

Green Companies

Pre-Reading

A. Warm-Up Questions

1. Are you familiar with S.C. Johnson, Rio Tinto (Alcan), or Hewlett-Packard? What does each company sell or produce?
2. What are some of your favorite products? Why do you like them? Do you know which companies produce those things?
3. Do you make a special effort to buy from companies that help protect the environment? Why or why not?
4. Do you consider yourself "green"? What things do you do that are friendly to the environment?



B. Vocabulary Preview

Match the words on the left with the correct meanings on the right.

- | | |
|-------------------------|--|
| ___ 1. multitude | a) concerned with the environment |
| ___ 2. environmentalist | b) the making of |
| ___ 3. green | c) to give permission to use |
| ___ 4. generations | d) many |
| ___ 5. evaluates | e) a group |
| ___ 6. tremendous | f) big |
| ___ 7. production | g) examines |
| ___ 8. coalition | h) someone who cares for the environment |
| ___ 9. licenses | i) payments |
| ___ 10. royalties | j) families over time |

Reading

GREEN COMPANIES

S.C. Johnson

1. Windex®. Pledge®. Ziploc®. You've probably used a **multitude** of S.C. Johnson products without even knowing who made them. If you are an **environmentalist**, consider yourself lucky. S.C. Johnson is a very **green** company and has been for **generations**. S.C. Johnson is family-owned and each generation of CEO continues the company's dedication to the environment. The current CEO is the original founder's great-great-grandson.
2. Among S.C. Johnson's contributions is the Greenlist™ process. The Greenlist is a system that **evaluates** what impact certain materials will have on both humans and the environment. It classifies the materials based on how they affect health. It rates materials such as propellants, solvents, and insecticides. When S.C. Johnson used Greenlist, it removed **tremendous** amounts of pollutants from its products. To help other companies, S.C. Johnson **licenses** Greenlist to them and they don't have to pay **royalties**.
3. S.C. Johnson promotes recycling. In the United States, the company uses recycled shipping containers and includes recycled resins in the plastic bottles. The company also recycles over 90% of solid waste from the **production** of materials such as paper, plastic, and steel. Steel recycling is now available in more and more communities and S.C. Johnson helped lead a recycling **coalition**. The group got more than five billion pounds of cans and aerosol containers.
4. The company is also reducing its use of coal for power. By doing so, they prevent great numbers of greenhouse gases every year. S.C. Johnson built its own power plant and no coal is used to run it. Instead, it runs on natural gas and methane. What's interesting is that the plant gets this natural gas from a nearby landfill.
5. In addition to cleaning products and air fresheners, S.C. Johnson is the leading maker of pest control products. The commitment to pest control is due in part to the dedication to prevent dangerous diseases. Since some diseases are insect-borne, S.C. Johnson wants their products to work. Besides improving performance, the company wants to work on technology to make the production costs decrease and, as a result, make the products less expensive so more low-income families can buy them.
6. Located in Wisconsin, the company generates revenues of close to 10 billion dollars a year. Money aside, the employees and managers are committed to the environment.

Vocabulary Review 1

A. Hyphenated Words

Find three hyphenated words in the reading. Write them in the chart to the right. What part of speech are they?

#	Hyphenated Word	Part of Speech
1		
2		
3		

B. Suffixes

Find words in the main reading that have the following suffixes: -ide, -ist, -ous, -ion, -ant. What part of speech are they?

Suffix	Word	Part of Speech
-ide		
-ist		
-ous		
-ion		
-ant		

Pair Work (Partner A)

A. Reading

Read the short article to the right, but do not show it to your partner. Your partner will ask you questions about your article.

RIO TINTO (ALCAN)

Rio Tinto Aluminum (previously Alcan) was founded in 1902 in Quebec, Canada. It is the world's largest aluminum company and is part of an international mining group that makes billions of dollars a year. Rio Tinto cares a lot about the environment and sets high standards for itself. In 2001, Alcan set a goal to greatly reduce its greenhouse gases. The company surpassed its goal without affecting production. In fact, the company's production increased, and they began piloting a program to increase energy efficiency. Today, Rio Tinto focuses not only on energy conservation, but also on human well-being. Because of the nature of the aluminum business, the company uses toxic or potentially dangerous materials. Therefore, there is a sustainability initiative to constantly and consistently ensure the well-being and safety of the company's 60,000 plus employees. Over the years, Rio Tinto Aluminum has received several awards for its commitment to sustainability and safety standards.

B. Sharing Information

Work with your partner. Ask the questions to the right about your partner's reading. Write the answers in your notebook.

1. Who works for Hewlett-Packard?
2. What does Hewlett-Packard make?
3. When was the company founded?
4. Where is the company located?
5. Why does Hewlett-Packard care about the environment?

Pair Work (Partner B)

A. Reading

Read the short article to the right, but do not show it to your partner. Your partner will ask you questions about your article.

HEWLETT-PACKARD

Located in the heart of Silicon Valley, Hewlett-Packard has its headquarters in Palo Alto, California. Founded in 1939, the company has revenues exceeding 100 billion dollars a year. The company has been a longtime friend of the environment and is very conscious of the effect high-tech electronics has on the world. Because of this, the company owns e-waste recycling plants. Housed in the plants are shredders that help reduce computer parts into small chunks. The company also has a policy to accept any brand of equipment for recycling. Its own equipment is all recyclable. Company leaders have promised to stop consuming so much energy and have set many reduction goals, including keeping solid waste from landfills and recovering, reusing and recycling billions of electronic products. With over 300,000 employees, it's nice to know that this company wants to minimize the impact their products have on the environment.

B. Sharing Information

Work with your partner. Ask the questions to the right about your partner's reading. Write the answers in your notebook.

1. How large is Rio Tinto Aluminum (previously Alcan)?
2. When and where was the company founded?
3. What environmentally conscious step did Alcan take in 2001?
4. Was the goal achieved?
5. What other cause is important to Rio Tinto besides sustainability of the environment?

Vocabulary Review 2

Match the words in the left column with the best definition in the right column. If you don't know the answer, read the pair work reading again and try to guess the answer from context.

- | | | |
|-------|-------------------|--|
| _____ | 1. employ | a) to try out |
| _____ | 2. manufacture | b) the use of resources so not to permanently damage |
| _____ | 3. pilot | c) remaining the same |
| _____ | 4. focus | d) main location |
| _____ | 5. nature | e) a step toward something |
| _____ | 6. sustainability | f) to reduce |
| _____ | 7. initiative | g) the money made, income |
| _____ | 8. consistent | h) a lessened amount |
| _____ | 9. commitment | i) to give a job to |
| _____ | 10. headquarters | j) the basis for something |
| _____ | 11. revenue | k) what someone or something is aiming for |
| _____ | 12. brand | l) to make |
| _____ | 13. goal | m) to concentrate on |
| _____ | 14. minimize | n) a type of product made by one manufacturer |
| _____ | 15. reduction | o) a promise |

Writing

Based on your readings, why do you think some companies work harder to protect the environment than others? Do you think their efforts pay off? Write a paragraph about why it pays for business to be “green” in today’s world. Try to use vocabulary from pages 1 and 6.

Group Work

A. Survey

Talk to ten of your classmates or other students at the school. Find out what they do to be “green.”

Sample Questions:

1. Do you think the environment is important? Why or why not?
2. Do you recycle? If yes, what items do you recycle? If no, why not?
3. Do you like products that come from companies that are green? Which ones?
4. What kind of bags or containers do you use when you go to the store? Plastic? Paper? Reusable? Other?
5. Do you buy bottled water instead of drinking from the tap or a reusable bottle? Should bottled water be banned?
6. What things do you do to help the environment?
7. Do you use both sides of a piece of paper?
8. Do you leave the light on when you’re not in a room?
9. Do you throw away or compost food you don’t finish?
10. Do you recycle electronic products?

B. Display Your Data

Collect your data from one question in Part A and create a chart or graph that details your results.

Example:

