

## Coffee company to improve sustainability

4th September, 2014



The coffee company Nespresso has announced ambitious new plans to help make its operations more sustainable. The company is a brand name of the Nestlé group of companies.

It makes and sells espresso coffee machines and the single-use containers of coffee needed for the device. Its new initiative on sustainability is called 'The Positive Cup'. This aims to source one of its ranges of coffee through totally sustainable methods, while helping some of the world's poorest coffee farmers. It will invest just over \$16 million in Ethiopia, Kenya and South Sudan. A company spokesperson said it, "aims to protect the future of the highest quality coffees and secure the livelihoods of the farmers that grow them".

A main component of the campaign is to recycle all of the aluminium capsules used in the machines. The company will collect the capsules "wherever the company does business" and "increase recycling rates". The company also said it would become "100 per cent carbon neutral" by 2020 by planting trees to compensate for its carbon footprint. CEO Jean-Marc Duvoisin said: "Our sustainability approach has always been designed to do more than simply minimise impacts." Hollywood actor George Clooney said: "The investment...in South Sudan's coffee sector, even while the conflict is ongoing, is providing much-needed income for hundreds of farmers and their families living in coffee communities."

Sources: *SupplyManagement.com* / *HotelierMiddleEast.com*

## Writing

Companies care more about profit than the environment. Discuss.

## Chat

Talk about these words from the article.

coffee company / ambitious / initiative / sustainability / farmers / highest quality / campaign / recycling / carbon neutral / compensation / carbon footprint / conflict

## True / False

- A coffee company has announced modest plans for sustainability. T / F
- Nespresso's machines are only for multiple-use coffee containers. T / F
- All of Nespresso's ranges of coffee are part of the sustainability plans. T / F
- Nespresso will invest around \$5 million in each of 3 African countries. T / F
- Nespresso's coffee containers are made from aluminium. T / F
- The company says it will recycle 100% of the coffee containers. T / F
- Nespresso hopes to be 100% carbon neutral within the next 10 years. T / F
- There is no investment for countries in which there are conflicts. T / F

## Synonym Match

- |                |                     |
|----------------|---------------------|
| 1. ambitious   | a. varieties        |
| 2. operations  | b. make up for      |
| 3. initiative  | c. bold             |
| 4. ranges      | d. part             |
| 5. livelihoods | e. business         |
| 6. component   | f. gather           |
| 7. collect     | g. means of support |
| 8. compensate  | h. strategy         |
| 9. approach    | i. in progress      |
| 10. ongoing    | j. plan             |

## Discussion – Student A

- Why is sustainability important?
- What companies seem to be most serious about sustainability?
- How sustainable or otherwise are our lifestyles?
- What do you think of Nespresso's initiative?
- What do you think of the Nestlé group of companies?
- Do you think 'The Positive Cup' initiative will do good?
- The company will invest \$16 million in three countries, about the same as the average CEO salary. Is this good?
- Will Nespresso, "secure the livelihoods of the farmers"?

## Phrase Match

- |  |                           |
|--|---------------------------|
| 1. ambitious                           | a. needed for the device  |
| 2. make its operations                 | b. impacts                |
| 3. containers of coffee                | c. of the farmers         |
| 4. invest                              | d. of the campaign        |
| 5. secure the livelihoods              | e. more sustainable       |
| 6. A main component                    | f. footprint              |
| 7. it would become 100 per cent carbon | g. new plans              |
| 8. compensate for its carbon           | h. needed income          |
| 9. minimise                            | i. neutral by 2020        |
| 10. providing much-                    | j. just over \$16 million |

## Discussion – Student B

- Would it be better to not use the aluminium capsules at all?
- How do you think Nespresso will recycle 100% of the capsules?
- How good is it for a company's image to be 100% carbon neutral?
- How much do companies really care about the environment?
- What can other companies learn from Nespresso?
- Should more companies be helping those in conflict zones?
- What advice do you have for Nespresso?
- What questions would you like to ask Nespresso's CEO?

## Spelling

- iimatusob new plans
- single-use nciantsore of coffee
- Its new ivianiteit on sustainability
- ecuosr one of its ranges of coffee
- the highest iyalqut coffees
- secure the lhovoseiidl of the farmers
- A main tcoonmpe of the campaign
- recycle all of the aluminium ueaspcsl
- increase eyinrlgcc rates
- nsaeocmetp for its carbon footprint
- South Sudan's coffee etsroc
- families living in coffee misemcutoni

### Answers – Synonym Match

1. c	2. e	3. j	4. a	5. g
6. d	7. f	8. b	9. h	10. i

## Role Play

### Role A – Bottled water

You think bottled water is the biggest problem for sustainability. Tell the others three reasons why. Tell them things about their problem that can be easily solved. Also, tell the others which is the least harmful of these (and why): middle-class lifestyles, meat consumption or logging.

### Role B – Middle-class lifestyles

You think bottled water is the biggest problem for sustainability. Tell the others three reasons why. Tell them things about their problem that can be easily solved. Also, tell the others which is the least harmful of these (and why): bottled water, meat consumption or logging.

### Role C – Meat consumption

You think meat consumption is the biggest problem for sustainability. Tell the others three reasons why. Tell them things about their problem that can be easily solved. Also, tell the others which is the least harmful of these (and why): bottled water, middle-class lifestyles or logging.

### Role D – Logging

You think logging is the biggest problem for sustainability. Tell the others three reasons why. Tell them things about their problem that can be easily solved. Also, tell the others which is the least harmful of these (and why): bottled water, meat consumption or middle-class lifestyles.

## Speaking – Unsustainable

Rank these with your partner. Put the most unsustainable at the top at the top. Change partners often and share your rankings.

- |                 |                           |
|-----------------|---------------------------|
| • cars          | • middle-class lifestyles |
| • bottled water | • meat consumption        |
| • fishing       | • population growth       |
| • logging       | • building of cities      |

### Answers – True False

a	F	b	F	c	F	d	T	e	T	f	T	g	T	h	F
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Answers to Phrase Match and Spelling are in the text.