

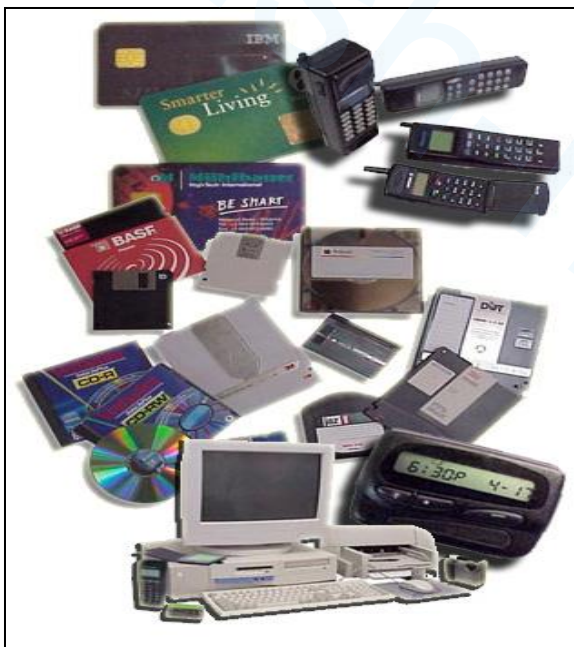
Course: Business English

Level 3

Day №29

Unit 15 Work in the Future

15.1 Increasing environmental concerns



How often do you use the following technology?

How has it changed over the last five years?

How will it change in the next five years?

the Internet email credit card fax phone videophone

PRESENTER: Most people don't realize this, but in the last twenty years environmental technologies, products and services have grown to match the aerospace and pharmaceutical industries in size. Environmental service industries were a 450 billion US dollar global market in 2000. By 2010 this market is expected to expand to 640 billion US dollars. Developing and emerging markets represent over fifteen percent of this total.

But what exactly are environmental service industries? Well, these are industries which produce goods and services to measure, prevent, limit or correct environmental damage to water, air, and soil, as well as problems related to waste, noise, and ecosystems.

So, environmental service industries are becoming big business. But is this a long-term trend? There are four main factors that will affect the future of environmental service industries. They are:

- Technological innovation. It has been estimated that fifty percent of the environmental goods that will be in use in fifteen years do not currently exist.
- Quality and service performance. The ability to adapt to clients' needs and to produce effective and easily managed products.
- Marketing and export strategies. These will need to respond to increasing globalization and new market opportunities.
- Flexibility in production. As regulations are modified, rapid and low-cost changes in products will be required.

You've read a part of the presentation on the environmental services industry.
Complete the information from the presentation using the words below.

flexibility innovation marketing quality

Four factors affecting the future:

1. Technological
2. and service performance
3. and export strategies
4. in production

Complete the following sentences from the presentation.

1. Environmental service industries were a _____ US dollar global market in 2000.
2. These are industries which produce goods and services to measure, prevent, limit or correct environmental damage to _____, _____, and _____, as well as problems related to waste, noise, and ecosystems.
3. It has been estimated that _____ percent of the environmental goods that will be is use in _____ years do nor currently exist.

Make a list of all the things you think an environmentally responsible company should do.

How green is your company?

What could your company do to be greener?



Unit 15 Work in the Future

15.2 Corporate responsibility

Our products are a load of rubbish.

8 PLASTIC BOTTLES

Each Nike 2010 World Championship Football jersey is made entirely from recycled polyester. That's up to eight recycled plastic bottles per jersey. In total, that diverted nearly 13 million plastic bottles from landfills. Yes, you read right, 13 million Plastic Bottles.



Do you know any company which is practicing its corporate social responsibility?

Has your organization taken initiative on this?

Better business behavior

World trade and globalization depend on responsible business practices if they are to win public confidence and deliver global prosperity. Codes are now being used to establish rules of good behavior in relation to a host of issues. Respect for labor rights, a clean environment and preservation of natural resources – these are some of the areas where private initiatives have emerged as a major force in corporate ethics programs.



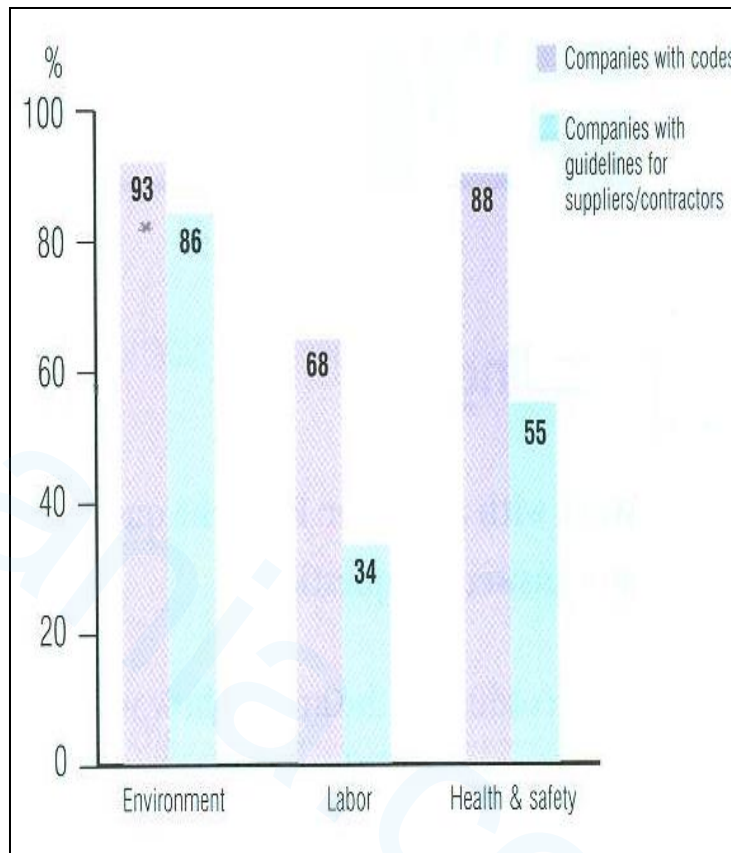
A close look at these codes shows that companies are making a strong effort to environmental and labor issues. In fact, almost all of the world's one hundred largest multinational enterprises have issued environmental codes.

The question is, are these codes worth more than the paper they are written on? Will voluntary initiatives lead to the types of changes needed to contribute to a cleaner environment and better working conditions, for instance? Turning intentions into action requires commitment from top management down.

Do you think the codes issued by companies are “worth more that the paper they are written on?”
Do you think governments should issue guidelines to companies and force companies to change?

After reading the article, look at the graph and find the answer to these questions.

1. How many of the world's one hundred largest multinationals have issued environmental codes?
2. How many have issued labor codes?
3. How many have health and safety codes?
4. Why do companies issue these codes voluntarily?



Make a list of issues that companies should have a clear policy about. Use the suggestions in the box and your own ideas. Rank them in order of the importance. (1 = most important).

pollution safety health care pension

_____	_____
_____	_____
_____	_____
_____	_____

Do you think people in your company/country feel the same way as you do? Why or why not?

***Thank you for
today!***

***I'm looking forward to
seeing you again!***