

Objectives

Talk about ethical business

Plan arrangements and respond to invitations

Talk about decisions, plans and predictions



First published in 2024 by mYngle

© mYngle BV, 2024

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, without the prior written permission of mYngle, or as expressly permitted by applicable Dutch law.

You may not distribute, share, or circulate this content without explicit authorization from mYngle. Any unauthorized distribution or reproduction is strictly prohibited and may result in legal action.

This digital edition is published exclusively by mYngle.

1. What's your favorite brand? How ethical is it?
2. What are the ways to measure how ethical a company is?
3. Look at the examples that illustrate how even well-intentioned marketing campaigns can be perceived as controversial or unethical if they are not carefully thought out and executed.
 - What's wrong with the campaigns?
 - How do you think customers reacted?
 - Can you guess how the companies responded?

* **Note:** the advertisements in question are authentic. mYngle merely utilizes them for instructive and educational objectives.



4. Read the customers' Xs (1-5). How would you approach this situation if you were these companies' marketing manager?

1. 'Just saw the Nivea 'White is Purity' ad. How did this even make it to the public? What a **corrupt** world! We should demand better representation and **fairness** from companies.'

3. 'Driven by **greed** and **prejudice**, this form of advertising shows a **deceptive**, dishonest and disrespectful attitude towards women and your company should be ashamed to have even placed this ad in various places thinking it would be perceived in any other way.'

4. 'Well, you all had so many choices on how to celebrate women on International women's day in a **generous** and **ethical** manner, and this is how you chose to do it? I'm disappointed to say the least. Take **responsibility** and do better, Burger King!'

2. 'This pretzel ad does not make the product sound particularly appealing.'

5. 'I was totally shocked, dismayed to say the very least, to find this online. So the black kid gets to wear the H&M sweater with 'Coolest monkey in the jungle' and the white kid with 'Survival expert'. Do you think this imagery is a **fair** and appropriate representation of a young black boy? This is beyond disgusting. So **discriminatory**!'

5. Match the words in bold from the tweets with their synonyms (1-10).

- 1. _____: impartiality, objectivity
- 2. _____: impartial, unbiased
- 3. _____: bias, preconception
- 4. _____: accountability, commitment
- 5. _____: dishonest, unprincipled
- 6. _____: unjust, intolerant
- 7. _____: principled, righteous
- 8. _____: misleading, deceitful
- 9. _____: unselfish, charitable
- 10. _____: avarice, voracity

6. Match the customers' Xs (1-5) with the companies' responses (a-e). Which company's reaction do you like? Why?

1. 'Just saw the Nivea 'White is Purity' ad. How did this even make it to the public? What a **corrupt** world! We should demand better representation and **fairness** from companies.'

2. 'This pretzel ad does not make the product sound particularly appealing.'

3. 'Driven by **greed** and **prejudice**, this form of advertising shows a **deceptive**, dishonest and disrespectful attitude towards women and your company should be ashamed to have even placed this ad in various places thinking it would be perceived in any other way.'

4. 'Well, you all had so many choices on how to celebrate women on International women's day in a **generous** and **ethical** manner, and this is how you chose to do it? I'm disappointed to say the least. Take **responsibility** and do better, Burger King!'

5. 'I was totally shocked, dismayed to say the very least, to find this online. So the black kid gets to wear the H&M sweater with 'Coolest monkey in the jungle' and the white kid with 'Survival expert'. Do you think this imagery is a **fair** and appropriate representation of a young black boy? This is beyond disgusting. So **discriminatory**!'

a. 'We didn't intend to advocate unhealthy weight loss with our ads. Thanks to all for the feedback. The ads will be taken down asap.'

 PretzelCrisps

b.  Nivea

'This ad was inappropriate and offensive. It was never our intention to offend anyone, and for this we are deeply sorry. This ad will never be used again. Diversity and equal opportunity are crucial values of our company. We hope that this situation won't damage the company's **credibility**'

c.  Reebok

We regret that some offensive Reebok materials were recently printed. The signs were removed as soon as we were made aware of them. We can assure you that Reebok does not condone this message or cheating in any way. We apologize for the offensive nature of these materials, and are disappointed that they appeared at all.'

d.  Burger King

We hear you. We got our initial tweet wrong and we're sorry. Our aim was to draw attention to the fact that only 20% of professional chefs in UK kitchens are women and to help change that by awarding culinary scholarships

e.  H&M

'We understand that many people are upset about the image of the children's hoodie. We, who work at H&M, can only agree. We're deeply sorry that the picture was taken, and we also regret the actual print. Therefore, we've not only removed the image from our channels, but also the garment from our product offering. It's obvious that our routines haven't been followed properly. This is without any doubt. We'll thoroughly investigate why this happened to prevent this type of mistake from happening again.'

7. Make nouns and adjectives using the suffixes in the box. Some suffixes can be used more than once.

- ity

-ness

-tion

-al
- ed

-ible

-y

Noun	Adjective
responsibility	
ethics	
	generous
fair	
	deceptive
prejudice	
greed	
	discriminatory

8. Complete the sentences with the correct form of the words in brackets.

1. The hotel looked nice but appearances can be _____.
(decept_____)
2. The _____ compensation package offered by the company attracted many talented professionals. (gener_____)
3. The management team follows _____ principles to ensure a positive corporate culture. (eth_____)
4. He's _____ for power. (gr_____)
5. The firm eliminated any _____ policies to create a more inclusive environment for employees. (discrimin_____)
6. As a team leader, it's my _____ to make sure everyone is well-informed and motivated. (responsib_____)

9. Use the prefixes in the box to make antonyms. Some prefixes can be used more than once (*optional*).

-in	-un	-dis	-non	-ir
responsible				
ethical				
prejudiced				
respectful				
generous				
discriminatory				
credible				
fair				
corrupt				
honest				

10. Complete the sentences with the words from ex. 9 (*optional*).

1. Our company doesn't accept *un*_____ treatment of individuals whether it be because of race, sex, age or religion.
2. Despite being wealthy, he was *un*_____ and rarely donated to charitable causes.
3. The athlete's *in*_____ performance during the competition earned her a gold medal recognition.
4. It's *un*_____ for doctors to accept gifts from pharmaceutical companies to prescribe their products.
5. Research should be unbiased, *un*_____ and free from conflicts of interest.
6. The company's *non*-_____ hiring practices promoted a diverse and inclusive work environment

11. Discuss the list of unethical activities. In your opinion, which are the worst?

1. Using your influence to get jobs for relatives/friends.
2. Using work facilities/a company car/phone for private purposes.
3. Calling in sick when you are not ill.
4. Scheduling a Teams/Zoom meeting 'with yourself' to take an extended lunch break.
5. Accepting praise for someone else's ideas or work.

12. Discuss the following situations with your partner/teacher.

Student A

You are a human resources manager who needs to fill the position of Marketing Director.

Two candidates shortlisted for the job vacancy are a prototype person and a female from a minority group. Objectively, the best candidate for the position is the prototype person. However, your company is actively pushing for diversity and inclusion, and rejecting the candidate from a minority group could damage your company's reputation. Besides, your boss will be dissatisfied. What would you do? Why?

Student B

Your company is going to buy expensive equipment and you are responsible for examining tenders for all the contractors. The two best tenders are of equal merit, and you were intending to recommend them both and let the Board of Directors decide. This afternoon, over coffee your manager mentions that he is very good friends with one of the two contractors on the shortlist and would be very disappointed if they didn't win the contract. What would you do? Why?

extra writing

Look at the marketing campaign below and read the customers' Xs.

You are Dove's Marketing manager. Write a Facebook post to address public concerns and try to restore the company's reputation (150-200 words)



Oct 8

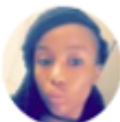
Replying to @henrygates4 @Dove

It doesn't bleach, just makes your skin smooth and moisturized all day... This ad is **racist** and doesn't make any sense at all

4

4

35



Oct 8

Replying to @Dove

Is that supposed to be an apology? We actually don't need your apology, as we move on to a better brand that's not **RACIST**....!!! Bye 🙏

6

74

502



Oct 8

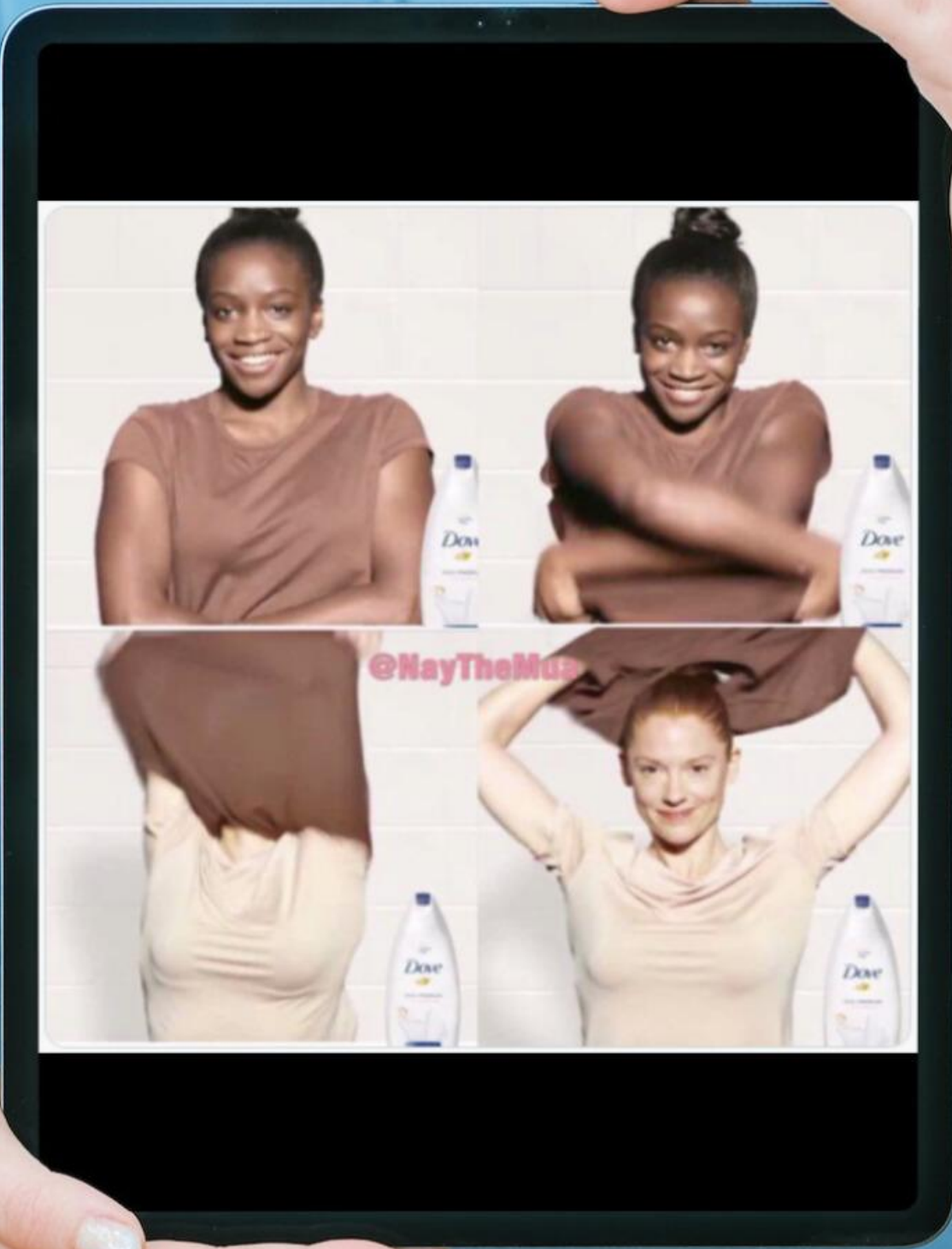
Replying to @MsPackyetti @Dove

I'm convinced these people do it on purpose. I don't believe for ONE SECOND that they didn't portray exactly what they intended to portray with stock apology pre-written. Bit just so long as they could put their **racist** ad out.

7

21

64



1. Look at the brands below. What do you think these companies have in common? What do the numbers in black refer to? Discuss with your partner/teacher.

16
TIME


JOHN DEERE

John Deere
Industrial Manufacturing 🌐🌐 United States

16
TIME


accenture

Accenture
Consulting Services 🌐🌐 Ireland

15
TIME



Starbucks
Retail 🌐🌐 United States

14
TIME

L'ORÉAL

L'ORÉAL
Health & Beauty 🌐🌐 France

13
TIME

intel.

Intel Corporation
Semiconductors 🌐🌐 United States

11
TIME



illycaffè spa
Food, Beverage & Agriculture 🌐🌐 Italy

11
TIME

DELLTechnologies

Dell Technologies
Technology 🌐🌐 United States

11
TIME

VISA

Visa Inc.
Payment Services 🌐🌐 United States

10
TIME

 Science.
Applied to Life.™

3M
Industrial Manufacturing 🌐🌐 United States



Audio 5.1

2. Read the context. Then listen to Part 1 of the interview and answer the questions below.

CONTEXT

The Ethisphere Institute is a for-profit company that defines and measures corporate ethical standards, recognizes companies that excel, and promotes best practices in corporate ethics. The company publishes Ethisphere Magazine and announces its World's Most Ethical Companies award once a year. The 2023 World's Most Ethical Companies Honoree List include, among others, Accenture, L'Oréal, Illy, 3M and Starbucks. Cassidy Davis, Ethisphere Client success manager, invited Kelly Goodejohn, a director of ethical sourcing at Starbucks, to speak about the company's effect on the environment.

1. What are Starbucks' three main sustainability focus areas?
2. What is the Starbucks College Achievement Plan?
3. What does the company do for community?
4. What principles are there in Starbucks' Standard of Business Conduct?



Audio 5.2

3. Listen to Part 2 of the interview and correct the interviewer's notes.

Starbucks

1. *introduced a kosher menu to reduce the impact of animal-based foods;*
2. *aims to reduce its footprint in the coffee industry by 50% by 2050.*
3. *is piloting reusable cup programs like Borrow A Cup in Germany.*
4. *gives customers free plastic cups.*



4. Match the halves of the sentences.

1. At Starbucks we **stay**

2. Starbucks **donates**

3. Starbucks **shares**

4. We try to **reduce**

5. Starbucks **takes**

6. We try to **act**
- a. ____ **the impact** on the planet.

b. ____ **responsibly** and aim to reduce our footprint in the coffee industry by 50% by 2030.

c. ____ **true to our principles**.

d. ____ **time** and resources to disaster-affected communities.

e. ____ **a strong commitment** to ethical leadership.

f. ____ **an active part in** its employees' education.

5. Speak about Starbucks' green projects using the prompts.

Starbucks stays true to and complies with
They take an active part in , donate , and
share Starbucks tries to reduce and acts
responsibly by , Starbucks collaborates with
..... .

extra vocabulary

Go by the book - to do something exactly as the rules tell you.

*E.g. He was a sincere employee who always went by the book.
He never broke any rules set forth by the company.*

6. Role play. Work with your partner/teacher.

Student A

Imagine you are a journalist who is going to interview a company about its initiatives. Prepare the interview questions using the cues provided. After you write your questions, conduct the interview with a partner in a role play and guess what company your partner/teacher is speaking about.

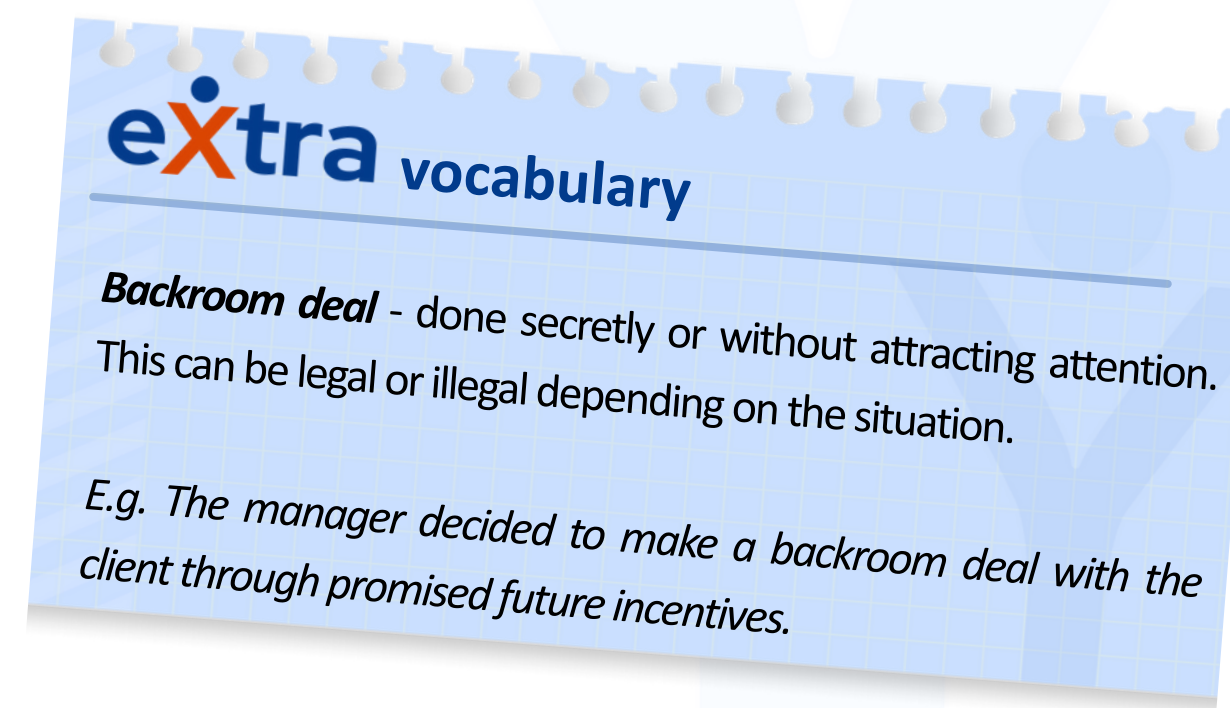
1. What / industry?
2. How / comply with?
3. What / donate?
4. How / reduce / impact / environment?
5. In which initiatives / take an active part?
6. What / commitment to?

Student B

Your partner/teacher is going to ask you questions about a company. Think of a company and answer your partner's questions (you may speak about your company or google another one). Your partner/teacher must guess what company you are talking about.

7. Answer the questions about your company (optional).

1. What does your company do for:
 - its staff
 - the environment
 - the local communities
2. Do you think your company is doing enough for the environment and local community?
3. On a scale from 1 (bad) to 10 (very good), how would you rate your company in terms of ethical business?



1. When you have an overseas trip for pleasure, how long in advance do you plan? How do you choose a destination?



Audio 5.3

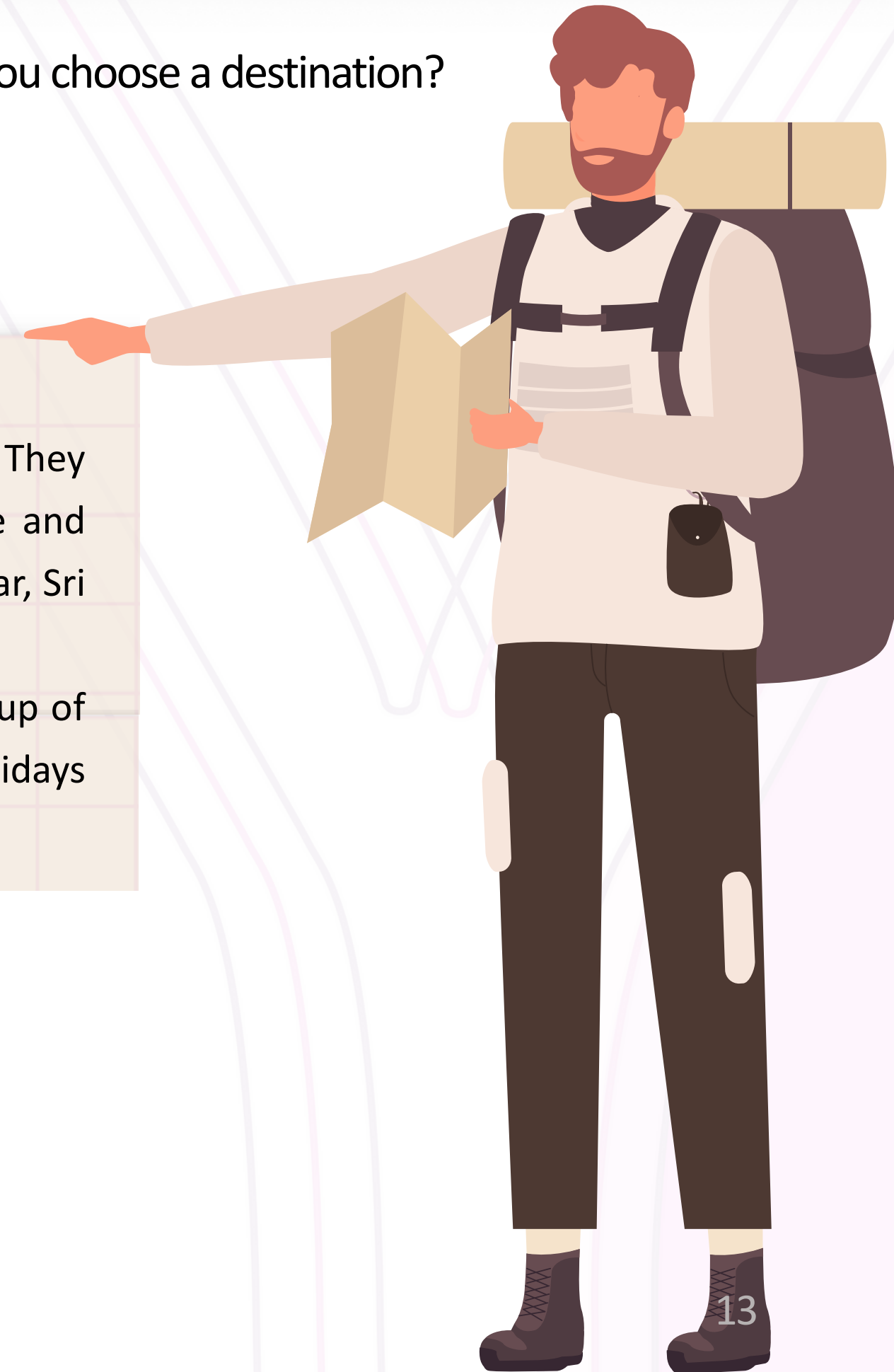
2. Read the Context. Listen to Part 1 of the meeting and answer questions 1-6.

CONTEXT

G Adventures is a tour operator with a commitment to responsible travel. They promote eco-friendly transportation, discourage littering and disrupting wildlife and encourage low-emission travel. G Adventures offers trips to the Serengeti, Zanzibar, Sri Lanka, New Zealand and the USA's national parks.

Recently G Adventures has developed a new destination, Oslo, and invited a group of travel agents on a familiarization trip so that they can find out more about the holidays they sell.

1. What are the negative effects of tourism?
2. How does responsible tourism enhance experiences?
3. What sustainable features does Oslo's transportation have?
4. What is Oslo's goal by 2030?
5. How is Clarion Hotel The Hub sustainable?
6. What are the benefits of green roofs?





Audio 5.4

3. Listen to Part 2 of the meeting and complete the tour description.

Oslo tour	
Day 1	Flight to Oslo, April 9 Check-in at Clarion Hotel The Hub City tour upon arrival
Day 2	_____
alternatively	_____
Day 3	_____



4. Complete the sentences with the words below.

- alternatively
- leaves
- itinerary
- idea
- recommended
- opportunity
- arrange
- planning
- welcome
- invite
- delighted

- I'm _____ to introduce the concept of responsible tourism.
- We'll email you the _____ but let me run through it now.
- The flight _____ on April, 9.
- On arrival, we'd like to _____ you to a short tour of the city.
- The _____ is to show you that Oslo has got a really well developed transportation system.
- We're _____ to stay at Clarion Hotel The Hub.
- The next day you'll get the _____ to visit the latest addition to the Oslo cultural scene.
- KOK is highly _____.
- _____, we'd be delighted to offer you the opportunity to make your holiday a volunteer experience.
- On the third day we're going to _____ a trip to the Oslofjord.
- You're _____ to participate in our initiative and collect plastic rubbish.

5. Read the Key Expressions and clarify the meaning of the phrases you do not understand.

Explaining plans and arrangements

- We'll email you the (final) itinerary.
- We're planning to ...
- The idea is to ...
- We're going to arrange ...
- You'll get the opportunity to ...
- The flight leaves on ...

Inviting

- We'd like to invite you to ...
- You're welcome to ...
- Alternatively, we'd be delighted to ...

Recommending

- We strongly recommend you (stay) ...
- It would be a good idea to ...
- ... is highly recommended.
- It's well worth a visit.

Responding

- That would be great.
- That sounds really interesting.
- Good idea.
- That makes sense.
- It's just the kind of thing I need.
- That's not really what I'm looking for.

6. Read the information below, choose one of the options and make recommendations of things to do.

1. L'Oréal

Invitation: Guided tour of L'Oréal research and development facility.

Recommended activities on the day:

- Presentation of L'Oréal's product lines and beauty innovations.
- Explanation of L'Oréal's sustainability initiatives and commitment to diversity.
- Demonstration of new products and makeup techniques.

2. Barcelona city tour

Day 1:

- Arrival and check-in at hotel.
- Guided walking tour of Gothic Quarter.
- Exploration of Park Güell, designed by Antoni Gaudí.
- Evening stroll along La Rambla.
- Dinner at a traditional Catalan restaurant.

Day 2:

- Visit to iconic Sagrada Família, designed by Antoni Gaudí.
- Tour of Passeig de Gràcia, including Casa Batlló and Casa Milà.
- Evening cable car ride to enjoy panoramic views of Barcelona.
- Dinner at a seaside restaurant.
- Optional visit to a flamenco show.

Explaining plans and arrangements

- We'll email you the (final) itinerary.
- We're planning to ...
- The idea is to ...
- We're going to arrange ...
- You'll get the opportunity to ...
- The flight leaves on ...

Inviting

- We'd like to invite you to ...
- You're welcome to ...
- Alternatively, we'd be delighted to ...

Recommending

- We strongly recommend you (stay) ...
- It would be a good idea to ...
- ... is highly recommended.
- It's well worth a visit.

Responding

- That would be great.
- That sounds really interesting.
- Good idea.
- That makes sense.
- It's just the kind of thing I need.
- That's not really what I'm looking for.



7. Choose one of the options below, make recommendations and arrange a tour.

- a. Your company has arranged an open day to give customers an insight into its operation.
- b. You are a volunteer tour guide. Arrange a 3-day tour around your city.
- c. Imagine that you need to hold a tour or an after-work event for the benefit of your company.
How would that affect your company's organizational dynamics?

Think about:

- the things you plan to show your guests/customers
- any recommendations of things to do or points to look out for
- things you hope to invite your guests/customers/colleagues to do.

1. What kind of social activities in your town could be appropriate ways of entertaining visitors from other countries?



Audio 5.5

2. Listen to five invitations and complete the table.

	1	2	3	4	5
What is being suggested / activity					
The response					
Comments/ reason for rejecting					

3. Match the phrases to make mini-dialogues.

Person A	Person B	Person A
1. I'm having a small get-together at my place this Friday evening. Would you like to come along?	a. Why not? That sounds like a great idea! I'm free on Saturday and would be happy to join you. What time should I be there?	1. Yes, we can reschedule the meeting for 10 a.m. See you then!
2. Hi, Mark, we're having a brainstorming session tomorrow at 10 a.m. Would you like to be a part of it?	b. Thank you for the invitation, but I won't be able to attend. I have some prior commitments.	2. No problem, maybe next time.
3. Hey, Sarah, we're having a team-building event this weekend. Would you like to come along?	c. Oh, that sounds like fun! Unfortunately, I already have plans for Friday night. I'm going to see a movie with some friends. Thank you for the invite, though!	3. We're planning to meet at the park around noon. You can bring a dish to share if you'd like, but no pressure.
4. Are you free this Saturday? We're organizing a picnic at the park, and we'd love for you to join.	d. That sounds interesting. Can we have the meeting at 10 a.m. instead of 9 a.m.? I have another appointment scheduled at that time.	4. No problem! I hope you enjoy the movie. Maybe you can join us for the next gathering.

4. Work with a partner/teacher. Use the expressions from the chart below, and take turns inviting each other to activities (1-11.)
Accept or reject invitations.

Inviting

- Let's + verb
- Do you fancy ...? / Do you feel like ...?
- Why don't we + verb?
- How does ... sound?
- It would be our pleasure if you could attend...
- I was wondering if you would like to...
- Would you like to...? / Would you be interested in...?
- Do you want to (join us)? / Would you like to come along (to...)?
- What about...?
- Are you up for...?

Accepting invitation

- I would be delighted.
- (Sure). That sounds great / perfect / perfect / lovely.
- That sounds like fun / my kind of thing.
- Count me in! / I was hoping you might say that! / You read my mind!

Refusing invitation

- I'm afraid I can't. / I'm afraid I won't be able to ...
- (That's a shame) that sounds like my kind of thing, but ...
- I would love to, but But definitely invite me again next time.
- That sounds perfect, but (the thing is that)
- That's very kind, but I'm afraid I, so I'll have to take a rain check.

1. Have lunch E.g. How about having lunch together?
2. Participate in a training session
3. Meet for a drink sometime this week
4. Watch a football match on Saturday
5. Visit a museum tomorrow
6. Participate in a team-building event on Sunday
7. Celebrate a colleague's work anniversary
8. Go cycling tomorrow
9. Attend a farewell party
10. Take part in a charity event
11. Participate in a company-wide meeting

5. Role play. Work with your teacher/partner.

Student A

Your partner is a visitor to the town where you live/work. You would like to invite him/her to one of the social events below. Think about the possibilities, then find out his/her preferences and make an arrangement.

Student B

You are visiting your partner in the town where he/she lives/works. He/she wants to arrange some social event. Accept or reject the invitation. Provide an excuse if you reject the invitation.

Teatro Alla Scala 
-----Filodrammatici str, Milan-----
THE MAGIC FLUTE
by Wolfgang Amadeus Mozart

Top Brass Jazz Club

Tom Misch
and Camille Munn 
All this week 10 p.m.

SAVE THE DATE!
May 15th
Green Summit 
San Francisco
Learn how to comply with regulations while traveling sustainably.
Discover eco-friendly travel options.
Connect with companies that stay true to their principles.

----- **August 10th** ----- **Seattle** -----
Responsible Travel Forum 
Learn how to reduce your impact on the environment.
Explore sustainable travel options
Take an active part in promoting responsible tourism.

Do you want to make a positive impact?
Donate your time to a **BEACH CLEANUP** event
in **Miami** on July 5th! 
Take an active part in preserving our oceans and learn about sustainable practices from environmental organizations.
See you there!

1. What are your plans for this evening / tomorrow / next week?

2. G Adventures is organizing a 3-day trip to Oslo for its travel agents. Read Barbara’s email and answer questions (1-4).

- 1. When’s the flight?
- 2. Who will be at the airport to meet Mr. Hahn?
- 3. Where is he staying?
- 4. What is Barbara going to do?

3. Do the verbs in bold refer to the present or future?



New Message

From: Barbara Melisse

To: Denis Hahn

Subject: 3-Day Oslo Trip: Schedule & Details

Dear Mr. Hahn,

I hope this email finds you well. We're excited to announce a 3-day trip to Oslo, starting on April 9th. Our team is finalizing the arrangements and we'd like to share some highlights. Your flight **leaves** on Tuesday, 9th at 7 a.m., so you'll **arrive** in Oslo before lunch. Someone **will be** at the airport to meet you. We haven't decided on a person yet, so I'll **speak** to my colleagues and let you know later. Your first meeting is with Anna Hermann, you **are seeing** her at 1 p.m. in our office. She **will** probably **take** you to lunch. After lunch you **aren't doing** anything until 3 p.m., so you **will have** time to go to the hotel. You're **staying** at Clarion Hotel The Hub, which is a very central location. I'm **going to** pick up the tickets tomorrow, so I'll **give** them to you on Monday.

Regards, Barbara.

Send

4. Read the sentences from the email. Match the verbs in bold with the tenses.

- 1. Your flight **leaves** on Tuesday, 9th at 7 a.m.
- 2. You’re **staying** at Clarion Hotel The Hub, which is a very central location.
- 3. She **will** probably **take** you to lunch.
- 4. I’m **going to** pick up the tickets tomorrow.
- 5. We haven’t decided on a person yet, so I’ll **speak** to my colleagues and let you know later.

- Future Simple
- Present Continuous
- To be going to
- Present Simple

5. Complete the rules (a-e) in the Language point with sentences (1-5) above and the tenses from the list below (*one of the tenses should be used twice*).

- a. We use _____ to speak about a fixed arrangement that has already been made.
E.g. _____.
- b. We use _____ to speak about a decision made at the moment of speaking / a promise.
E.g. _____.
- c. We use _____ to speak about a timetable / schedule.
E.g. _____.
- d. We use _____ to make a prediction.
E.g. _____.
- e. We use _____ to speak about plans or intentions .
E.g. _____.

- Present Simple
- Present Continuous
- To be going to
- Future Simple

6. Read the follow-up phone call. Underline the correct words in italics. Then listen and check (*optional*). 



Barbara: Hello.

Mr. Hahn: Hi Barbara, this is Denis Hahn. *I will go / I'm going* to Oslo next week and I wanted to confirm my flight details and hotel reservation.

Barbara: Sure. Is there anything specific that you wanted to ask me about?

Mr. Hahn: Yes, actually. You mentioned in the email that someone will be meeting me at the airport, but you haven't decided on who that person *will be / is* yet. Do you have an update on that?

Barbara: Yes, we've decided that our colleague, Henrik, *is being / will be* there to meet you at the airport.

Mr. Hahn: Perfect. That's very helpful. And just to confirm, my flight *leaves / will leave* on Tuesday, 9th at 7 a.m., right?

Barbara: Yes, that's correct. You *ll arrive / are going to arrive* in Oslo before lunchtime.

Mr. Hahn: Perfect. Thank you for your help, Barbara.

Barbara: You're welcome, Mr. Hahn. Have a great trip!

7. Rewrite each sentence so that it has a similar meaning using the words in brackets.

1. What are your plans for the next week? (to do)

What are you going to do next week?

2. I've got an appointment with a new client this afternoon.

_____ (meet)

3. The departure time of your flight is 20:45.

_____ (leave)

4. There is a chance of the situation improving in the next few years, I'm sure.

_____ (definitely)

5. It's Jerry's birthday on Tuesday. He already invited me.

_____ (celebrate)

6. I have an appointment with Mr. Henrick on Wednesday at 14:00.

_____ (see)

7. I plan to meet my friends on Saturday.

_____ (meet)

8. You're breaking up. I think it's my connection.

_____ (call back)

8. Complete the sentences. Use *going to*, *will*, *the present continuous* or *the present simple*.

1. I'm sorry, I can't attend the kick-off meeting tomorrow, I ...

2. The trains are delayed because of the strike, so ...

3. Don't worry if you can't drive me to the airport, ...

4. I've just received the details of your flight to Oslo, ...

5. I've made up my mind, ...

6. Next week is very busy, ...

extra grammar

We use '**going to**' or the **present continuous** to speak about future plans and arrangements. '**Going to**' can suggest that the details of the arrangement haven't been finalized.
E.g. *I'm going to meet him next week. (just a plan)*

The **present continuous** can suggest that the arrangement is more fixed, with a time and a place.

E.g. *I'm meeting him at ten in my office. (a fixed arrangement)*

9. Read the case study and follow the instructions.

A company wanted a government construction contract, so the CFO took the politician and his wife on a free weekend in Bali. The incident was made public and the CFO was accused of bribery. The company's reputation was damaged as it was accused of unethical behavior. You are the spokesperson. Reach out to the public and promise to take action. State your plans, intentions and actions to be taken.

Make at least 5 sentences using ‘to be going to’, ‘will’ and the ‘present continuous’.

E.g. *We assure you that we **are going to** revise out Code of Conduct, and it **will never happen** again.*



We use **going** to or **will** for predictions about the future.

We use to **be going to** to make predictions when there is clear external evidence.

E.g. *Look at those clouds. It's going to rain.*

We use **will** to say things about the future based on personal opinions.

E.g. I think sustainable tourism will become a trend.



Imagine you are a futurist and it's your job to predict the future. Think about the topics below. What changes do you think will happen in these areas by 2050?

Choose one topic and describe the changes in 50-80 words.

- communication
- the environment
- cities

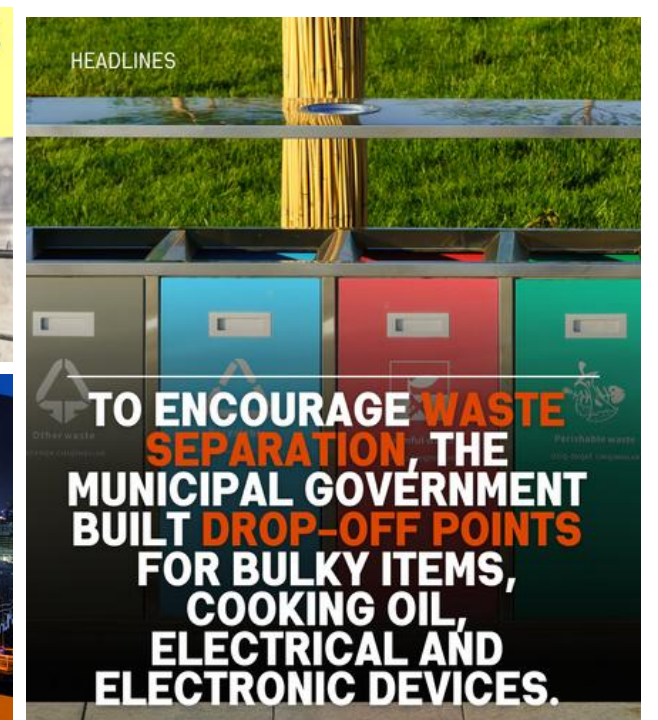
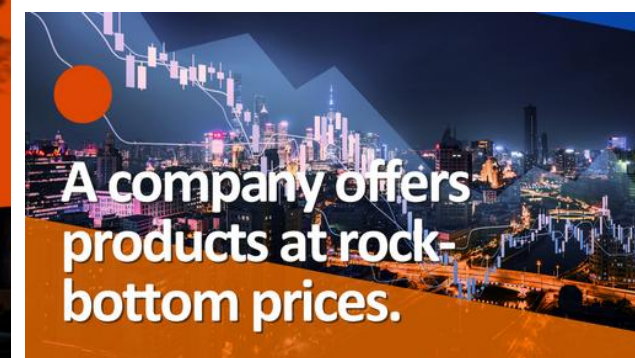
- technology
- food
- work habits

1. Answer the questions.

- What ethical situations in business concern you most?
- Would you buy goods if you knew children had helped to make them?
- Are there any products you never buy for ethical reasons?

Is ethics relative?

2. Read the headlines. Do you think the impact of these initiatives is positive or negative? Why?



Is ethics relative?

3. Read about the possible impact. Were your ideas in ex. 2 similar? Can you think of another impact? Discuss with your teacher/partner.

1. The company offers the product at rock-bottom prices.

Employee salaries may be lower than average. Or workers can be paid in tokens that they can only use at the company shop.

2. To encourage waste separation, the municipal government built drop-off points for bulky items, cooking oil, electrical and electronic devices. ‘

It's a 15-minute drive to the nearest drop-off point. I need to use my car every time I want to be sustainable. Not very environmentally friendly'. - a citizen.

3. A company employs child labor

People in developing countries should earn a living wage, but adults don't always do so. So a youngster's earnings are often essential to their family, which means well-intentioned efforts to prevent them from working may actually be making things worse and without their children's help, many families wouldn't be able to survive.

4. Unsafe chemical plant closed down at last

If the plant closes down, the workers may lose their jobs, which can have serious financial and emotional consequences for them and their families. The closure of a chemical plant can also have a ripple effect on the local community. If the plant is a major employer in the area, its closure can in turn impact local businesses and services, such as restaurants, shops, and schools, which may see a decrease in customers and funding.

5. Survey shows huge rise in public demand for organically-grown food

Originally-grown food is typically produced on a smaller scale and may only be available seasonally or in limited quantities. This can make it difficult for consumers to access and may lead to shortages or supply chain issues. As demand for originally-grown food increases, there may be increased competition with conventional agriculture for resources such as land and water. This can lead to conflicts between different agricultural practices and may make it difficult for originally-grown food producers to expand or scale up their operations

Discussion

4. Express your opinion on the following statements.

1. Lying / mildly exaggerating on your CV.
2. Enquiring about family status of female candidates before offering them a job.
3. Company having the right to read employees' emails and messages.

5. What is it ethical?

Read the following situations. From your point of view, are they ethical? Why/ why not?

1. **Lying to protect someone:** You discover that a close friend has made a serious mistake at work, which could lead to their dismissal. Your friend begs you to lie on their behalf, explaining that losing their job would cause severe financial hardship for their family.
2. **Resource allocation in healthcare:** In a situation where medical resources are scarce, a doctor must decide which of two patients will receive life-saving treatment. One patient is an elderly individual with a chronic condition, while the other is a young person with a higher chance of recovery but fewer immediate dependents.
3. **Intellectual property and access to knowledge:** A pharmaceutical company develops a life-saving drug but sets a high price for it, making it inaccessible to many who need it. The company justifies the price by citing the need to recoup research and development costs. In this situation, it is unclear whether it's more ethical for the company to prioritize its financial interests or to provide affordable access to the life-saving drug for those in need.



At stake - At risk. If something like money, a job, or someone's reputation is at stake, it is in danger of being lost because of a particular situation.

E.g. Several jobs were at stake when the company declared bankruptcy.



Behind someone's back - To do something without someone's knowledge and in an unfair way.

E.g. What do they say about me behind my back?

Task

6. Your company has recently received a letter from a member of public saying that one of your suppliers employs child labor. Read the note:

Subject: Addressing Allegations of Child Labor in Our Supply Chain

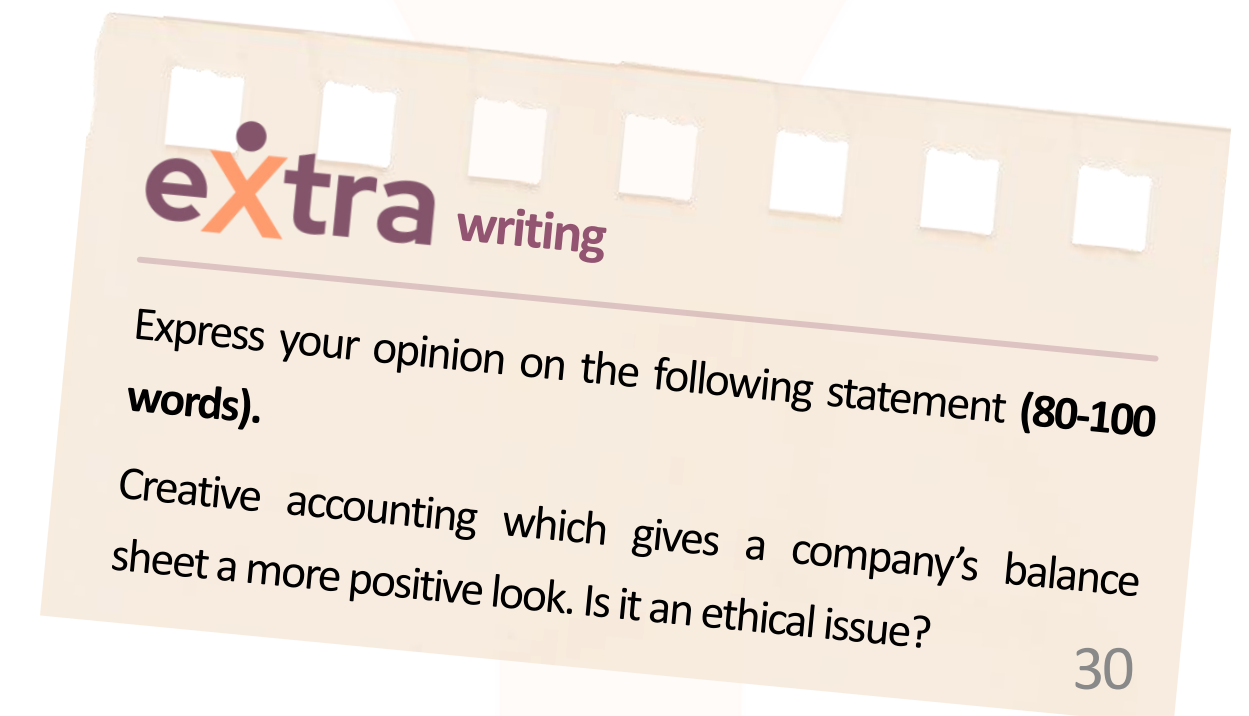
Dear Stakeholders,

We have recently received a concerning letter from a member of the public alleging that one of our suppliers is employing child labor. At BEES Co., we take such allegations extremely seriously and are committed to conducting business ethically and responsibly. We understand the impact our operations can have on people and communities, and we want to ensure that our practices align with our core values and principles.

You have worked with this supplier for a long time and have always had good relationship with them. If this information leaks out, it'll definitely cause a stir. Your reputation is at stake.

Decide:

- how you could find out if the story is true or not.
- what you should do if it turns out to be true.



extra writing

Express your opinion on the following statement **(80-100 words)**.

Creative accounting which gives a company's balance sheet a more positive look. Is it an ethical issue?

30

1. Complete the phrases with prepositions.

1. comply ____ regulations
2. reduce the impact ____
3. take an active part ____
4. stay true ____ its principles
5. share a strong commitment ____

2. Match the words with definitions.

- | | | | |
|-------------|--------------|---------------|--------------|
| • deception | • ethical | • credibility | • prejudiced |
| • fair | • corruption | • ethics | • greedy |

1. _____ - the study of what is morally right and wrong.
2. _____ - showing an unreasonable dislike for something or someone.
3. _____ - morally right.
4. _____ - wanting a lot more food, money, etc. than you need.
5. _____ - illegal, bad, or dishonest behavior, especially by people in positions of power.
6. _____ - the fact that someone can be believed or trusted.
7. _____ - treating a group of people equally.
8. _____ - the act of hiding the truth, especially to get an advantage.



3. Invite your teacher/partner to the below activities.

- go to the cinema
- have a coffee
- watch a football match
- go for a picnic
- participate in a workshop

4. Accept the invitations.

- Would you like to go to that new Japanese restaurant?
- Do you feel like playing golf this weekend?
- How about joining us for lunch?

5. Decline the invitations.

- We would like to invite you to the presentation of our new product.
- Why don't we go for a run?
- Let's go camping next weekend!

6. Match sentences (1-5) with their uses (a-e).

1. I'm going to ask my boss for a pay rise next week.
2. I'm sorry to hear that. I'll find out what the problem is right now.
3. I'm meeting Jessica for lunch. Would you like to join us?
4. Their share will probably rise when the market recovers.
5. With so much competition it's going to be difficult to make a good profit this year.

- a. an opinion about the future
- b. a future plan or intention
- c. a prediction with evidence
- d. a spontaneous decision / promise
- e. a future arrangement

7. Choose the best alternative.

1. **We're going / go** to Cuba on holiday this year. I booked yesterday.
2. **We'll definitely win / We win** the tender, I'm sure.
3. **I'm meeting / I'll meet** Mr. Tokuda for lunch on Friday.
4. I think **it is raining / 'll rain** this weekend.
5. The meeting has been canceled? In that case **I leave / 'll leave** earlier.
6. Can you hurry up, please? The train **leaves / is going to leave** at 3 p.m.
7. 'Carry this very carefully.' – 'Don't worry, **I'm not dropping it / I won't drop it.**'
8. 'Have you decided about next year yet?' – '**I'll relocate / I'm going to relocate.** Well, that's the plan anyway.'

8. Put the verbs in brackets in the appropriate future form. Choose between will, going to and the present continuous.

1. Have you heard the news? They (**launch**) a project to create awareness of the county's housing needs.
2. I (**meet**) Paul at eight next Wednesday morning in his office.
3. Daniel has just called – he (**be**) late.
4. This taxi driver is terrible. He (**have**) an accident, I'm sure.
5. In the future AI (**probably replace**) teachers.
6. We (**test**) the new equipment sometime next week.
7. I (**go**) to Rotterdam on Monday.
8. Would you mind waiting for a moment? I (**not be**) long.