

Step up your game

1 Company benefits taboo

Get into pairs. Describe as many company benefits from the VocabBooster in *Best Shots 4/5 – modular. HAK/HUM*, p. 135, as possible. You are not allowed to use any of the words it consists of. How many benefits can your partner guess in two minutes? Take turns.



2

Read the article about CSR activities by major brands. Write the correct form of the verbs in brackets () into each gap. Use passive forms where necessary. Mind the tenses. There may be more than one correct answer. The first one (0) has been done for you.



1 The *LEGO Group* ^{is} ⁰ (be) one of the most notable examples of how social responsibility can be an incredible asset to a well-known brand. Their dedication to social impact is somewhat recent. In 2014, a *Greenpeace* video ¹ (put) pressure on the toymaker to end their 50-year partnership with *Shell Global*. Since then, however, the extent of their ⁵ commitment ² (make) the Danish company a shining example of the far-reaching impact of CSR. The company ³ (recently / mention) as one of the top examples of social responsibility by *Reputation Institute*. *Microsoft* ⁴ (change) the way today's world works, studies, and plays. But their ambitions ⁵ (go) far beyond the screen these days. The ¹⁰ company, which ⁶ (found) by Bill Gates, who ⁷ (devote / now) his time to philanthropy, ⁸ (begin) its giving program in 1983 when \$17,000 ⁹ (raise) for charity. *Microsoft's* giving program ¹⁰ (not only / give) time, but also cash. The program ¹¹ (reach) a total of \$1.6 billion given in 2017 and ¹⁵ ¹² (probably surpass) \$2 billion by the early 2020s.



3

Read the corporate blog of *Facebook* in *Best Shots 4/5 – modular. HAK/HUM*, pp. 113 f., again. You have decided to comment on it. In your blog comment you should

- reflect on your use of social media in general
- evaluate the concept of applying for jobs on *Facebook*
- speculate if this could be the future of finding jobs.

Write about 250 words. (▶ *Best Shots 4/5 – modular. HAK/HUM*, Writing reference, p. 261)

4

Step 1: Get into groups of three. Think about your school building and your hometown. Which areas/buildings are already sufficiently tailored for the needs of disabled or impaired people and which need further improvements? Write down your ideas and examples in the grid.

	already appropriate	needs improvement
school building		
hometown		



Step 2: Make a three-minute video message to convince your principal/policymakers to bring about changes. Make sure that each of you has the same amount of speaking time.