

StartUp 7

Reading

Unit7 – Lesson4

Page84


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.


Teach the form of the word. Then ask some concept checking questions.
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Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

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A LIFEGUARD


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

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HAUL IN

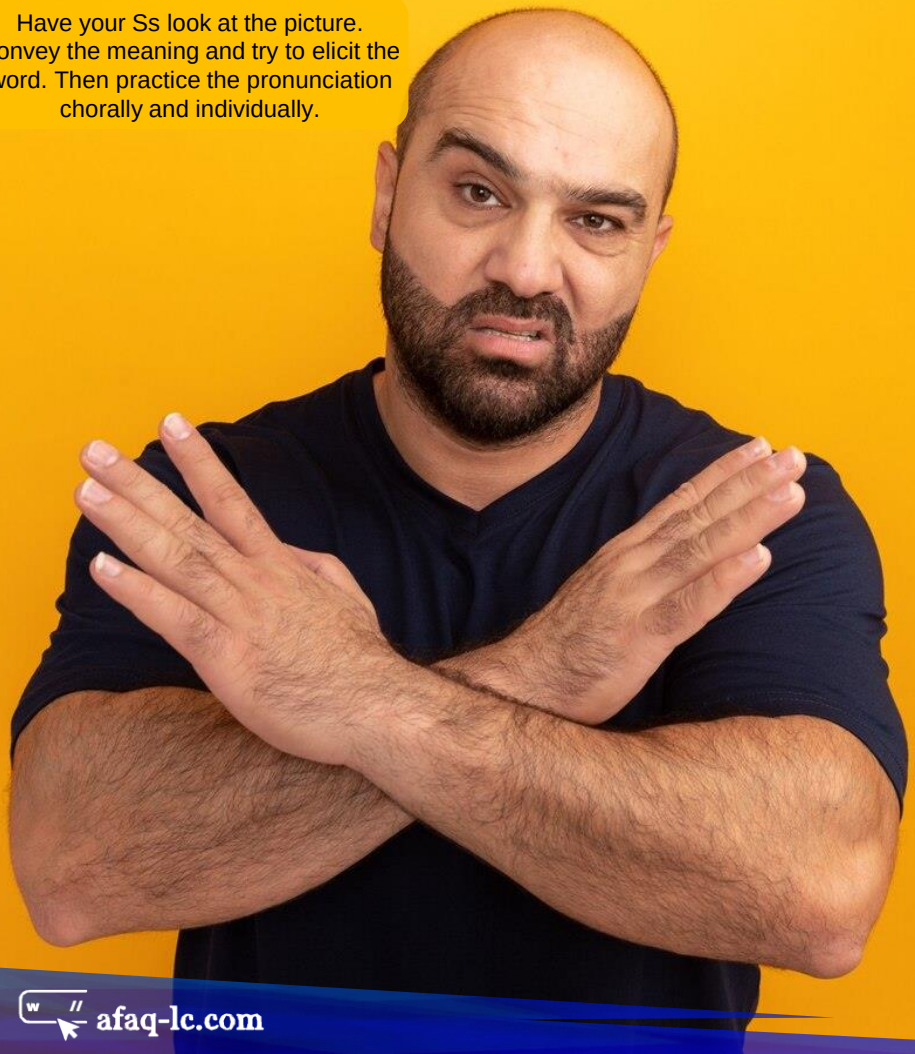

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DAUNTING

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



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BEAR

Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



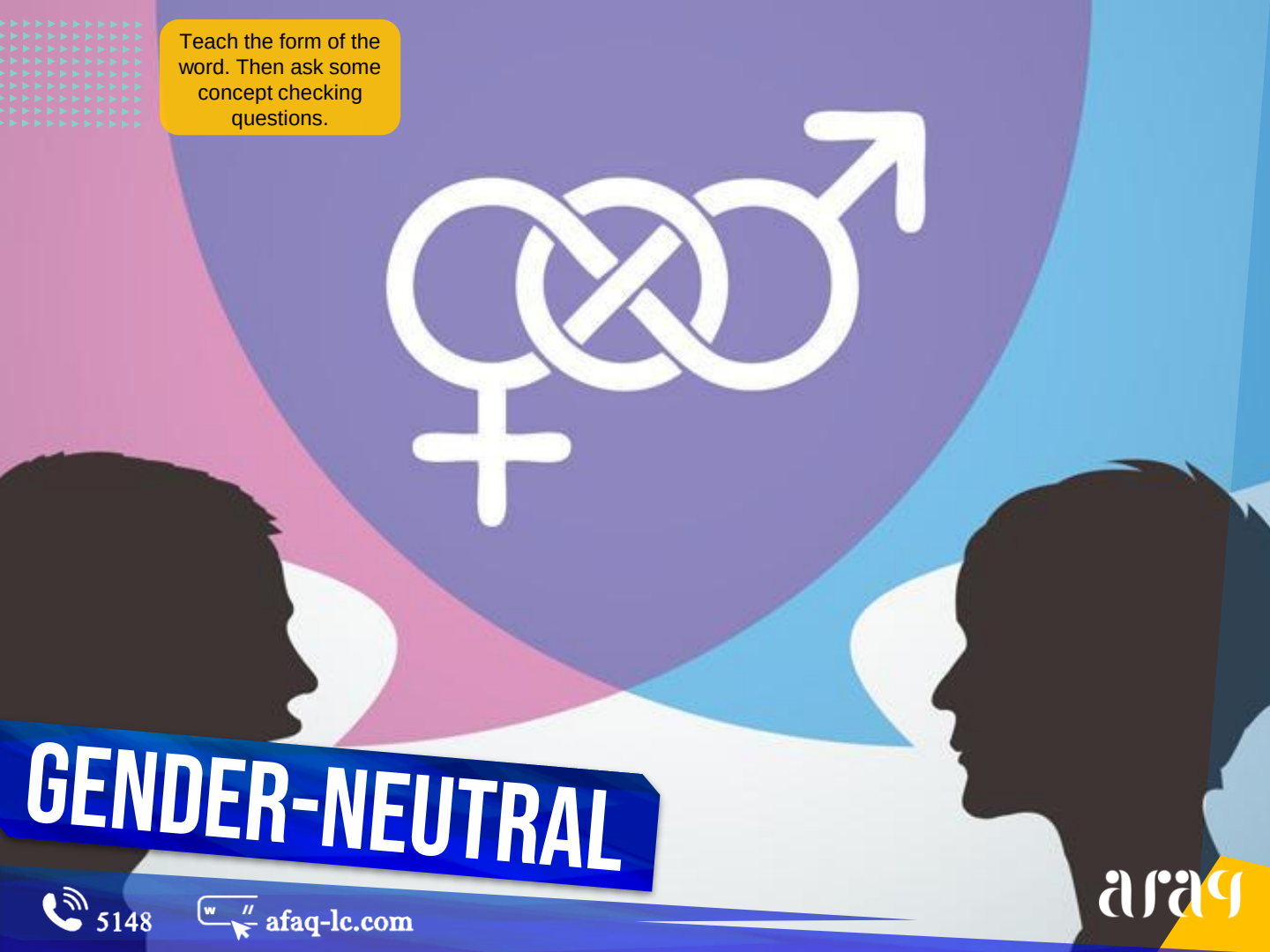
Teach the form of the word. Then ask some concept checking questions.



SETTLE ON


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

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GENDER-NEUTRAL


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.


Teach the form of the word. Then ask some concept checking questions.
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Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.



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NOVEL


Have your Ss look at the picture. Convey the meaning and try to elicit the word. Then practice the pronunciation chorally and individually.

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REST ON YOUR LAURELS

FILL IN THE BLANKS.

Have your students do the task in class. Then check the answers right away.

strewn with - haul in - bear - gender-neutral - novel
a lifeguard - daunting - settle on - custom - rest on your laurels

_____1_____: frightening in a way that makes you feel less confident
_____2_____: to be satisfied with what you have done so that you do not make any further effort
_____3_____: suitable for both males and females
_____4_____: having things scattered around a large area
_____5_____: specially designed and made for a particular person
_____6_____: to decide or agree about something
_____7_____: to have or show a sign or a mark
_____8_____: not like anything known before and unusual or interesting
_____9_____: to pull in something heavy with a continuous steady movement
_____10_____: someone whose job at a beach or swimming pool is to help swimmers who are in danger

A PREVIEW Read the title, look at the picture, and read the caption. What do you think the article will be about?



Ninety-seven percent of plastic waste is not recycled.

Have your Ss listen to the audio and answer the question. Check the answers in class.

ANSWER THE QUESTIONS ACCORDING TO THE AUDIO.

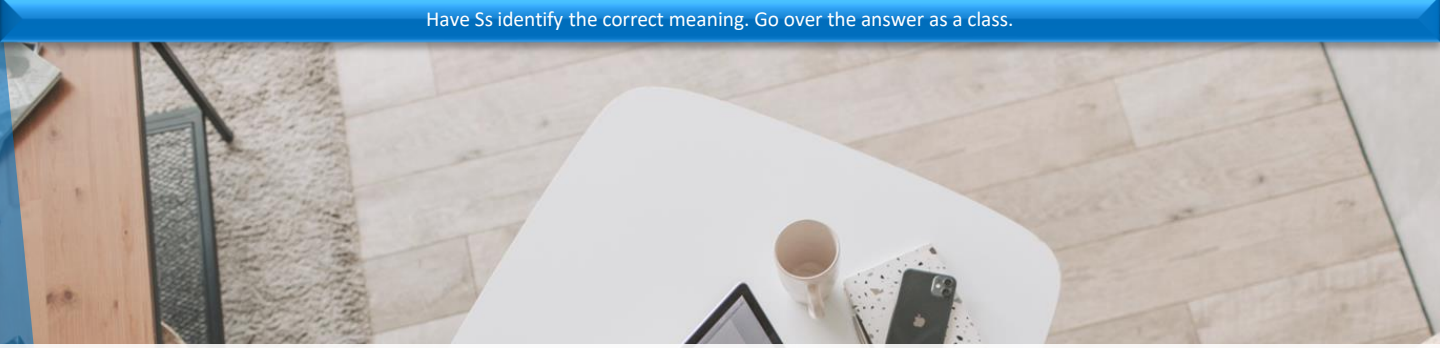
7-17



A Answer the questions according to the article.

1. How would clearing plastic from the ocean affect beach cleanup and fishermen in Bali?
2. How has plastic trash in the ocean become such a huge problem?
3. Before starting up, how did they plan to reach a large number of people?
4. What does the way 4ocean's money is used say about the owners' priorities?

Have Ss identify the correct meaning. Go over the answer as a class.



B CLOSE READING Reread the lines. Then circle the correct answers.

1. Which sentence is closest in meaning to the sentence in lines 13–16?
   a. They were inspired to think of profitable business models.
   b. They were inspired by business models that made plastic profitable.
2. Which sentence is closest in meaning to the sentence in lines 52–55?
   a. Despite their great success, they still think number one is within reach.
   b. They are ambitious to grow their company and aspire to be number one.



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C Read the Reading Skill. Complete the flow chart with the steps taken in the development and launch of the 4ocean start-up.

READING SKILL Create a process flow chart

Creating a process flow chart can help you reflect on the steps in a process and organize your thoughts by making them visible. The steps are usually written in rectangular boxes connected by arrows.

Went to _____ to _____

↓

Talked to locals about the _____ trash on the _____ and in the _____

↓

Thought about how to make clearing beaches _____

↓

_____ with family

↓

Decided on a(n) _____ product made from _____ plastic: a(n) _____

↓

Had a(n) _____ created

↓

Found a(n) _____

Had custom _____ & _____ created

↓

Built a(n) _____ presence

↓

Sold _____ bracelets the first day

↓

Sold _____ bracelets the first year

↓

Have cleaned up over _____ pounds of trash

In 2015, American teenagers Andrew Cooper and Alex Schulze flew to Bali with one thing on their minds: surfing. However, when they arrived, they were disappointed to see its world-class surfing beaches strewn with plastic trash. A lifeguard explained that the beaches were cleaned every morning; the problem was that so much plastic continually floated in that by afternoon, they were covered again. The pair then spoke to local fishermen, who said that when they hauled in their nets, they found a lot of unwanted plastic with it back into the ocean because it was worthless to them. Inspired Alex began to somehow to make clearing the beaches and ocean of plastic litter profitable.

These two young entrepreneurs daunting task. Although much plastic waste bears a recycling symbol, 97 percent is not recycled; the equivalent of one trash truck full of plastic waste is dumped into the sea every minute, which amounts to 8 million tons per year. The situation is made worse by the fact that once it is dumped into the ocean, the plastic is swept around the world and concentrated in many different areas by ocean currents, making tracking it down and collecting it an extremely challenging task, to say the least.

Back in Florida, Andrew and Alex brainstormed ideas efforts. They considered gender-neutral products, so as not to leave anyone out, and finally decided on a bracelet. The next year was spent planning. The first step was to develop a prototype of the bracelet. They then needed to find a manufacturer willing and able to take on the job. After that, they had a custom logo and website created for their product, which they named Ocean. Finally, they were ready to produce their novel concept to the public.



WHAT WAS THE ARTICLE ABOUT?
RETELL THE MOST IMPORTANT IDEAS.
USE YOUR OWN WORDS.

bracelet and of trash, and they sold twenty bracelets the first day, 250,000 the have removed over 4.5 million they take in, 45% goes to fund cleanup operations and 10% to charity partners who work with marine life. Andrew and Alex pay themselves an average wage, and the rest goes to business expenses and expansion.

Not content to rest on their laurels, Andrew and Alex plan to collect more and more trash each year; in fact, they hope to become the largest ocean-cleaning company in the world. Recently, they started selling additional products to fund their business, including steel water bottles and T-shirts with their company logo. Check them out and consider helping to fund this worthwhile cause. As

Have your students think about the question. You're suggested to brainstorm some ideas first.

A THINK Consider an environmental cause that you are interested in. Why is it important, and what needs to be done to improve the situation?



Have your Ss share what they have prepared in their breakout rooms. Monitor the groups and share your FEEDBACK afterwards.

B GROUPS Tell the group about the cause and your approach(es) to dealing with it. Ask the group to contribute suggestions.



4ocean: A Solution to Plastic Pollution



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These two young entrepreneurs were taking on a daunting task. Although much plastic waste bears a recycling symbol, 97 percent is not recycled; the equivalent of one trash truck full of plastic waste is dumped into the sea every minute, which amounts to 8 million tons per year. The situation is made worse by the fact that once it is dumped into the ocean, the plastic is swept around the world and concentrated in many different areas by ocean currents, making tracking it down and collecting it an extremely challenging task, to say the least.

Back in Florida, Andrew and Alex brainstormed ideas with their families. They settled on selling a product made from recycled plastic to fund beach cleanup efforts. They considered gender-neutral products, so as not to leave anyone out, and finally decided on a bracelet. The next year was spent planning. The first step was to develop a prototype of the bracelet. They then needed to find a manufacturer willing and able to take on the job. After that, they had a custom logo and website created for their company, which they named 4ocean. Finally, they built a social media presence to introduce their novel concept to the public.

4ocean was an overnight success. For each $20 bracelet sold, the company promised to clean up 1 pound of trash, and they sold twenty bracelets the first day, 250,000 the first year and, at last count, have removed over 4.5 million pounds of trash. Of the money they take in, 45% goes to fund cleanup operations and 10% to charity partners who work with marine life. Andrew and Alex pay themselves an average wage, and the rest goes to business expenses and expansion.

Not content to rest on their laurels, Andrew and Alex plan to collect more and more trash each year; in fact, they hope to become the largest ocean-cleaning company in the world. Recently, they started selling additional products to fund their business, including steel water bottles and T-shirts with their company logo. Check them out and consider helping to fund this worthwhile cause. As it says on the 4ocean website, "Let's end the ocean plastic crisis together."

READ THE TEXT AND UNDERLINE ANY NEW WORDS YOU DO NOT KNOW.

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AS HOMEWORK USE A DICTIONARY TO LOOK UP THE WORDS AND LEARN THEM.