1 Complete sentences 1–8 with words from the list.

corporate accountability   *track record*   *assets*
bottom line   *knowledge base*   *natural resources*
critical success factor   *sustainable development*
endangered species

1   I really believe in the importance of
_____ – companies have to
show some kind of responsibility for their actions.

2   I don't think we can rely on Piet to manage the
project successfully. Do you remember the disaster
with the last project – he doesn't have a great
_____ for this kind of thing.

3   We've invested a lot of money in training and we're
now seeing the benefits – we've built up an excellent
_____ within the company.

4   Our company owns a lot of land and this is one of
our most secure _____.

5   When you work for an insurance company, you
know that natural disasters can have a really
negative effect on the _____
of the company.

6   A _____ for our expansion
plan is getting the necessary funds to finance the
project – without the money, we just can't do it.

7   We're using up more and more
_____ and they won't last
forever, so we have to start thinking about taking a
more _____ approach to our
business.

8   Trade in ivory is illegal as it threatens
_____ such as rhinos and
elephants.

2 Complete the email with phrases from the list.

short-term profit   drain on resources   market value
return on investment   cost-benefit analysis
long-term viability   quantifiable data

Hi Alex

We've discussed the CSR proposal and these are our suggestions and concerns.

Before any scheme is chosen, a detailed
[1] _____ has to be carried out to ensure the project won't be a [2] _____ and finances.
In order to get the shareholders on our side we have to be able to show immediate results – they'll want to see some [3] _____ from this project. This will be easier if projections show a good [4] _____,
say within a three-year period. Our report needs to include [5] _____ – the shareholders will expect to see some facts and figures.

From a PR point of view, the CSR issue is one we must address as it will boost our overall [6] _____
As this particular project is our first, we must check its [7] _____ carefully, so that we can be sure of a positive effect on our reputation in the future. We're not aware of any similar projects by our competitors, so potentially this could give us a real competitive advantage.

Let me know when you would be available for a follow-up meeting about this.

Regards

Verena

2 Put the words in *italics* in the correct order to complete sentences 1–7.

1 Let's be a bit more positive – *we / work / provided / together / all* _____, I'm convinced we can still meet our deadline.

2 Well, *hold / we / assuming / decided / to* _____ the next team meeting in Brussels, we could also take the opportunity to look at some office buildings to rent next year.

3 OK, it seems manageable, but we *long-term / mind / have / bear / in / viability / to / the* _____ of this project.

4 Look, *going / no / we / meeting / don't / with / there's / ahead / point / this / if* _____ have any of the key decision-makers here today.

5 What's really clear to us is that *strategy / to / clear / we / develop / a / need* _____ to move the company forward.

6 We don't have a lot of money available to us, so basically *choice / we / have / don't / much* _____.

7 Well, that was a really interesting discussion – so, *general / the / is / consensus / that* _____ we need to find a new developer if we're going to deliver the product on time.