

4C Economies

HOW TO ... | present survey results
 VOCABULARY | money and economy
 PRONUNCIATION | chunking language



VOCABULARY

money and economy

- 1 A Work in pairs. What do you think is meant by the terms 'sharing economy' and 'circular economy'? Go to page 142 and check your ideas.
- B Decide if these businesses (1–6) are examples of the 'sharing economy' or the 'circular economy'.

- 1 We convert animal waste to fertiliser and natural gas using solar-powered greenhouses.
- 2 Who needs a car when you can call us anywhere, anytime and get your lift?
- 3 Buy furniture manufactured using recycled raw materials here.
- 4 You're only a few clicks away from finding a spare room or apartment from a few days to a few months.
- 5 Fancy changing your work location? Rent a desk in our co-working space whenever you need it.
- 6 Mail us your old clothes and we'll turn them into new fashion items. Zero waste is the way forward.



- 2 Read the article and complete the collocations in bold with the words in the box.

collaborative driven economy finite
 incentives investment loyalty model
 on-demand online terms zero-

The future way to do business?

Once a game-changing movement, the so-called **sharing**¹..... has long since become a recognised **business**²..... Also referred to as ³..... **consumption**, another term that emphasises the 'sharing' element, businesses that fall under these **umbrella**⁴..... came into existence once ⁵..... **transactions** became the norm. Yet, however these businesses brand themselves, they are still essentially **profit**-⁶.....

As many businesses don't actually involve sharing, the term 'access economy' came into use, focusing more on the notion that the provider offers ⁷..... **access** to a product or service – for a price. More recently the term 'circular' economy has become ever more familiar, as businesses are coming to terms with the potentially enormous profits that could accompany shifting focus to a ⁸..... **waste** goal, with continual recycling, reusing and remanufacturing. It incorporates the idea of **aligning**⁹..... for customers, businesses and the planet, and is based on the assumption that this will **drive customer**¹⁰..... in the future.

¹¹..... **opportunities** in the sectors of building, fashion, food, transport and plastic packaging will move away from consuming ¹²..... **resources** towards continual recycling. Is this a realistic vision of how economies will work in the future? Many hope it is.

How to ...

present survey results

- 3A** Answer the questions in the survey on the sharing economy. Work in pairs and compare your answers.

Your thoughts: the sharing economy



- 1 What sharing-economy businesses have you used?
- 2 How often have you used it/them?
- 3 Have you been happy with the service(s)?
- 4 Do you think they give value for money?
- 5 Which sharing-economy businesses would you like to find out more about?
- 6 Which would you like to try?
- 7 Which would you never use?

- B** **4.06** | Listen to an extract from a presentation of the survey results and answer the questions.

- 1 Which survey questions are mentioned?
- 2 What did the speakers find interesting? What examples do they give?
- 3 What do they conclude about human nature?

- 4A** **4.07** | A second survey was carried out with questions about the circular economy. Complete the phrases in a report on the results with the correct words. Listen and check.

- 1 On the _____, people expressed a curiosity about how effective the businesses were in significantly reducing waste.
- 2 To _____ one example, people who were interested in sustainable fashion wondered how many times fashion items could be recycled.
- 3 Our _____ was simply that people were interested in the difference between the claims and the actual reality of these business models.
- 4 Their interest _____ reflected a genuine concern to help protect the planet's finite resources.
- 5 Another _____ of this is the number of people who asked for more information about second-hand furniture outlets and clothes-swap websites.
- 6 _____ speaking though, there was limited interest in trying out services that had no proven track record in sustainability and seemed to be profit-driven rather than eco-friendly.
- 7 The _____ seems to be that people favour businesses that persuade us that they are really committed to a truly circular economy.
- 8 One might _____ that this way of approaching services will continue to attract consumers and marks a radical shift in the way we will spend money in the future and why.

- B** Which phrases (1–8) in Ex 4A relate to a) generalising, b) exemplifying or c) speculating?

- C** Learn and practise. Go to the Grammar Bank.

page 123 **GRAMMAR BANK**

PRONUNCIATION

- 5A** **4.08** | chunking language | Read and listen to the sentences. Mark the natural pauses as you hear them. Listen again and repeat.

- 1 To cite one example, businesses which sold upcycled furniture reported a significant increase in customer interest.
- 2 Generally speaking though, the cost and effort that goes into upcycling tends to lead to very small profit margins.

- B** **4.07** | Look at sentences 1–8 in Ex 4A again. Mark where you think the natural pauses would occur. Listen again, check and repeat.

SPEAKING

- 6A** Work in pairs. Write survey questions based on one of the businesses in Ex 1B, or another business you can think of. Think about the points below.

- people's experience of such a business
- their attitude to businesses like this
- opinions on the future of the business

- B** Ask other students to complete your survey. Make notes on their answers.

- C** Work with your original partner and compare your notes.

- 7A** Read the Future Skills box and do the task.

FUTURE SKILLS Communication



When presenting information to a group, we may refer to notes, but we should not just read them with our heads down. It is important to make eye contact with the audience to maintain interest and check understanding.

Work in pairs and organise your notes by key points so that they are easy to refer to.

- B** Present your survey results to the class.

MEDIATION SKILLS describing a process diagram



explain a complex diagram

page 150 **MEDIATION BANK**