

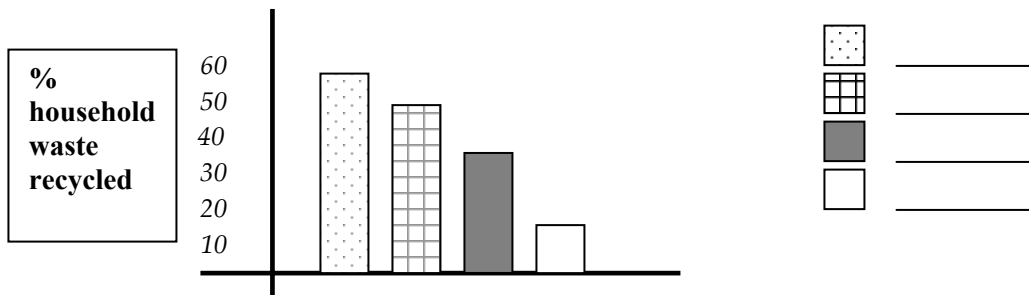
Recycling

The UK is launching a new campaign to encourage more people to recycle household waste. Will it be effective?

1 Divide the following waste products into three groups: H = household / O = office / I = industrial.

plastic bags	furniture	oil	clothing	newspapers
glass bottles	photocopies	cardboard boxes	inkjet cartridges	toxic paint
batteries	computers	mobile phones	metal cans	envelopes

2 Complete the key to the graph with the following countries: *Germany / The Netherlands / Sweden / UK.*



3 Scan paragraph one of the article to check your answers to exercise 2.

'Recycle now' The UK has just launched a £10m advertising campaign called 'Recycle Now' to try and encourage the public to recycle more household waste. Britain recycles only 14.5% of its household waste – far less than nearly all other European countries. The Netherlands recycles 59% of its municipal waste, Germany over 50% and Sweden nearly 40% according to figures released by *Friends of the Earth*. It is hoped that the campaign will help the country reach a target of 25% by the end of 2005.

Of course, businesses can help in many ways. Although some larger companies have appointed environmental managers to improve their performance, this is impossible for smaller firms who often ignore the potential for cutting pollution or waste. Employees are urged to hold a brainstorming meeting to discuss what can be re-used. Many companies have a paper-recycling scheme, but can printing and photocopying be reduced? Only by individuals taking more responsibility can long-term targets be met.

4 Read the whole article. How can businesses help with recycling?

5 Make sentences about your own country / company / business field with the following words.

recycle recycled recycling recyclable recycling scheme

6 Work in small groups. Your general manager has asked you to evaluate the company's performance in recycling and make any suggestions. Discuss his / her memo below and draft your reply. Present your ideas to the rest of the class.

MEMO
<p>Date: 18/10/04 To: All employees From: General manager Re: Recycling</p> <p>Please confirm current arrangements for recycling (<i>paper / computers / cartridges etc</i>) in your department. List any areas you feel we can improve. Outline any ideas (<i>e.g. send e-cards to all clients this Christmas</i>) for future recycling. Thanks.</p>