The **disposal** of old computers has always been a problem for companies. Now with the introduction of fines in many countries for companies that do not respect the environment, the problem is even greater. One company in the USA, GreenCitizen, has come up with a new **initiative** to deal with the equipment in an **affordable** and responsible way.

GreenCitizen provides a **convenient** service for businesses by picking up the machines from the workplace and taking them away for **recycling**. GreenCitizen uses only registered recycling companies, which process the components so that they can be used again. Soon it hopes to create a system which tracks all the units it deals with.

GreenCitizen's **original** service is **good value for money** for companies who need to update their computer systems and at the same time maintain an **environmentally friendly** image.

## 2 Work with a partner and answer the questions.

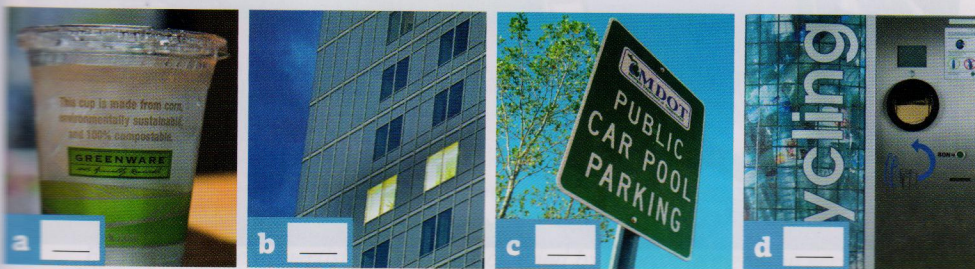
- 1 Why do companies have to take care when they dispose of their old equipment?
- 2 In what ways is GreenCitizen a responsible recycler?
- 3 What are the advantages to a company of using GreenCitizen?

**3** Work with a partner. Match a word or phrase in **bold** from the text to a quote from a customer.

- 1 'The cost of the service was easily within our budget.'
- 2 'It was so easy and quick.'
- 3 'It's a new and interesting service.'
- 4 'We got an excellent service for relatively little money.'
- 5 'The process enables people to re-use old components.'
- 6 'It helps to protect the planet from damage.'
- 7 '... getting rid of the items we no longer need.'
- 8 'This new plan is an excellent idea.'

**4** Work with a partner. Take turns to explain and guess the words and phrases in **bold** from the text.

**5** 46▶ Listen to four people talking about green initiatives in their companies. Match the speakers 1–4 to pictures a–d.



**6** 46▶ Listen again and complete the table.

Speaker	Green initiative	Advantages
1		1 2
2		1 2
3		1 2
4		1 2

**7** Match adjectives 1–4 from the listening in 6 to meanings a–d. Which initiatives were the adjectives describing?

- |                       |                          |
|-----------------------|--------------------------|
| 1 It's unusual. ___   | a It works.              |
| 2 It's useful. ___    | b People like it.        |
| 3 It's popular. ___   | c It's different.        |
| 4 It's effective. ___ | d It's good and helpful. |

▶▶ For more exercises, go to **Practice file 10** on page 120.

**8** Work with a partner. Discuss the initiatives in 5. What do you think of them?

**9** Work with a partner and answer the questions.

- 1 What does your company do to help the environment?
- 2 What other measures could your company take?
- 3 What do you do at home to help the environment? What more could you do?

▶▶ Interactive Workbook ▶▶ Glossary

**Tip | green**

We can use the word *green* to describe things that help protect the environment.

*My company hasn't got a very clear **green** policy.*

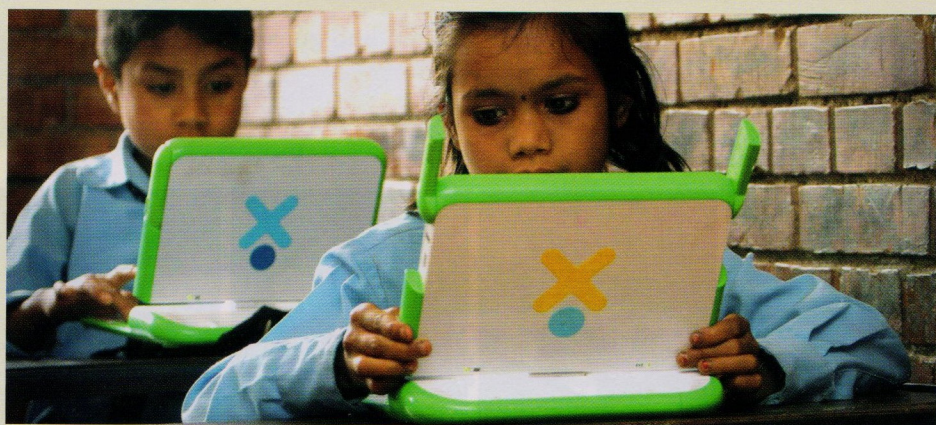
*Sales of **green** products have increased in recent years.*

## Language at work | The passive

**1** Read the text about the 'Give 1 Get 1' (G1G1) initiative and answer the questions.

- 1 What problem did the OLPC have?
- 2 What makes the XO laptop suitable for underdeveloped countries?
- 3 How did the G1G1 initiative help the OLPC?

### Give a Laptop and Get One



An affordable \$100 laptop for poor countries seemed a good idea until the cost of producing each computer rose to \$188. The big question then became how to pay for the distribution of the laptops.

The XO laptop is aimed at children in underdeveloped countries. It uses very little power and it can be charged by solar panels. The screen is designed to be used outside in the sun and there are no moveable parts. The computers are produced by Quanta Computer in Taiwan.

How did the One Laptop Per Child (OLPC) organization solve the problem of price? They came up with the 'Give 1 Get 1' (G1G1) initiative. The laptops were sold in the USA at a price of \$399 for two for a period of two weeks. One was given to the customer and the other was sent to a child in Afghanistan, Cambodia, Haiti, or Rwanda. OLPC are currently studying sales figures to judge the success of the initiative.

**2** Complete these sentences from the text with the correct passive verb.

- 1 The XO laptop \_\_\_\_\_ at children in underdeveloped countries.
- 2 The computers \_\_\_\_\_ by Quanta Computer in Taiwan.
- 3 The laptops \_\_\_\_\_ in the USA at a price of \$399 for two.
- 4 One \_\_\_\_\_ to the customer.

**3** Complete the rules about the passive using the sentences in 2 to help.

- 1 Use the passive when it is not important to say *who* has done something. We are more interested in *what* has happened to the subject.
- 2 Form the passive with the verb \_\_\_\_\_ and the past participle of another verb.
- 3 For the present passive use \_\_\_\_\_ or *are* + the past participle.  
*Example: is aimed and are produced*
- 4 For the past passive use *was* or \_\_\_\_\_ + the past participle.  
*Example: was given and were sold*

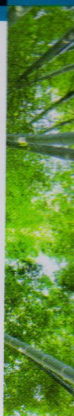
» For more information and exercises, go to **Practice file 10** on page 121.

#### Tip | by

When we say *who* has done something in a passive sentence, we use the preposition *by*.

*The machines are made by Quanta.*

*The XO laptop was developed by Nicholas Negroponte.*



4 47▷ Listen to Tony Chan, who works for an advertising agency, and Blanca Reynoso, who works for a small pharmaceutical company, discussing what is outsourced in their companies. Tick (✓) the services which are outsourced for each company.

	Advertising agency		Pharmaceutical company	
	Outsourced?	Reason	Outsourced?	Reason
Cleaning (clean)				
Maintenance (do)				
IT (provide)				
Human Resources (employ)				
Training (carry out)				
Food + catering (cook)				

5 47▷ Listen again for the reasons why the services are or are not outsourced and complete the table.

6 Work with a partner. Student A, talk about outsourcing in the advertising agency. Student B, talk about outsourcing in the pharmaceutical company. Use the passive form of the verbs in brackets in the table.

*Example: The advertising agency is cleaned by a private cleaning service because ...*

7 Work with a partner and answer the questions.

- 1 What services are outsourced in your company? Why?
- 2 What other services do you think could be outsourced?

### Practically speaking | How to ask for clarification

1 48▷ Listen to a conversation between an office manager, Guido Tito, and a head of department, Teresa Bordoni, about cutting carbon emissions. Underline the correct alternative.

- 1 Guido is referring to Teresa's department / the whole company.
- 2 The company has to cut its carbon emissions by the end of this year / next year.
- 3 Guido wants to tell people they can / can't open the windows.
- 4 Teresa agrees / disagrees that they should turn the heating off for part of the day.

2 48▷ Listen again and complete 1–4 asking for and giving clarification.

- 1 \_\_\_\_\_ in my department, or in the whole company?
- 2 \_\_\_\_\_ by the end of this year?
- 3 \_\_\_\_\_ we should tell people they can't open the windows?
- 4 \_\_\_\_\_ part of the day?

3 Work with a partner. Ask for clarification using an expression from 2.

- 1 the 21st / 31st October?
- 2 all our customers / just our VIP customers?
- 3 we should cancel all our orders with that supplier?
- 4 15 / 50?
- 5 the staff on the first floor / all the staff?

## Business communication | Giving a formal presentation

- 1 Work with a partner. Discuss the advantages for companies who have green policies.
- 2 49▷ Carbon Reductions is a company which works with other companies to help reduce carbon emissions. Listen to one of their representatives, Christoffer Jonsson, giving a talk. Complete his notes. How many of the advantages did you talk about in 1?

### ADVANTAGES OF ADOPTING GREEN POLICIES

- |                          |                                  |
|--------------------------|----------------------------------|
| 1 Increase company _____ | 3 Improve reputation as an _____ |
| 2 Attract more _____     | 4 Be prepared for new _____      |

- 3 49▷ Work with a partner. Match 1–8 to a–h to make complete sentences from the listening. Then listen again and check your answers.
 

1 I'm here today to tell ____	a ... about your reputation as an employer.
2 I'll talk about ____	b ... for listening.
3 First of all, we're going to ____	c ... you'll make bigger profits if you start saving energy.
4 Let's move on to ____	d ... to the end of my talk.
5 My next point is ____	e ... the new regulations later.
6 As I said before, ____	f ... you about the advantages of going green.
7 That brings me ____	g ... the question of your company image.
8 Thanks very much ____	h ... look at the benefits of a clear green policy.
- 4 Put phrases 1–8 from 3 into these categories. Then work with a partner to remember the phrases in each category.
  - 1 Starting the talk \_\_\_\_, \_\_\_\_
  - 2 Moving on to another subject \_\_\_\_, \_\_\_\_
  - 3 Referring backwards and forwards \_\_\_\_, \_\_\_\_
  - 4 Finishing the talk \_\_\_\_, \_\_\_\_

## Key expressions

### Starting a talk

I'm here today to tell you about ...  
First of all, we're going to ...

### Moving on to another subject

Let's move on to ...  
My next point is about ...

### Referring backwards and forwards

As I said before, ...  
I'll talk about that later.

### Finishing the talk

That brings me to the end of my talk.  
Thanks very much for listening.

② » Interactive Workbook » Phrasebank

### Subject

- switching completely to ebilling

### Advantages

- customers can view bill at any time of day or night
- faster and cheaper than post
- helps environment – saves on paper + plastic bags for collecting waste paper

### Disadvantages

- some customers may not have access to Internet
- some customers are worried about security

### Conclusion

»» For more exercises, go to **Practice file 10** on page 120.

- 6 Work with a partner. Give a formal presentation to your partner. Student A, turn to File 19 on page 139. Student B, turn to File 44 on page 144.

② » Interactive Workbook » Email and » Exercises and Tests

## Making a company carbon neutral

### Background

# Reducing a company's carbon footprint

Now that people are more aware of global warming, businesses need to show what they are doing to reduce their impact on the environment. The following are examples of measures companies have taken.

#### Commerzbank

Commerzbank, Germany's second largest bank, commissioned a building for its head office in Frankfurt which included winter gardens in its design. The gardens allow natural light to enter all of the offices in the building, making it a much more pleasant and ecological place to work in.

#### Swiss Re

Swiss Re, the world's largest reinsurance company, introduced the 'COyou2 reduce and gain' scheme to refund its employees half of the money they

invest in green measures like hybrid cars, solar power installation, or the use of public transport, up to a maximum of 5,000 Swiss francs.

#### Chess

Chess, a telecom service company, set up a 'green team' to organize 'green days' which focus on a particular environmental theme. On that day, employees have to make a special effort to take measures to help the planet in the area suggested by the theme. If they take part, they receive a little reward. In addition, to save paper, a new website encourages customers to order on the Internet, and all billing is now done online.

*carbon footprint* = the measure of the impact a company's activities have on the environment.

### Discussion

- 1 Do you agree that people are responsible for global warming?
- 2 Which human activities are thought to be the main causes of greenhouse gases?
- 3 What can businesses and employees do to reduce their carbon footprint?

### Task

- 1 Your company would like to improve its 'green' image and reduce its carbon footprint. It has appointed three 'green teams' to come up with suggestions. Each green team has a different 'green' issue. Group A, turn to File 20 on page 139. Group B, turn to File 45 on page 144. Group C, turn to File 56 on page 146. Read the information and discuss in your group what your company can do. Make notes on what you decide.
- 2 Prepare a presentation about your issue, using your notes. Then work in a different pair or group and give your presentation.
- 3 Discuss all the ideas in your group and decide which ones would work best in your company.

## Case study

## File 18 | Unit 9

Case study, Task, Exercise 1, page 59

### Student A

These are the ideas that you have for promoting the 3C card and their costs.

- Adverts on a search engine popular with young users. Advert appears when you type 'cool', 'money', or 'cash'. €100,000
- Adverts on a (legal) music download site. When the page opens, the image of the 3C card 'floats' across the screen. €70,000
- Adverts on a popular IM (instant messaging) service between 5.00 p.m. and 11.00 p.m. €100,000
- Interview with a young manager from your bank on a late-night TV programme about money issues for young people. €40,000

## File 19 | Unit 10

Business communication, Exercise 6, page 64

### Student A

You work for a green office cleaning company. Give a presentation to Student B about your service, using the notes below.

#### Advantages of using a green cleaning company

- improves working conditions of staff – cleaning products non-toxic
- receive personalized service – same team are always sent
- creates green image of company – environmentally friendly products are used
- helps local industries – small company

## File 20 | Unit 10

Case study, Task, Exercise 1, page 65

### Group A

Your issue is transport. You think that employees should be encouraged to reduce their use of private cars and air travel by 40%. These are some of the measures your company could take:

- carpooling – *how? when?*
- using hybrid cars – *who? how? cost?*
- having incentives for using public transport – *what? cost?*
- reducing number of business trips – *how? alternative?*

## File 21 | Unit 11

Case study, Task, Exercise 1, page 71

### Group A

#### Italian experience

Guests travel to Italy to spend a cultural weekend in the beautiful city of Verona. They spend two nights at the luxury five-star Hotel Baglioni and go out for a traditional seafood dinner the first evening. The next morning is spent following the Romeo and Juliet trail before travelling to the ancient Roman amphitheatre to watch Verdi's opera *Nabucco* in the evening.

## File 22 | Unit 12

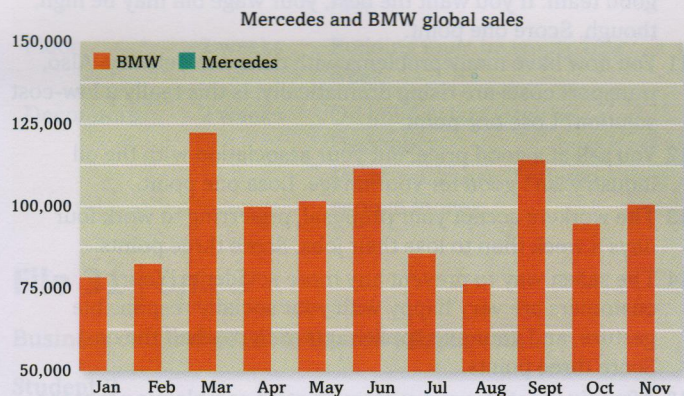
Business communication, Exercise 6, page 76

### Student A

- 1 Describe BMW's sales. Your partner will mark them on his / her graph.

*Example: In January, sales were just over 75,000. In February, they rose to about ...*

- 2 Listen to your partner's description of Mercedes' sales, and mark them on your graph.



## File 23 | Unit 14

Case study, Task, Exercise 3, page 89

### Student A

You are the Project Manager for Phoenix Office Design. If you don't meet the deadline of 31 December, you will have to pay your client Odensa \$1,000 for each day that construction is delayed. Your objective is to try and limit your extra costs.

# Information files | 42–52

## File 42 | Unit 8

Case study, Task, Exercise 2, page 53

Student B

Look at the information below about Stable & Sons.

<b>Company history:</b>	30 years in the business
<b>Type of company:</b>	National
<b>Price:</b>	€10 per package Discount starts at 500 packages
<b>Collection:</b>	Daily
<b>Speed:</b>	Four working days
<b>Delivery options:</b>	Daily delivery (including Saturdays) Early morning and late evening special service
<b>First time delivery rate:</b>	80%
<b>Tracking facilities:</b>	Via email

## File 43 | Unit 9

Case study, Task, Exercise 1, page 59

Student B

These are the ideas that you have for promoting the 3C card and their costs.

- Outdoor advertising on buses taking young people to school and university. €80,000
- National competition for best photo taken by a mobile phone. Photos posted on your bank's website. 100 winners get a 3C card and \$300 in cash. €80,000
- Ten 30-second TV adverts on popular youth music channel. €90,000
- Free concert tickets for the first 1,000 people to take out cash with the card on a particular date. €60,000

## File 44 | Unit 10

Business communication, Exercise 6, page 64

Student B

You work for a company of green consultants. Give a presentation to Student A about your service, using the notes below.

### Advantages of using a green consultancy company

- expert advice from experienced consultants
- receive list of green contacts
- kept up-to-date on any changes in law
- improves company image – shows you are serious about environment.

## File 45 | Unit 10

Case study, Task, Exercise 1, page 65

Group B

Your issue is resources. You think that the company could reduce its consumption of paper and water by 25%. These are some of the measures your company could take:

- cutting paper wastage – *how?*
- more recycling – *what?*
- conserving and recycling water – *how? where?*
- reducing waste in the canteen – *how?*

## File 46 | Unit 11

Case study, Task, Exercise 1, page 71

Group B

### The Boat Race

Guests are given the pieces of a full-size boat which they have to build and brand in teams using their own imagination. They then have the opportunity to race in their boat against the other teams to see whose boat is the fastest. At the end of the race, the winners celebrate their victory with a bottle of champagne. The day ends with a fantastic barbecue and buffet-style dinner with a free bar.

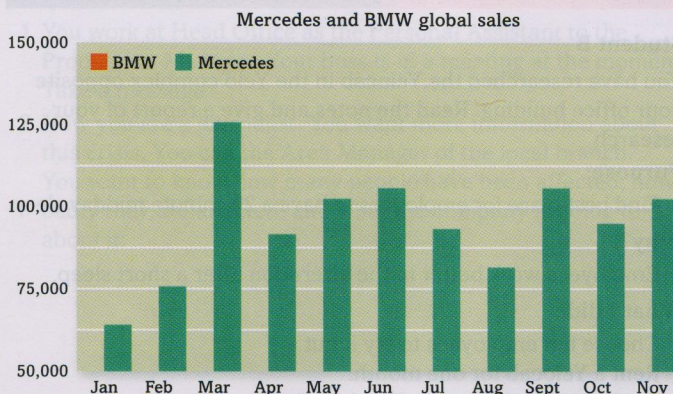
## File 47 | Unit 12

Business communication, Exercise 6, page 76

Student B

- 1 Listen to your partner's description of BMW's sales, and mark them on your graph below.
- 2 Describe Mercedes' sales. Your partner will mark them on his / her graph.

**Example:** In January, sales were about 65,000. In February, they rose to just over ...





# Information files | 53–58

## File 53 | Unit 16

Business communication, Exercise 4, page 100

### Student B

Look at the information on Asami Takahashi and prepare a short presentation about her.

<b>Asami Takahashi</b> (female)	Psychology degree – Tokyo University Master's degree in Human Resources Management
Previous employment	HR Department Sanyo 2001–2004 Assistant HR Manager Sony 2004–2007
Recent experiences	Gave courses on staff motivation Introduced procedures to improve employee-management relations
Present role	Head of HR Developing plan to restructure departments
Plans for the future	Discuss problems with heads of department Make changes to improve staff morale

## File 54 | Unit 8

Case study, Task, Exercise 2, page 53

### Student C

Look at the information below about Nova Solutions.

<b>Company history:</b>	Founded last year
<b>Type of company:</b>	National
<b>Price:</b>	€8 per package Discount starts at 100 packages
<b>Collection:</b>	On demand online
<b>Speed:</b>	Two working days
<b>Delivery options:</b>	Every day delivery (including Sundays) Notification of delivery service (by text to customer)
<b>First time delivery rate:</b>	90%
<b>Tracking facilities:</b>	On website

## File 55 | Unit 9

Case study, Task, Exercise 1, page 59

### Student C

These are the ideas that you have for promoting the 3C card and their costs.

- Adverts at bottom of emails at times when young people use email most (9.00–12.00 a.m., 6.00–9.00 p.m.). Users can click on a link to the 3C website. €60,000
- Adverts on most popular national TV channels between 9.00 p.m. and midnight. €80,000
- Direct mailing to all school and university students. €50,000
- Adverts on popular social networking site used by young people between 8.00 p.m. and midnight. €100,000

## File 56 | Unit 10

Case study, Task, Exercise 1, page 65

### Group C

Your issue is energy. You think your company should reduce its energy consumption by 40%. These are some of the measures your company could take:

- cutting electricity consumption – *how? where?*
- finding alternative renewable sources of energy – *what? cost?*
- motivating employees to save energy – *how? what?*
- replacing old systems and machines – *which?*

## File 57 | Unit 14

Language at work, Exercise 8, page 87

**Mostly 'a's** Doing things on time is very important for you. You need to live in a 'clock time' culture.

**Mostly 'b's** You would probably be happy in a 'clock time' or 'event time' culture.

**Mostly 'c's** You're very relaxed! An 'event time' culture would be very good for you.

## File 58 | Unit 11

Case study, Task, Exercise 1, page 71

### Group D

#### MotoGP

Guests are invited to spend a day in the hospitality area of the MotoGP. They will enjoy a full day of delicious food and plenty of drinks in a marquee which is in the middle of the action. All marquees have a magnificent view of the start / finish line so that guests can see the most exciting moments of the race. The event includes a guided visit to the pit lane where mechanics will give a demonstration of a wheel change.