

LISTENING

THE ECO INNOVATOR

You will hear Laura Harnett, who launched Seep – an eco-household essentials brand.

Laura talking:

After 20 years of working for brands such as Coca-Cola and IKEA, I decided to start a brand-new direction and launch my own ecological product.

Well, I'm going to tell you how everything started. I was doing my weekly shop, and had organic veg and recycled toilet paper, along with green washing powder and spray in my trolley. But the only choices in the cleaning accessories aisle were plastic sponges, and polyester or acrylic cloths. I launched Seep to provide a plastic-free, climate-neutral alternative to traditional products.

So, what happened next... I sat on the idea for about a year, expecting someone else to come up with it. But when COVID hit, I found myself with a bit more free time, so I made a business plan. I researched which products people used most and found suppliers that could develop eco versions. I launched online a few months later.

Which was my breakthrough moment? Getting our first stockist, or dealer, was essential. Sustainable household online retailer Bower Collective took a chance on us early on, and I'm so grateful that he trusted our product. The second breakthrough was receiving the "B Corp Best for the World" award for our environmental credentials. B Corp is the global gold standard for sustainability accreditations, so I was blown away!

The steepest learning curve was in the first six months, during which we had numerous product issues. My daughter and I spent one weekend repacking sponges! Finding ways to stay positive and keep up the momentum has been a constant challenge, but it's so worth it. I spent the first 20 years of my career in big companies, and I love the freedom of running my own business.

And where are we now? I feel like we are just at the start, although we have been able to achieve so much in less than two years. Seep is now sold through Amazon, Oxfam, and other independent retailers. My vision is to build a trusted, well-known household brand that genuinely helps people to cut their plastic consumption. We've sold more than 80,000 units since we launched and saved more than 300 tonnes of carbon compared with plastic equivalents. There are now four staff members plus me.

Source: *woman & home*, November 2022, page 57

ANSWER KEY

READING:

1. anonymous donor
2. deliberate, political (in either order)
3. overlooked
4. reviewing, media coverage
5. genre
6. shortlist
7. F
8. NG
9. T
10. F 10 points

VOCABULARY:

1. awesome
2. unimaginable
3. familiarity
4. luxuriate
5. notable
6. unaltered
7. hardship
8. hazardous
9. I
- 10.C 10 points

GRAMMAR:

1. yet
2. upon/on
3. for
4. out
5. its
6. as
7. More
8. to
9. how/when
10. ever
11. have
12. Even
13. were
14. guarantee to reply
15. showed him pointing 15 points

LISTENING

1. cleaning accessories
2. suppliers
3. household online retailer (accept online household retailer)
4. repacking sponges
5. cut plastic consumption 5 points
40 points

ROLE – PLAY

STUDENT (Employee):

You are at work. You want to talk with your boss. You don't feel motivated at this company. Moreover, you don't feel there is any possibility of promotion. Tell him/her that you have accepted a position at another company, so you will be leaving in two weeks. You talk first.



ROLE – PLAY

TEACHER (Manager):

You are a manager. You are in your office. Your best employee knocks on your door. He/she wants to talk with you.

PICTURE – STORY

Based on the picture below,

create a story in which Bahiti, a young girl from Egypt who comes from a poor social background, was able to overcome unfavourable circumstances. As a young woman, she got a scholarship at a prestigious university and she is currently starting a promising career in the United Kingdom.



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Názov: Olympiáda v anglickom jazyku – krajské kolo 2022/2023

Vydavateľ: NIVaM – Národný inštitút vzdelávania a mládeže, Bratislava 2023