

### 1 Warmer

#### a. Discuss the following questions.

1. What are the biggest environmental problems we face today?
2. What can companies do to help with these problems?
3. Do you know any companies which are making an effort to help the environment? What are they doing?

## Trees for sale!

by Karen Capel

- 1 During 2020, many natural disasters happened that hurt millions of people all over the world. These disasters destroyed houses and killed many people and animals.
- 2 Everybody knows that we need a solution to save our natural world – and we need to find it quickly. But how can we do it? Some financial experts think that the solution is to put a cost on our natural resources. Other companies are working hard to fix climate change by **restoring** nature.
- 3 One of these companies is Pachama. Pachama is a team of engineers, scientists and business people who understand how important trees are. They value the trees' **potential** to reduce carbon dioxide from going into the air. Pachama plants forests to fight climate change.
- 4 We live in a world which **badly** needs to **reduce** its carbon production. Saving our natural resources and protecting **wildlife** has become really important to our fight against climate change. Now, some people even pay to protect and plant the trees we need to solve the problem.
- 5 Pachama saw this as an **opportunity**. They helped people to invest in different things, like saving forests in the Amazon or New England in the US. This way, people can help protect these areas and make money by not **chopping trees down**.
- 6 When people **invest** their money, they get something called 'carbon credits' to support the forest of their choice. Pachama makes sure that the projects are taking care of the old trees or planting and growing new ones.
- 7 Pachama is getting popular. Many famous people, like Serena Williams and Bill Gates, and big companies like Amazon have already invested lots of money to help.
- 8 It will be interesting to see how the company **develops** in the next few years. It is a clear example that creative solutions do not always have to be complicated ideas. Sometimes, easy ideas can work well too.

### 2 Reading comprehension

a. Are these sentences True (T) or False (F) according to the article? Correct any false sentences.

1. Pachama is a company of people who are experts in finance.
2. Pachama wants to help with climate change.
3. Some people invest their own money to save forests.
4. Pachama only uses customer investments to fund projects in the US.
5. People can make money by planting trees or chopping them down.
6. Pachama lets people choose the projects they want to invest in.
7. Some projects protect old trees and others plant new ones.
8. Pachama has become very popular with celebrities.
9. Creative solutions are usually very complicated.
10. Pachama's business idea is very practical.

### 3 Vocabulary practice

a. Look at the words in bold in the article. Choose the words that have a similar meaning.

1. restoring – changing / renewing
2. potential – ability / power
3. badly – really / hardly
4. reduce – increase / decrease
5. wildlife – animals / rocks
6. opportunity – problem / chance
7. chopping down – cutting / planting
8. invest – give / take
9. develops – shrinks / grows

**b. Complete the sentences with words from Activity 3a.**

1. The country \_\_\_\_\_ needs to help its poor people.
2. The company is helping by \_\_\_\_\_ wildlife in the forest.
3. Our mission is to \_\_\_\_\_ carbon emissions by 50%.
4. Some people want to help and \_\_\_\_\_ their money on good causes.
5. \_\_\_\_\_ trees increases carbon pollution.
6. This is a great \_\_\_\_\_ for large businesses to support green projects.
7. Pachama \_\_\_\_\_ its popularity thanks to famous people and big companies.
8. This project has the \_\_\_\_\_ to be very successful.

### 4 Grammar practice

**a. Match the halves to make sentences.**

|   |   |
|---|---|
| 1. If more people are willing to help, ____     | a. you can invest in Pachama and their projects.    |
| 2. If more celebrities invest in Pachama, ____  | b. we will be able to protect the environment.      |
| 3. If you want to help protect the forest, ____ | c. we need to find a solution – and quickly.        |
| 4. If you buy 'carbon credits', ____            | d. the company will be able to make a real impact.  |
| 5. If we want to save our natural world, ____   | e. you can choose which forest you want to support. |

**b. How would you complete these ideas? Think of as many proposals as possible and discuss with a partner.**

|   |                                      |
|---|--------------------------------------|
| <i>In order to protect the environment...</i> | <i>companies <u>can</u>...</i>       |
|   | <i>companies <u>should</u>...</i>    |
|   | <i>companies <u>shouldn't</u>...</i> |
|   | <i>companies <u>have to</u>...</i>   |

### 5 Communicative practice

- a. Your company wants to become more environmentally friendly. Your boss has asked you to do some research and think of a campaign to reduce waste in the office and help the environment. Develop a proposal and present it to the class.**