Lesson 1



International Financial Institutions

The IMF Introduction

Ex. 1 ⟹ Answer the following question

- What is the role of the IMF in the modern world?

Ex. 2 ⟹ PRE-VIEW: Try to match the words on the right to the words on the left.

monetary	**bonds**
fixed exchange	**fees**
to issue	fire
to keep	**Greece**
to address	tabs on smth
to bail out	**rates**
to peg the dollar	commitments
lending	**to gold**
to come under	system
subscription	issues

Ex.3 ⟹ IN-VIEW: Complete the table. Say what the numbers refer to in the video.

1944	
44	
1971	
189	
2,700	
10,000	
$675 bln	
$59 bln	

Ex. 4 ⟹ IN-VIEW: Answer the following questions.

QUESTIONS	IMF	WB
1. Who was the founding father of		

both institutions?		
2. When, where and under which circumstances were both institutions founded?		
3. What were their initial objectives?		
4. What event prompted the change in their role?		
5. What are they responsible for now?		
6. Who are they financed by?		
7. What countries do they work with?		
8. What are their global aims?		

<u>Ex. 5</u> ⟹ Complete the following summary with words and word combinations from the video episode.

Established in 1944, both the IMF and the World Bank were assigned ..... roles. The IMF was to ..... a system of fixed exchange rates which tied the value of a county's currency to the US dollar, which was ..... to gold. It was also tasked with providing ..... to countries struggling to pay their debts. Meanwhile, the World Bank was supposed to give ..... to countries that needed to rebuild after the war. Unpegging the dollar from gold in 1971 ..... the exchange rate system that the IMF oversaw. Now it ..... on the global economy, and puts economic policies in place in ..... countries. The World Bank ..... on development and reducing poverty. While the IMF is funded mainly by ..... from member countries, the World Bank is financed mostly by ..... to global investors. Although both organizations have recently come ..... for some of their policies, they ..... global economic stability.

Ex. 6 ⟹ Read the text about the decision-making process in the IMF and fill each of the gaps with a suitable word.

The IMF has evolved along _____ the global economy throughout its long history, allowing the organization to retain its central role within the international financial architecture. _____, for example, in the General Assembly of the United Nations, where each country has one vote, decision-making _____ the IMF (and hence the voting structure) was designed _____ reflect the relative position of each member country in the global economy. Each IMF _____ country is assigned a "quota" that determines its maximum financial commitment to the IMF, as well _____ its voting power.

In order _____ conduct its activities effectively and be perceived _____ legitimate, the IMF must be seen as representing the interests of _____ of its member countries. Thus, it is crucial that this decision- making structure (referred _____ as the institution's "governance") both accurately reflect the world's evolving economic structure and ensure adequate representation of countries with smaller economies.

To ensure that the institution's decision-making structure adequately reflected the larger _____ that emerging market and developing economies now play in the global economy, after years of hard _____ in search of a compromise that would win the backing of a majority of the IMF's member countries, agreement to reform the structure within which the IMF makes decisions was reached.

The agreement will result in an unprecedented doubling of IMF members' quotas and an additional shift of quota shares of 6 percent to dynamic emerging markets and developing countries, made possible mainly by reducing the shares _____ a number of advanced economies and oil-producing countries. As a _____ of the quota rebalancing, Brazil, China, India, and Russia will be among the top 10 IMF shareholders. Other dynamic emerging market countries will also see their quotas increase, while the voice of low-income countries _____ be protected.

Ex. 7 ⟹ Answer the following questions.

1. Do you think the IMF's decision-making structure would be fairer, or less fair, if it adopted a model similar to that of the United Nations, in which each country has the same voting power as every other? How might such a system alter the level of support for the IMF's work among various groups of countries (such as low-income countries, emerging markets, advanced economies), and how might that affect the institution's ability to carry out its mission?

2. What issues arise when an institution like the IMF considers altering its decision-making structure? What issues must those in charge take into consideration as they make the necessary decisions? Who are the different groups of stakeholders, and what needs of each must be addressed in the reconsideration process?

Ex. 8 ⟹ YOUR VIEW:

1) How do you understand the following statement from the video: "*If you had failed regulation in the order of magnitude that you've seen in the country like the United States, if that had been any African country, the IMF would have been all over you like a ton of bricks.*"

2) What options for insuring against crisis do countries have in the absence of a global provider like the IMF?

3) What threat does a country unable to meet its obligations to another country pose to international financial stability?

Make use of the speaking patterns

SPEAKING PATTERNS

Giving Opinion

Personally, I think …
To my way of thinking , …

Justifying your opinion

On the contrary, I …
What I'm trying to say is …

Expressing Hesitation

It must be said that …, however …
That's true up to a point, but …

Role Play



- What are the advantages of having an institution like the IMF whose purpose is to promote global economic stability?
- Are there potential drawbacks as well?
- How might your perspective on those questions change if you were:

(a) a central banker in an advanced economy?
(b) a leader in an emerging economy?
(c) a policymaker in a low-income country?
(d) a worker in a 3rd world country?
(e) a taxi-driver in a developed country?
(f) a CEO of multinational corporation?
(g) an oil-exporter in a small country?
(h) a gold-miner in a developing country?

PRESENTING ARGUMENTS

With some question types, you need to discuss more than one type of evidence, argument or point of view before reaching your conclusion. This is called the **argument-led** approach

1. UNDERSTANDING THE RUBRIC

Ex. 9 ⟹ Read this writing task and decide what you have to write about.

Present a written argument or case to an educated reader with no specialist knowledge of the following topic.

What is better to spend the money straight after you earn it or build up a nest-egg?

You should use your own ideas, knowledge and experience and support your arguments with examples and relevant evidence.

2. GENERATING IDEAS

Ex. 10 ⟹ Make notes for the task using the headings below and your own ideas.

Advantages of spending money

1.

2.

3.

Advantages of saving money

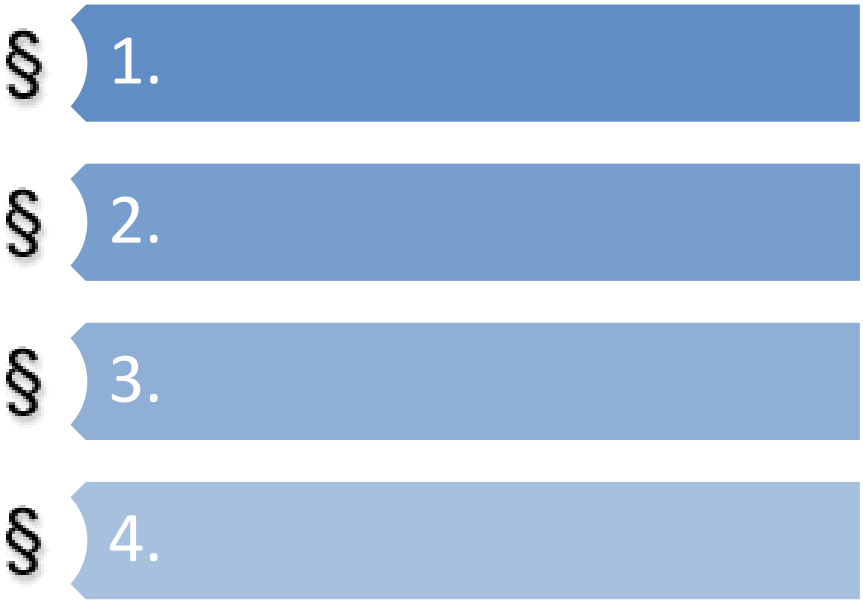
1.

2.

3.

3. ORGANIZING IDEAS

- **<u>Ex. 11</u> ⟹ To answer this task, you will need to write at least four paragraphs. Decide what kind of information you will write in each paragraph 1-4.**



NOTE

Think of some ways to develop the ideas in Paragraphs 2 and 3, for example, by giving an explanation or an example, or describing a result.

4. DRAWING CONCLUSIONS

- **<u>Ex. 12</u> ⟹ Which of the two conclusions below is more appropriate for the topic and why?**

1. *To sum up, while there are some obvious drawbacks to saving up, it appears to be the best way to secure our future. Therefore, I think putting some money aside has many more benefits than disadvantages.*
2. *In conclusion, there are obvious advantages and disadvantages to saving money, and we need to try to overcome the problems.*

Ex. 13 ⟹ **Comment on the saying: *'Money never sleeps'***

Ex. 14 ⟹ **PREVIEW: What do the following acronyms stand for?**

CDO	
ABS	
CMO	
SID	
SUV	

Ex. 15 ⟹ **IN-VIEW: Watch the video and answer the following questions.**

1. What prison was Gordon Gekko sent to?	
2. Why does Mr. Gekko call the present the ninja generation?	
3. How does Mr. Gekko connect bartender and greed?	
4. What according to Mr. Gekko do we call leverage?	
5. What is the mother of all evil?	

Ex. 16 ⟹ **IN-VIEW: Complete the sentences.**

1) And it's greed that makes the government of this country …….. to 1% after……..
2) They've got …….. for trillions of dollars of credits: ……..
3) The beauty of the deal: no one is responsible, because everybody is……..
4) Last year, Ladies and Gentlemen, 40% of all American corporate profits came from financial services, not production ……..
5) Bottom line – it's…….. .
6) Sometimes it's the only place …….. and look out …….. and say: «Hey, is everybody out there nuts?»
7) It's …….. like cancer.
8) And ……..: buy my book.

Ex. 17 ⟹ IN-VIEW: Discriminate false (F) statements from the true (T) ones. Justify your choice by relevant information from the episode.

T/F	In 1995 Mr. Gekko was sent off to prison for almost seven years.
T/F	SUVs are WMDs.
T/F	Banks, consumers are moving money around in circles.

Ex. 18 ⟹ Explain the following words and expressions.

drinking the Kool-Aid	
clear as a bell	
steroid banking	

Ex. 19 ⟹ YOUR VIEW:

1. How far do you agree with the statement that money never sleeps?

2. Scientists have proven for the first time that even the thought of money reduces satisfaction in the simple pleasures of life.

SPEAKING PATTERNS

Giving Opinion

As I see it …
I'm inclined to believe that …

Justifying your opinion

Personally, I'd go for …
Yes, but what I really mean is …

- **Ex. 20 ⟹ Use the above mentioned steps and write a 180-word essay on one of the following topics:**

A company is going to give some money either to support the arts or to protect the environment.

Which do you think the company should choose? Use specific reasons and examples to support your answer.

Many experts believe that e-commerce will soon replace conventional shopping facilities whereas their opponents consider it hardly possible.

Discuss both views and say which you would support.

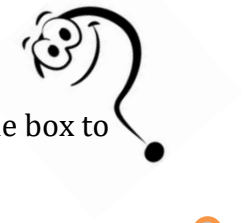
Lesson 2



Money Works

Banking Secrecy Laws

Ex. 21 ⟹ PREVIEW Answer the following questions.



1. What does the notion "BANKING SECRECY" imply?
   Complete the item with the given words and use the information from the box to answer the question.

account ▪ additional ▪ beneficial ▪ customers ▪ legal ▪ numbered ▪ provide

Bank secrecy (or bank privacy) is a 1..... principle in some jurisdictions under which banks are not allowed to 2..... to authorities personal and 3..... information about their 4..... unless certain conditions apply (for example, a criminal complaint has been filed). In some cases, 5..... privacy is provided to 6..... owners through the use of 7..... bank accounts or otherwise.

2. What countries have gained the reputation for the most reliable banking systems?

Ex. 22 ⟹ IN-VIEW Watch the video and add the word that follows the given one.

acrimonious		**criminal**	
off-shore		**numbered**	
tax		**interest**	
undeclared		**customs**	
unprecedented		**financial**	

Ex. 23 ⟹ IN-VIEW Watch the video and choose the most suitable answer.

1. EU finance ministers are to discuss
   a. possible sanctions against Switzerland.
   b. new customs procedure in Germany.
   c. new tax havens, Luxemburg and Austria.

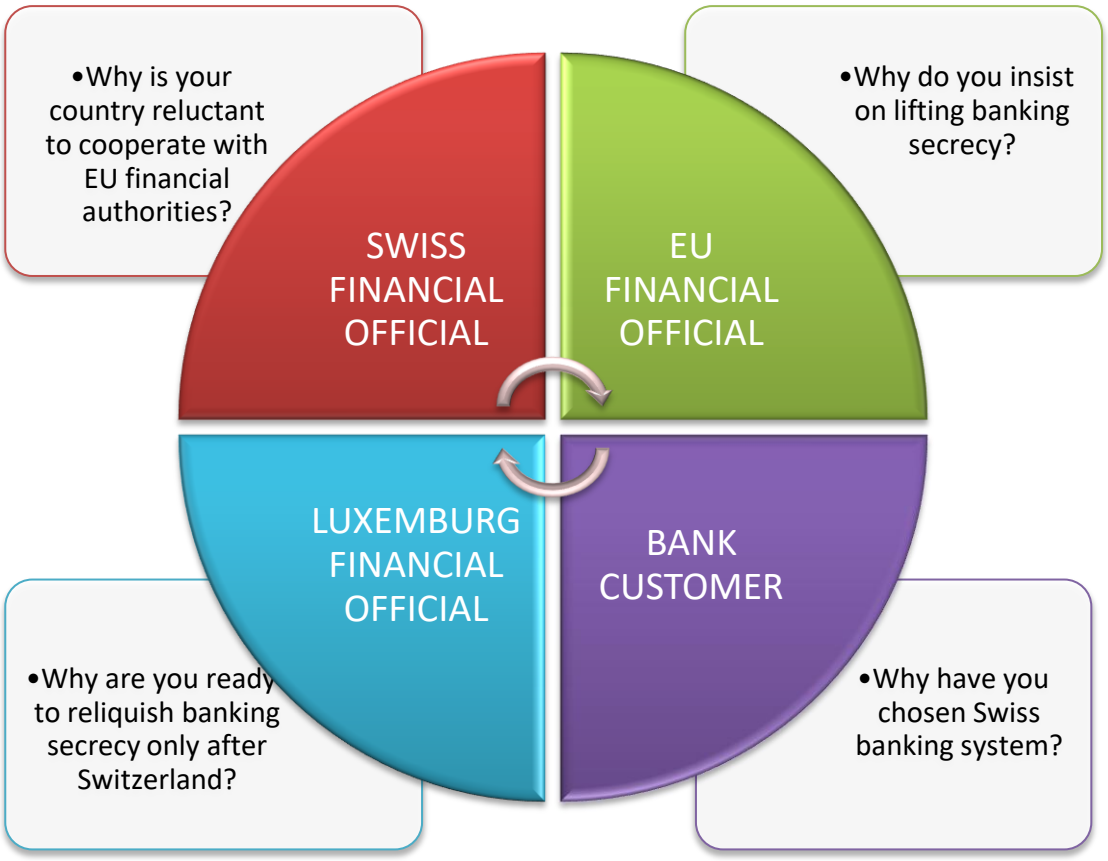
2. Wealthy foreigners are thought to have deposited more than ... here.
   a. 1000 mln Swiss franks
   b. 100 bln Swiss franks
   c. 1000 bln Swiss franks

3. According to the Swiss law banking secrets can be only divulged if the authorities suspect
   a. tax evasion
   b. a deposit of undeclared wealth
   c. a serious crime

4. a. Luxemburg and Austria are adamant: they'll make no concessions over the principle of banking privacy.
   b. Switzerland now faces the threat of EU reprisals over its refusal to cooperate with Europe's fight against tax evasion.
   c. Germany is one of the few favored destination for tax dodgers.

Ex. 24 ⟹ **Answer the questions, giving your reasons.**





The following words might be helpful:

- tax evasion
- tax dodger
- detect and prevent money laundering
- underground economy
- tax haven
- exercise discretion
- divulge secret information
- numbered bank accounts
- violate a client's privacy
- facilitate the exchange of banking information

Ex. 25 ⟹ **Speak about the possibility of defeating bank secrecy in Switzerland.**

Make use of the speaking patterns

SPEAKING PATTERNS

Giving Opinion

From my point of view, ...
I'm convinced that ...

Justifying your opinion

You may be right. But I still think ...
What you said is really an argument for my point of view. I feel ...

Agreeing

That's what I think/feel, too.
That's a good point.

Disagreeing

Don't you think that ...
I'm afraid I don't agree at all.

Hometask *Bitcoin*

Ex. 26 ⟹ PRE-VIEW Answer the following questions.

1) Who is Satoshi Nakamoto?
2) What is Bitcoin?

Ex. 27 ⟹ IN-VIEW Watch the video and answer the following questions.

1. What makes bitcoin a breakthrough?
2. How can a digital currency retain value if anyone can make a million copies?
3. What are owners of bitcoin mining computers rewarded for?
4. What does the term "quantitative easing" stand for?
5. What is the total number of bitcoins?
6. What are the five key characteristics of money?

Ex. 28 ⟹ IN-VIEW Decide whether the following statements are true or false, correct the false ones and justify your answer by the relevant information from the video.

1. A bitcoin is a file on a computer.
2. Each computer or "Bitcoin miner" has a complete and identical copy. And because the blockchain isn't public any one person or computer can control it.
3. Digital currency cannot be debased with cheap metals, or printed by the billion at will.
4. Nobody really knows how many dollars are in existence, but Bitcoin is totally transparent.
5. When central banks print as much money as they want, it makes the dollars, or euros, or rubles worth more.
6. The computer code behind Bitcoin has a built-in accelerator pedal, doubling the creation of bitcoins every four years.
7. Bitcoin will supplant the dollar or it will supplant the government.
8. Bitcoin enthusiasts are sitting on it waiting for the price to go up, as it is a speculative asset.

Ex. 29 ⟹ IN-VIEW Match the following words and expressions with their definitions.

cashier	sum of money that is borrowed
debt	to allow the use of money which must be returned, usually with interest
interest	money owed by one person to another

lend	to take money from a bank account
loan	a person dealing with cash transactions in a bank, shop, etc.
Owe	money paid for borrowing or investing funds
refund	to be in debt to someone
thriftiness	the quality of being careful with money, especially by avoiding waste
withdraw	to pay back money received

- **<u>Ex. 30</u> ⟹IMPROVE YOUR VOCABULARY Fill the gaps with idioms and idiomatic expressions from the list below.**

a) ballpark figure
b) tighten your belt
c) on the breadline
d) to live from hand to mouth
e) make a mint
f) money spinner
g) in for a penny, in for a pound
h) splash out

1. If you _____, you don't have any money to save because whatever you earn is spent on food and other essentials.
2. Mary doesn't know how much it will cost, but *a* _____ would be around $5,000.
3. If someone _____, they make a large amount of money.
4. Washing cars was quite *a* _____ many years ago.
5. I've had to _____ since I stopped working full-time.
6. Due to the recent crisis, there are more people _____ than ever before.
7. His boss _____ $50,000 on a holiday.
8. Jack finally accepted to be on the committee, then he accepted to be the chairman. "_____", he said.

Ex. 31 ⟹ Read the text.





Overstretched and overdrawn

Helen Pridham helps a solicitor worried by his bank balance

KARL, 27, from Liverpool needs help matching his income to his outgoings: 'I desperately need to escape from a financial black hole. It is now three years since I left law college and became a trainee solicitor in Liverpool. I have always had a reasonable salary and had a £10,000 increase in September 2001 when I qualified, plus another £2,000 performance-related increase a few weeks ago. 'I earn £33,000 a year. After deductions for tax, pension contributions and the rest, my take-home pay is around £1,800 a month. The cost of living and house prices in Liverpool are fairly low. Until now my girlfriend and I have been renting a flat for £625 a month, which we split equally.

"We have now decided to get on to the housing ladder and will be moving to a newly built property in Jury. We have arranged a two-year fixed-rate mortgage, which will cost about the same as the rent we are currently paying.

'My problem is that I have been overdrawn pretty much every month since I started work.

'I don't spend a massive amount on clothes, food, or hobbies, though we do go out for meals most weekends.

'For me the three main issues are: I go through a monthly cycle of financial angst whenever I am forced to look at my bank balance; I feel I am frittering my money away rather than saving, which I badly need to do because my girlfriend and I are planning to get married next year; and I have a vague sense of guilt that many people seem to be able to support a family on the same amount as I earn."



Action plan

THERE IS no magic wand that I can wave over your finances to get them back into shape. You will just have to be a lot stricter with yourself if you are serious about wanting to gain control and save money.

You are earning a very decent wage compared with most people, and if you were spending your money more sensibly I'm sure you would not be running into the problems you describe.

There is no obvious reason why you should be finding it so difficult to make ends meet. Naturally the repayments you make on your loans are a drain on your resources, though at about £350 a month they still leave you with considerable disposable income and even after paying your rent/mortgage repayments you should not be hard up. Basically what you need is more self-discipline to avoid overspending. You are already doing a number of things right.

But your first priority should be to balance your income and expenditure so you are not overdrawn each month. You say you don't spend a 'massive amount on clothes, food or hobbies', but your money must be going somewhere.

You urgently need to work out exactly what you are spending it on. Write down all your outgoings. Start with all your known bills, such as council tax, electricity, gas, telephone and petrol and make allowances for other expenditure, such as birthdays and holidays.

You will probably need to keep a 'money diary' for a month or so, as it is often incidental expenses that you least expect that mount up and eat into any spare cash.

While you are writing everything down, look for things you can cut back on.

Small economies, such as taking your own lunch to work, can save a considerable amount. Make a concerted effort to avoid impulse-buying. If you are tempted by something, ask yourself at least three times if you really need it.

Cut down on your social life. You needn't stop going out entirely. Eating out every other weekend, instead of every weekend would help.

Look for other savings, such as making fewer calls on your mobile, or walking more instead of driving so you use less petrol.

Be disciplined. Use any day-to-day savings plus the extra money you are getting from your wage rise to clear your credit card balance as fast as you can.

Once you have paid off your credit card bill, start building up your savings. You should aim to have an emergency

fund to fall back on equal to about three months' outgoings. You also want to save for your wedding next year.

When you move into your new home, make sure you are getting the best possible deal on your insurance and utility bills.

<u>Ex. 32</u> ⟹ Write your own advice letter in answer to the following letters. Remember that it is only for guidance.

1) The Weeks have been faithfully socking away their money for the time they retire, and now that they have reached the age they are afraid of running out of money before they run out of time.
'Initially we were recommended the withdrawal rate of 5%, but I wanted to take more. Their point is that the money's going to last a lifetime. But we would like to enjoy a decent life syle in retirement as well.'
'Can you help us live off our nest eggs for the rest of our lives and, at the same time, feel safe even in case of unexpected expenses?'

2) John West, 18, has just moved away from his parents and started living on his own.
'I've found a job that brings me $2000, which is just enough to pay off the rent for a one-room apartment I occupy alone, and buy the bare necessities I need.'



"I don't want to ask my parents for help, but I'd also like to be able to afford some entertainment, buy new clothes, and like.'

3) Diane Kleaver, 20, still lives with her parents who are very strict and won't allow her to invite any boy-friends home.
'I'm already a grown-up, but my parents get so emotional when I break their rules, I just can't stand it.'
'I have a job, but I don't earn much as I didn't go to college. So, living with parents helps me save some money. Besides, my work is a walking distance from my house, so it's really convenient.'
'Still, the rows between me and my parents are getting more and more violent, and none of my friends can stand their hostile attitude towards them.'
'I don't want to lose either my friends or my parents. And I'd like to start fending for myself. But how can I make both ends meet if I start living alone?'





Lesson 3



Spending Money

The WTO Introduction



Ex. 33 ⟹ PRE-VIEW Answer the following questions.

- What is the role of trade in the modern society?
- Why is it important to control the flow of goods and services?

Ex. 34 ⟹ IN-VIEW Read the following statements, watch the video 'The WTO explained in one minute' and correct the false ones.

T/F	The WTO was created in 1999.	
T/F	The main goal of the WTO is setting and enforcing rules so that member countries can trade with one another smoothly.	
T/F	In practice rules are created and altered through a majority vote.	
T/F	160 countries are current members of the WTO.	
T/F	The WTO can impose sanctions on countries that break the rules.	
T/F	Some critics believe that letting the WTO create rules that countries have to follow is undemocratic.	
T/F	There is an opinion that research and development are encouraged by the WTO.	

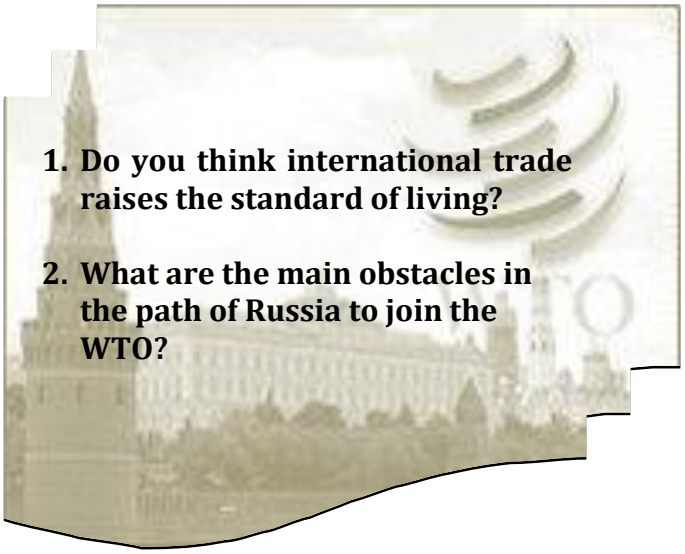
Ex. 35⟹ IN-VIEW Watch the video 'Is the WTO still needed' and complete the following sentences.

1. The World Trade Organization has always had ..... but the world ..... .
2. The institution certainly helps ..... drawing up ....., ..., ... – a grand agenda, but is this just a .....?
3. These are some of the ..... Mexico's ..... today.
4. Could you basically ..... the essence of Mexico and how Mexico is going .....? It has been pointed out during the years that .....
5. Mr Trump has already said that the organization ..... .
6. No one thinks that the system ..... no ..... system ..... .
7. But a ..... between dozens of countries takes ages.
8. Is it not extremely ..... having to wait for years .....at an organization that isn't all that fast?
9. This 1926 building is modern on the inside, it ..... who expect ..... .

Ex. 36 ⟹ Answer the following questions.

1. What happens when countries fail to arrive at consensus on every single topic?
2. What is the main objective of the WTO?
3. In what case can countries lodge an appeal?
4. Why are more and more countries becoming involved in negotiations or disputes?
5. What rights do the countries have from day one of their joining the WTO?
6. What problems can impede getting benefits of trade for developing countries?
7. Why does transparency become vital?
8. What factors have an impact on how trade flows?

Ex. 37 ⟹ Express your view on the following:



1. **Do you think international trade raises the standard of living?**
2. **What are the main obstacles in the path of Russia to join the WTO?**

Make use of the speaking patterns

SPEAKING PATTERNS

Giving Opinion

I'm positive that ...
I don't think ...

Ordering arguments

To start with, ...
Firstly, ...
Secondly, ...

Giving examples

Look at the case of ...
For instance, ...

Hometask *Video IKEA*

Ex. 38⟹ IN-VIEW Watch the video episode about IKEA
https://www.youtube.com/watch?v=za8FOavztZQ **and answer the following questions.**

1) What idea lies at the heart of IKEA?
2) What do the letters of IKEA stand for?
3) Why does IKEA use white everywhere? What does it symbolise?
4) Why is retail environment the most tiring for the human brain?
5) Why are cinnamon buns placed near the exit?
6) What is the "IKEA Effect"?

Ex.39 ⟹ IN-VIEW Fill in the gaps with prepositions.

1) IKEA is the only place in the world where you can snack _____ Swedish meatballs while you shop _____your new Poang chair or Fargrik mug.
2) A major reason people flock _____IKEA is its price point.
3) IKEA falls _____the affordable area _____ the spectrum, but it depends _____ what you buy.
4) As you walk _____, you have love because you have love _____ yourself _____ the mirror.
5) Right in the centre of most stores, you'll find a cafeteria serving _____ Swedish fare.
6) Despite this news going viral, the iconic dish remains _____ the menu.
7) IKEA thrives _____a business of quantity, not quality.
8) It's very easy to design a sofa _____ $3,000, but to do a good quality sofa that the kids can jump _____and _____ _____, that is made of sustainable foam that you can bring _____ _____ the supply chain and make a new sofa, and it's beautiful and comfortable _____the low price is very difficult.
9) What IKEA and a lot of other retailers are trying to do is downsize their footprint and focus ____ doing smaller stores that can cater _____ today's shoppers.
10) One of the things that Wayfair really struggles _____ is its cost _____doing business, that's why we're actually seeing Wayfair go _____ brick and mortar.

Ex.40 ⟹ IN-VIEW Fill in the gaps with the words from the video.

1) So a great store will give you the sense of _____ and _____ and will also give you the pleasure of _____. And that is when retail becomes retail _____.
2) The brain is _____ with mirrors.
3) The brain _____ everything through context.
4) The _____, clean _____ lends itself to a broad audience.

5) IKEA recognises that customers need _____ to keep shopping.
6) The Besta cabinet is the most _____.
7) Since 2010 the company _____ millions of products. The most _____, the Malm line of chests and dressers.
8) Depending on the country, people will say that they care about the climate; they care about _____. But if there's a higher _____ _____ to that, it will _____ some people.
9) Ninety per cent, or _____ of 90% of all our consumers are concerned about climate.
10) So one strength that IKEA has is the fact that it does have a _____ footprint because people can pick it up and that's cheaper for them to operate.

Ex.41 ⟹ IN-VIEW Decide whether the following statements are true or false. Justify your choice by relevant information from the episode.

1) Before the massive blue and yellow warehouses, there was an old Swedish man with a simple idea.
2) The IKEA brand is sleek, minimal and affordable.
3) If you are starting out, you're moving into your first apartment, you have a lot of money to spend.
4) When you look in a mirror, you see the most gorgeous human being looking back at you. IKEA plays to the narcissist in each of us.
5) All the customers want to assemble their own furniture.
6) IKEA Group says it plans to cut 750 jobs over the next couple of years.
7) True sustainability would be people buying better quality things that last longer.
8) While the company aims to make internal changes, it's also focusing on de-escalating the life of products it's already sold.

Ex.42 ⟹ YOUR VIEW Answer the question:

For now, IKEA is still on top, but can it stay there? Justify your answer.

Ex.43 ⟹ Read and summarize the text.

'Welcome to my high-fashion, trash shopping mall'

Anna Bergstrom had a dilemma. She loved the glitzy world of high fashion, but had also come to feel that it was unsustainable and bad for the planet. She's now found peace of mind by running a stylish shopping mall in Sweden, where everything is second-hand.

"Do you notice the smell?" Anna Bergstrom says, as she surveys her mall from the mezzanine level. "It smells nice here, doesn't it?" It's very important to Anna that this place is enticing, because she feels it is making a statement. Everything for sale here, in 14 specialist shops covering everything from clothes to DIY tools, is recycled. She is usually turned off by the smell of second-hand stores, she explains, even though she adores vintage fashion.

For most people flea-markets and charity shops carry a stigma, she thinks - a mark left

by countless bad experiences. Too often they are worthy but depressing, Anna says. Her mission is to bring second-hand shopping into the mainstream.

The mall itself is spacious and appealing, almost Ikea-like. An art installation - a tree and circular bench all fashioned from recycled materials - greets customers at the entrance. There is even a coffee shop and gift-wrapping service. The mall is called ReTuna. "Tuna" because that's the nickname for the city where it is based - Eskilstuna, an hour's train journey west of Stockholm - and "Re" because the goods on sale have been recycled or repurposed.

It was set up by Eskilstuna's local government in 2015, in a warehouse which used to house trucks for a logistics company. The shops inside it are run as businesses rather than charities, and each pays a combined charge of rent and business rates.

Anna Bergstrom's business mantra which she repeats to each shopkeeper is, "Do it like Hugo Boss." She wants the mall to stand toe-to-toe with a regular, commercial, glitzy mall.

There is a sports shop stuffed with skis and (slightly scuffed) sledges, a kids' shop bursting with toys (a little faded), a bookshop, a DIY store, a homeware specialist, even a pet accessory shop.

As well as "pre-loved" items for sale, there are also many that have been upcycled. These are unwanted items that have been taken apart and turned into new objects.

In a store that specialises in handmade household ornaments, Bergstrom is keen to show off a nice example of this, from one of her star tenants.

Shopkeeper Maria Larsson proudly shows off her best-selling product - a container that resembles the body of a pine cone. Each segment of its skin has been cut from leather jackets - upcycling in action. However, Maria confesses to being a little worried. She is struggling to keep up with customer demand for this design because she can't get enough jackets.

This makes more sense once you understand ReTuna's location. It's right next to Eskilstuna's recycling centre, which is also run by the municipality. A steady stream of cars passes through it, bringing cardboard, mattresses and other typical unwanted household items. But many of these cars go past the metal skips and then head down a ramp to a road that runs right next to the mall.

Here locals drop off their unwanted household things if there is a possibility they can be resold or upcycled. In a vast area beneath the mall, a small army of workers in fluorescent jackets sifts through the donations, carrying them to designated zones.

Every day the shopkeepers can come down and inspect what has arrived: kids' toys, household appliances, gardening equipment… perhaps even a leather jacket. This is what they call their "treasure", says Anna. Their business rent gives them privileged access to it.

Shopkeepers sometimes hang around the basement to look at what is coming in to their zones. Anna calls these people "peekers" and gives them a telling-off, because they are meant to wait for set times to inspect their assigned stock.

Many of the shopkeepers will come to informal arrangements with one another. So if the clothes shop knows that Larsson wants leather jackets for upcycling, they will pass on any that are too damaged to be re-sold. Any items that are unwanted by all the shopkeepers go to the recycling centre next door.

"You see," says Anna, "this is why I sometimes joke that this is the 'high fashion trash shopping mall'." She thinks her passion for ethical, sustainable shopping goes back to her upbringing with her hippie parents. She was born in a commune, though her family moved out to the countryside to pursue a simple life when she was three years old. Her parents rejected consumerism in all its forms and tried to protect her from it. She wasn't allowed Barbie dolls or any toys at all at Christmas, she recalls. But as she grew up she reacted against this.

"Everyone has to be their own punk revolution," she says cryptically. In fact she ended up forging a career in the temples of modern consumerism: shopping centres. She began by setting up retail shops, then ran two commercial malls in the Stockholm area.

It was only when she had children - four daughters - that she began to have doubts. She took about a year's maternity leave for each child, which gave her time to reflect. Perhaps maternal instinct revived in her some of the values instilled by her parents, she thinks.

As her daughters grew, so too did her doubts about the world she'd brought them into, and its throwaway culture.

She watched them become seduced, as teenagers, by a modern kind of consumerism - their lives became shaped by big brands, promoted by influencers on social media, says Anna. They became governed by whatever the Kardashians were doing on reality TV or Instagram, she says in a tone of dismay - before breaking into a smile.

In desperation she tried cutting her daughters' pocket money so they couldn't buy the latest clothes, but offered to pay for second-hand ones instead - with limited success. She realised she had to do something more, so the opportunity for a job at the ReTuna mall three years ago, as its first manager, came at the perfect time for her.

"I realised that I needed to become a role model for my children, doing something good for the planet," says Anna. She calls the mall "my baby", and wants it to be a place her teenage children are proud to visit. And they do visit. Though she hasn't persuaded them to tag it as a location on an Instagram post yet - she's working on that.

Anna's bigger hope is that what works for her family can work for Swedish society as a whole. Swedes love the concept of living sustainably and doing things for the planet, but there is a "gap" when it comes to action, she says.

Anna thinks her mall can bridge this gap. And there is evidence this may be happening. Sales are slowly rising year-on-year. Since opening, the mall has sold £2.8m worth of products and last year it attracted 700 visitors per day.

"If you can have a trendy, fashionable way to do sustainable living," says Anna, "I think mainstream customers can follow that - in high heels."

Ex.44 ⟹ YOUR VIEW Answer the following questions.

1) Why do you think there is always a gap when it comes to action?
2) Can you give examples of any sustainable technologies used by companies?
3) What kind of eco-friendly & sustainable start-ups could be launched in Russia?

Lesson 4



Wasting Money

'Tween Addiction to Shopping'

Ex. 45 ⟹ PRE-VIEW Answer the following questions.



- How do you understand the notion "*healthy financial habits*"?
- What can you say about your financial habits?
- Did anyone teach you about saving and spending when you were a child?

Ex. 46 ⟹ Find synonyms.

allowance	an expensive thing
to label	extremely angry
to trial and error	to test different methods/approaches
irate	to call, give sb/sth a name
a big ticket item	pocket money

Ex. 47 ⟹ IN-VIEW Watch the video and decide whether the statements are true (T) or false (F).

T/F	1. Rosie saves her money.
T/F	2. Rosie gets a monthly allowance.
T/F	3. Rosie's mother is trying to teach her about money management.
T/F	4. Rosie's mother thinks that her efforts are successful.
T/F	5. Tweens don't spend a lot of money.
T/F	6. Some children take courses in financial awareness.
T/F	7. Nathan Dungan says parents should teach children "Share, save, spend."
T/F	8. Rosie's mother is going to give up on Rosie.

<u>Ex. 48</u> ⟹ YOUR VIEW Express your view on the following:

- What do you think about financial awareness classes?
- '*If you had bad financial habits as a child, YOU'll probably have bad financial habits as an adult*'. Do you agree or disagree with this statement?

Make use of the speaking patterns

SPEAKING PATTERNS

Giving Opinion

I believe …
I don't really know but …

Ordering arguments

First of all, …
On the one hand …
On the other hand …

Giving examples

For instance, …
One example of this is …

Summarizing

In short…
In other words …

Video *Playing Video Games*

Ex. 49 ⟹ PRE-VIEW Answer the following questions.

1. Why do people play computer games?
2. How much can you earn/lose playing games?
3. What massively multiplayer online role-playing games (MMORPG) do you know?
4. Is playing games addiction or not? Why?

Ex. 50 ⟹ PRE-VIEW Match the words with their definitions.

to loot	to convert into money
prolific	held secretly in reserve
up one's sleeve	marked by abundant productivity
hub	relied on or regularly sought out in a particular situation
to cash in	to exhibit in an attractive aspect
to showcase	to seize and carry away by force
go-to	a centre of activity

Ex. 51 ⟹ IN VIEW Watch the video episode "5 Games Where You Can Make Real Money" https://www.youtube.com/watch?v=U8_O-3Cl7oo and answer the following questions.

1. What is truly amazing about Entropia?
2. What is the exchange rate for 300,000 Mars dollars in Exodus 3000?
3. How to play the notorious online virtual world game Second Life?
4. What kind of platform is Pogo?
5. How much can you earn playing Pogo?

Ex. 52 ⟹ IN VIEW Watch the video episode " Escaping video game addiction" https://www.youtube.com/watch?v=EHmC2D0_Hdg and answer the following questions.

1. Why does Cam Adair say that he "got" a Job?
2. What answers did Google suggest?
3. What are the main reasons why people play games?
4. What is an achievement paradigm?
5. What is a feedback loop?

Ex. 53 ⟹ Decide whether the statements are true (T) or false (F).

1. I moved to Vancouver Island inspired to take on new challenges, only to be left playing video games 16 hours a day for five months straight.
2. Not knowing what else to do, I decided not to quit cold turkey, and after a few months I learned key lessons that led to major breakthroughs in my recovery.
3. In the UK, 10% more kids aged 2 to 5 know how to operate a smartphone application than know how to tie their shoes.
4. Video game addiction is a habit developed over time by becoming your go-to activity whenever you're bored.
5. The iPad is the new babysitter, as kids need entertainment.

Hometask *Corporate Charity*

Ex. 54 ⟹ Watch the video and complete the sentences.

- Charity collections on the streets may be
  ……
- A lot of their employees are involved in
  ……
- The Prince's Trust has worked hard to
  ……
- A recent survey found that
  ……

Ex. 55 ⟹ Complete the phrases from the report with the correct prepositions.

1) rely … … … companies
2) work … … … disadvantaged people
3) … … … a mental standpoint
4) participating … … … twelve big programs
5) donate … … … matching their employees' donations
6) go … … … charity
7) be used … … … charities … … … co-funding
8) be not linked necessarily … … … a specific project

Ex. 56 ⟹ Tick the sentences (√) that correspond to the report. Justify your choice.

√	№	Sentence
	1	Charities rely mostly on individual generosity.
	2	High profile sponsored events are more effective than charity collections on the streets
	3	The staff of the Royal Bank of Scotland are involved in mentoring young people's business start-ups
	4	The bank employees also provide financial support to these start-ups.
	5	The more people are aware of the options for charity activity, the more companies will participate in charitable programs.

- **<u>Ex. 57</u> ⟹ Answer the following questions.**



1) Is money the only way to help the disadvantaged? What alternative ways are highlighted in the video episode?
2) What is your opinion of the new trend of charity, from direct financial support to managerial guidance?
3) What are the rewards and benefits of the charity both financial and moral? For the receiver? For the giver?

- **<u>Ex. 58</u> ⟹ Choose one of the topics below and prepare a 5-min presentation.**

