

The 7 Steps -
May



1. CONTEXT



Patagonia

Mindmap anything you know about the topic, including vocabulary. Do some research online to help.

2. QUESTIONS

Read the listening questions to check your understanding. Look up any new vocabulary.

Listening Questions 1

1. When did Yvon Chouinard start selling clothing?
_____.
2. What did his original company sell?
_____.
3. Why did Yvon Chouinard buy a rugby shirt for rock climbing?
_____.
4. What 3 countries did he buy rugby shirts from?
_____.
5. Other than rugby shirts, what did Patagonia sell?
_____.

Listening Questions 2

1. What is a B-corporation?
_____.
2. Why does Patagonia donate 1% of its net revenue to environmental charities?
_____.
3. From 1985-2019, how much money has Patagonia donated to them?
_____.
4. How does Patagonia consider the environment in its choice of materials?
_____.
5. How does Patagonia try to create an enjoyable work environment?
_____.

3. LISTEN

Listen and answer the questions using full sentences. Circle the number of times and % you understood.

Listening 1				
1	2	3	4	5
%	%	%	%	%

Listening 2				
1	2	3	4	5
%	%	%	%	%

Discussion Questions

1. How important do you consider CSR for a company?
2. What workplace initiatives would you like to see implemented in your company?

4. CHECK ANSWERS

Read through the transcript and underline the answers. Check them against your own answers.

5. CHECK VOCABULARY

Read the transcript and circle any new vocabulary you find. Look them up and add them to your list.

6. READ ALOUD

Read the transcript aloud at least 5 times, focusing on intonation and pronunciation.

1	2	3	4	5
1	2	3	4	5

7. SHADOWING

Say the transcript aloud at the same time as the audio without reading it. Circle how many times below.

1	2	3	4	5
1	2	3	4	5

TRANSCRIPT 1

Outdoor clothing company Patagonia was founded in 1973 by Yvon Chouinard, who is an American rock climbing and surfing enthusiast.

He started selling rock climbing equipment in 1957 and eventually **formed** a company called Chouinard Equipment. He sold clothing for the first time in 1970. While in Scotland that year, he bought a rugby shirt because it was **durable** and it had a collar that could protect his neck from his hardware slings.

When Chouinard returned to California, he wore his rugby shirt while climbing with his friends and they were interested in buying the same kind of shirt. He bought rugby shirts from the English sportswear maker Umbro. They sold well and he started ordering rugby shirts from New Zealand and Argentina as well. He wanted the Chouinard Equipment brand to **remain** focused on hardware so he started Patagonia as a clothing company.

In addition to rugby shirts, Patagonia sold rainproof ponchos, sleeping bags, gloves, and knit hats.

MATCH THE ANTONYMS BY DRAWING LINES BELOW:

Additional	Fragile
Form	Withhold
Durable	Lacking
Remain	Destroy
Donate	Cease

TRANSCRIPT 2

The modern Patagonia Inc. is organized as a B-corporation, or Benefit corporation, and it is headquartered in Ventura, California, USA. A B-corporation focuses on earning profit and providing an **additional** positive impact on society. In Patagonia's case, the focus is on the environment.

Each year, Patagonia **donates** 1% of its annual net revenue to non-profit organizations that focus on environmental conservation and sustainability. The company's products are meant to be used to enjoy the natural beauty of our planet and Patagonia understands that its business activities create pollution. Therefore, it contributes a lot of money each year to reducing environmental harm. The 1% annual donation has resulted in a total of \$89 million donated in cash between 1985-2019. Additionally, the company uses recycled polyester for many of its products and it uses only organic cotton.

The company tries to create an enjoyable environment for its employees. There is no dress code and employees can go surfing during lunch breaks. There is an on-site daycare center for children and employees can have lunch with their children in the company cafeteria.