

Gimme some green

Level: Intermediate (B1-B2)

Time: Approximately 90 minutes

Overview: This article discusses the need to reshape markets, and not just companies, in the effort to go greener.

Business topics: Corporate sustainability, climate crisis, green-minded leaders, green business strategies

Business language: Useful business vocabulary and phrases, sustainability

Activities: Key words, understanding the text, business language, discussion, how to spot greenwashing, sustainability certifications, reporting findings

Groups: Whole class, one-to-one, small groups

1. Warmer

- a. Ask students to answer the questions with a partner. Monitor and write any useful vocabulary on the board. Have students share their thoughts and ideas with the rest of the group.

2. Key words

- a. Ask students to work in pairs to complete the task. Have them match the key words to the definitions and compare their answers. Elicit anything else they know about each word. Have students scan the article to find the words used in context.

Key:

1. *overdue*
2. *tipping point*
3. *menace*
4. *upend*
5. *status quo*
6. *pledge*
7. *lobby*
8. *backtrack*
9. *strident*
10. *drivers*
11. *regulation*
12. *minority*

3. Understanding the article

- a. Ask students to read the questions and find the answers in the text. Encourage them to identify key words in each statement and to scan the text to find the relevant section.

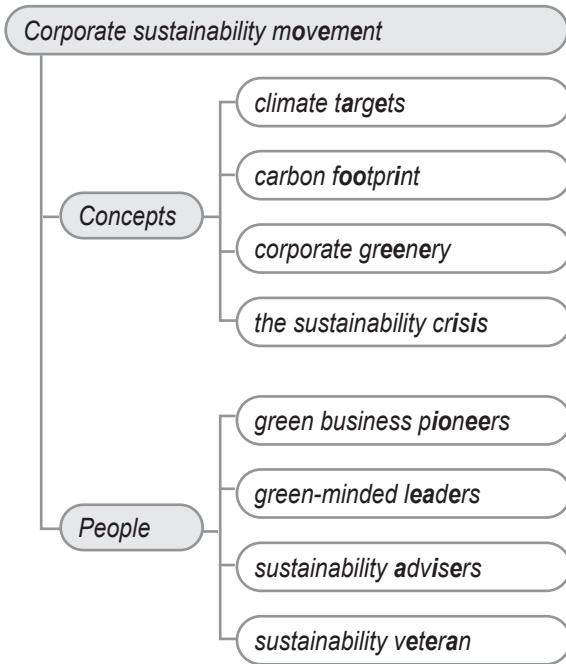
Key:

1. *False. She thinks that companies can push for markets to be reformed in the current system.*
2. *False. This is what is needed now.*
3. *True*
4. *True*
5. *True*
6. *False. He thinks that too much can go wrong with individuals. It needs to be systemic change.*
7. *True*
8. *False. Unilever has backtracked on those targets.*
9. *True*
10. *False. He believes it is a great way to slash carbon emissions.*

4. Business language – sustainability

- a. Ask students to first try to complete the phrases before they check their answers in the text.

Key:



- b. Students use the phrases from task a to show they understand their meanings and see how they are used in sentences.

Key:

1. *corporate sustainability movement, sustainability pioneers / veterans*
2. *carbon footprint*
3. *Green-minded leaders*
4. *corporate greenery*
5. *Sustainability advisers*
6. *climate targets, sustainability crisis*

5. Discussion

- a. Put students in small groups and ask them to discuss the questions. When students have covered all the questions, bring the whole class back together, so they can share their answers and any interesting information that arose from their discussions.

6. Wider business theme – greenwashing

- a. Allow students to read the tips and discuss them with a partner. Then ask students to continue working in pairs and to choose a company they want to learn more about. They then follow the tips to analyse the company's level of greenness.

Regroup pairs into larger groups of six and allow them all to share their findings. If there is time, regroup pairs again, so they can share their findings with other students. Have students share any surprising findings with the whole class.

The extension is optional and can be done in class or for homework. After students have explored one or two certification websites, ask them to share their opinions.