



Answer the following questions using the words below

Dopamine hit, to cut cost; increase by 13 percent; splash out; double over the time; a no buy year; minimalism

1. What are the main trends of shopping behavior nowadays?
2. How has it changed over the time?
3. What threats does it contain for the humanity?
4. What are possible ways out?
5. Will major manufacturers agree to cut production?
6. Do you know any companies who are well known for their social responsibility and care for the environment?

## Our Reason for Being

Patagonia grew out of a small company that made tools for climbers. Mountain climbing is still at the heart of our business, but we also make clothes for skiing, snowboarding, surfing, fly fishing, paddling and trail running. All of these are silent sports. They don't require a motor or the cheers of a crowd – the rewards come from connecting with nature.

Our values reflect a business that was started by a band of climbers and surfers who love wild and beautiful places. This means that we act responsibly and take an active part in the fight to repair the damage that is being done to the health of our planet.

We acknowledge that the wild world we love best is disappearing. That is why we share a strong commitment to protecting natural

lands and waters. Caring for the environment is very important to us. We donate our time, services and at least 1% of our sales to hundreds of environmental groups all over the world who are working to protect and restore the environment.

But we also know that our business activity – from lighting our stores to dyeing shirts – creates pollution as a by-product. So we work steadily to reduce the impact we have, and do more than simply comply with the regulations. We use recycled polyester in many of our clothes and only organic, rather than pesticide-intensive, cotton.

Staying true to our principles during thirty-plus years in business has helped us create a company we're proud to run and work for.

4 Choose a word / phrase from A and B to make phrases to complete the questions.

A		B	
act	comply with	time	an active part in
share	reduce	responsibly	true to its principles
take	donate	the impact	a strong commitment to
stay		regulations	

- 1 Do most companies in your country always \_\_\_\_\_ or do they sometimes bend the rules?
- 2 Do you know of any companies that \_\_\_\_\_, services or money to help local organizations?
- 3 How can businesses \_\_\_\_\_ they have on the environment?
- 4 Why should a company \_\_\_\_\_ and deal with any pollution that is a by-product of its business activity?
- 5 Does your company \_\_\_\_\_ the life of the local community. If so, what does it do?
- 6 Should a company \_\_\_\_\_ and values even if this means a loss of profit?
- 7 What companies in your country \_\_\_\_\_ protecting the environment?

Listen to a radio interviewer questioning Shamzul Aziz, a spokesperson for a leading gas and oil exploration company.

What does the company do for

- a) Its staff b) environment c) the local communities

Bribery; ethics; deception; responsibility; fairness; generosity; values; prejudice; credibility; greed; discrimination

Ethical company	Unethical company

