

Transcripts – Best Shots AHS. Student’s Practice Pack 5

2 a Aspect: sustainable food system

Track 1 + 2

The best climate-friendly foods

Host: Food production is a major factor in global warming, according to a *University of Oxford* study. However, the researchers found that the types of food have different environmental impacts. Our reporter Daniela Peterson took a closer look.

Daniela Peterson: Many people already act in an environmentally friendly way. So they use fewer plastic bags and plastic straws, recycle and reuse goods whenever possible. But how can our weekly shopping have a big impact on the planet? That’s why I went shopping with Professor Mike Berners-Lee from *Lancaster University*, who specialises in climate change and sustainable food systems.

Daniela Peterson: Professor Berners-Lee, we don’t eat meat in our house, but most people do. Just think of the common weekday dinners like grilled chicken breasts, sausage and spaghetti Bolognese. What is the scientific view on meat?

Professor Berners-Lee: Meat is a difficult topic. Beef is the world’s worst meat of them all. Chicken is better for the environment, but it’s still true to say that all types of meat are not particularly environmentally friendly. Plant-based foods are much better in that regard. You need less space to grow them and process them compared to cows and chickens, for example.

Daniela Peterson: But, what about fish? Is that better than meat?

Professor Berners-Lee: Well, I would suggest going to a fish market and asking the specialists there for a type of fish that is sustainable. A second idea is to reduce the consumption of meat to one or two small portions a week.

Daniela Peterson: If you can’t imagine becoming and being a vegetarian, don’t worry – cutting down is a great start. Going meat-free just one day a week can have a huge impact. A recent report shows interesting statistics, says Professor Berners-Lee.

Professor Berners-Lee: If people only ate one portion of red meat, like beef or pork, every week, the greenhouse gas emissions produced by agriculture would be reduced by more than a half.

Daniela Peterson: Professor Berners-Lee: What is the deal with fruit and vegetables regarding the environment?

Professor Berners-Lee: Fruit and vegetables are almost always good sustainable foods, but there are some things to be considered. If a fruit or vegetable is out of season, you have to ask yourself, *How did it get here?* A good and robust skin shows that the fruit travelled by boat, which is much more environmentally friendly than putting it on an airplane that burns hundreds of tonnes of fuel.

Daniela Peterson: Alright, we should focus on seasonal food. But what about those delicious strawberries? Many people also like to enjoy them in winter. What about them? Professor Berners-Lee offers some advice.

Professor Berners-Lee: If you can’t be without strawberries or raspberries in winter, then the best thing you can do is buy them frozen. They’re still delicious. Some people think that’s bad for the environment because of the refrigeration. But that is actually not such a big deal.

Daniela Peterson: At the end of our walk through the supermarket, Professor Berners-Lee shares his three golden rules for eating in a sustainable way.

Professor Berners-Lee: If you want to make a big impact, then eat less meat and fewer dairy products. If you don’t want to go totally meat-free, eat sustainable fish and chicken instead of lamb and beef. Secondly, eat everything you buy. So check your fridge before you go shopping. Finally, the more fruit and veg you eat, the better, but make sure the fruit is in season.

Daniela Peterson: So keep these tips in mind to eat in a more environmentally friendly way. Daniela Peterson, *BBC London*.

2 b Aspect: people with disability

Track 3 + 4

An interview with Aron Anderson, a professional adventurer

Host: This is *The Morning Show* on *Radio 88.2* and today we’ve got a really special guest. His name is Aron Anderson and he is a true inspiration for everyone. Aron, great to have you on the show.

Aron: Pleasure to be here.

Host: Aron, you are a professional adventurer and a well-known motivational and inspirational speaker. What's your story?

Aron: You know, when I was a kid, I had like the best childhood ever. I grew up in Sweden with my parents and my two brothers. And it was all good until I was seven years old when ...

Host: ... when your life suddenly took a turn for the worse.

Aron: Right. Around Christmas 1995 we were driving to my grandparents. After a few hours on the road, my butt started to hurt a lot from sitting down. And the pain wouldn't go away. A few weeks later, I went to the hospital. The results of the tests were a shock for everyone. I had cancer. I had a tumor in my lower back. On my 8th birthday, I received my first chemotherapy treatment. A year later, I had surgery to remove the cancer. But that surgery also destroyed a lot of nerves going to my legs, and since that day, I'm in a wheelchair.

Host: So how did you manage to deal with that?

Aron: Sports became an important way for me to discover life again. I got my confidence back and found something that I really loved doing. When I got my first wheelchair, I started to try many different sports. The first thing I tried was sailing, then track and field and sledge hockey. I started training as much as I could in all three sports and quickly improved. I wanted to be a professional athlete and competed in the *Paralympic Games* in Beijing. But a hip injury ended my career.

Host: But you have had countless adventures since then ...

Aron: Well, I became a professional adventurer. Many years back, I was travelling by bus in Switzerland and I looked up at the impressive mountains there. And I felt that I wanna ... I just want to go out and I want to hike up one of those mountains. I felt like I had it in me ... you know?

Host: Right, yeah ...

Aron: And a few years later, a friend challenged me to climb the highest mountain in Sweden, the Kebnekaise. So I did it. I did it with crutches and crawling and pulling myself with my arms. I had to find all these ways to do it.

Host: How did you manage to do all that?

Aron: Well, a lot of people in my situation believe that they can't do stuff. I wanted to show them that you actually can do a lot of stuff when you're in a wheelchair. I want to prove that, I mean, whatever your situation is you can still follow your dreams and do the stuff you actually want to do.

Host: And you showed everyone what you could do. You became the first person in a wheelchair to climb the Kebnekaise and Kilimanjaro, to swim 37 kilometers across the Sea of Åland, arm-bike from Malmö to Paris and ski 300 kilometers across Antarctica to the South Pole – among many other things! Aron, thanks for being here today. You are a true inspiration.

Aron: Thanks for having me.

Host: Next, on 88.2 ... *[Fade out]*

2 c Aspect: ideal future workplace

Track 5 + 6

How to build a company people enjoy working for

(Applause) I think we can run our businesses by just talking to each other like regular human beings. We might actually get more done.

Good afternoon ladies and gentlemen. My name is Patty McCord and today I want to share with you some lessons on building a company that people actually like to work for.

Lesson one: Your employees are adults. You know, in many companies there are thousands of guidelines that tell employees what to do. We've ended up with systems that treat people like they're children. And they're not. They have to pay their rent, they have responsibilities, they're members of society, they want to create a difference in the world. So, we need to trust that they will do an amazing job.

Lesson two: The job of management isn't to control people, it's to build great teams. When managers build great teams, the company can do amazing stuff. The customers are really happy then. That's what matters. And not things like "Did you ask for permission?", "Did you come to work on time?" or "Did you follow the rules?"

Lesson three: People want to do work that means something. Careers are journeys. Probably, nobody wants to do the same thing for 60 years. If they think their job at your company is finished and they want to move on, let them do it. Make your company a great place to be from so that if someone leaves, they will carry the excitement about your products and your business into the world.

Lesson four: Everyone in your company should be able to handle the truth. You know why people say giving feedback is so hard? They don't practice. Let's take the performance review that takes place every year. What else do you do in your life that you're really good at that you only do once a year? We need to tell people the truth, the real and honest truth, about what they're doing right and what they're doing wrong, in the moment when they're doing it. *That good thing you just did, wooboo!* That's exactly what I'm talking about. Go do that again. And people will do that again.

Lesson five: All start-up ideas are stupid. I spend a lot of time with start-ups, and I have a lot of friends that work in companies that have a long tradition. They often look at start-ups and say: "That is such a stupid idea." Well, guess what: all start-up ideas are stupid. If they made sense, somebody else would have already done something like that.

Lesson six: Every company needs to be excited about change. Companies should not think about the past, they should think about the future. Let's not say "Do you remember what it was like ...?" Let's switch to "Think about the way it's going to be." It's a pretty exciting world out there, and it's changing all the time. The more we understand it and get excited about it, the more fun we're going to have.

Thank you. (Applause)

2 d Aspect: celebrities

Track 7 + 8

Tom Hanks answers difficult questions from kids

Host 1: This is *BBC Radio 1*. With us today is Tom Hanks, one of the most popular actors on this planet, who gives his voice to Sheriff Woody in the *Toy Story* movies. Tom, great to have you here.

Tom Hanks: Good to be here.

Host 2: Well, we thought that we should let kids do this interview today and let them ...

Tom Hanks: ... Oh wow ...

Host 2: ... and let them ask you some questions.

Tom Hanks (*laughing*): All right, let's do this.

Host 1: Alright, let's look at the first question. Myah is 10 years old and she would like to know: "Do you ever sing the *Toy Story* songs in the shower?"

Tom Hanks: I must say, I do not sing the *Toy Story* songs in the shower. Although the shower is an interesting place because the echo is just perfect.

Host 2: It's wonderful, yeah.

Tom Hanks: And the song that is perfect in my shower, so the one that I can do, and I think that sounds the best is the national anthem of Canada.

Host 1: That's an interesting insight Tom. Now let's look at the second question: Poppy Mae would like to know the following: "What was the worst thing you did at work?"

Tom Hanks: At work? Ah ... Phew, can I go back a long, long time?

Host 2: I think you should.

Tom Hanks (*laughing*): Well, when I was a dishwasher at a restaurant, when I was like 19 years old, we called ourselves the *Hobart Rangers*. The *Hobart* was the huge dishwashing machine. And sometimes we went into the walk-in refrigerator and drank the little chocolate milk cartons.

Host 1: You look a bit guilty, Tom.

Tom Hanks: Well, they could have fired us back then and ehm ... and, well, I hope my boss back then will never listen to this interview. (*Laughing*)

Host 1: Yeah, well, ehm ... Next question is from Daisy who is nine and she would like to know: "How much money have you got in your pocket right now?"

Tom Hanks: All right, well, my wallet is with Steve, one of my assistants. But I will tell you this. I have a single £ 20 note in my wallet because I wanna go to a bookstore and buy a nice notebook here.

Host 2: That's what you want to spend your pocket money on?

Tom Hanks: Well, I have very simple wishes.

Host 1: All right, let's see what Elsie wants to ask: "Where do you park your luxury boat?"

Tom Hanks: Hm. This is interesting. I did not know that I had a yacht. But I guess the most important thing is to have friends who own a yacht.

Host 2: Of course.

Tom Hanks: So I don't know where my friends park their yachts and, ah ... I don't care. They should just invite me on their boat and have something to eat and something to drink and, ah ... maybe a cold towel for me when I come on board.

Host 1: You have to know people who own yachts?

Tom Hanks: Oh, I know people who have yachts. No doubt. And if you go online you can probably see many pictures of me on yachts. But, ah ... as I said, none of those yachts is mine (*laughing*).

Host 1: Tom Hanks, thank you so much for talking to us.

Tom Hanks: Thank you for these challenging questions and, ah ... congratulations to the children for the questions.

Host 2: Coming up next on *BBC Radio 1* ... [*Fade out*]

2 e Aspect: travelling adventure

Track 9 + 10

Why did I ski to the North Pole?

(*Applause*) My name is Ben Saunders. On May 11th 2004, I stood alone at the North Pole. I was the only human being in an area that is five-and-a-half thousand square miles.

Until 2004, more than 2,000 people had climbed Everest. 12 people had stood on the moon. Only four people, including me, had skied to the North Pole completely alone. And I think the reason for that is, well, it's absolutely crazy. (*Laughing*)

It ... It's a journey that shows you the limits of the human body. I skied a distance that is the length of 31 marathons. 800 miles in 10 weeks. And I was pulling and carrying all the food I needed, the equipment, sleeping bag, clothes – just everything I needed for nearly three months.

It all started back in 2001 when I was 23 years old. It was my first expedition with a group of experienced people to the North Pole. Pretty quickly, almost everything that could have gone wrong did. Eventually a Russian helicopter had to pick us up. I was really sad and felt like a failure.

Three years later, I planned another expedition. This time, I wanted to do it on my own: start in Russia, then to the North Pole, and then on to Canada. No one has made a complete crossing of the Arctic Ocean on their own. I tried to think of everything. I worked with scientists and we developed a plan so that I could take in 6,000 calories a day. That's what you need for an adventure like that.

The expedition started in February 2005. I had a big support team and a film crew and the helicopter flew us to the starting point. We did an interview and some filming and then everyone got into the helicopter and they left. Suddenly, I was all alone. I don't know if there are words to describe that feeling.

There I was with my two sledges. There was food for 95 days, which weighed about 180 kilos. For the nights, I pulled up my tent and tried to get some sleep.

I got to the North Pole on the 11th of May. It took me 68 days to get there from Russia, and ... there is nothing there. (*Laughter*). There isn't even a sign at the Pole. I took a photo of my GPS device to prove I was really there. I did a short video diary entry and took a few photos. Then I got my satellite phone out. I called three numbers. I dialed my mum. I dialed my girlfriend. I dialed the CEO of my sponsor. And no one answered the phone. (*Laughing*)

I skied on for a week and wanted to get to Canada. Unfortunately, the conditions became too dangerous. And my team decided to pick me up. It was not easy to find space for the airplane to land, but it worked out eventually.

I love pushing myself to the limits. And everybody can do that. Sometimes people tell us we can't do something. But no one else knows your potential. You're the only person that decides how far you go and what you are able to do. Ladies and gentlemen, that's my story. Thank you very much. (*Applause*)

How a childhood game became a trendy sport

Host: *Tag*. Who does not know this popular childhood game? One person is the chaser who tries to tag or touch the other people who are running away. Usually when a person is tagged, the chaser says, “Tag, you’re ‘it!’” Then this person needs to catch the other ones. However, this game is not only played by children all around the globe these days. Damien Devaux and his brother Christian are responsible for transforming a childhood game into an organised and exciting sport called *World Chase Tag*. I recently met with Damien to talk about the new interest in this traditional game.

[At the gym]

Host: So, Damien, what was the inspiration behind starting *WCT*?

Damien: It all started with a game of *Tag* between Christian and his son, Orlando. Orlando wanted to know who was better. So they used the stopwatches on their phones to see how long each of them was the chaser. Whoever ended up to be in this role for the shortest time was the winner, you know. And things just started to develop from there – we came up with new modes and formats to play, created our own special court and started to organise events.

Host: Mm, ok. ... How does *Chase Tag* work?

Damien: We have quite a few different formats, but the one we use the most is the *Team Chase-Off*. Each team has up to four players and each chase lasts 20 seconds. There is one person from each team: one *Chaser* and one *Evader*. The *Chaser* has to try and tag the *Evader* and the *Evader* has to try and not get caught.

Host: And ... what type of athletes compete in *Chase Tag*?

Damien: At the moment most of the chasers come from a Parkour, Freerunning or gymnastics background. However, sometimes we get people with no Parkour experience doing really well. For example, we know someone that comes from tennis and kite-surfing and he is really good. You need a lot of skills for chasing, so all types of sports are good for that.

Host: How has *WCT* become so popular? Do you do anything special?

Damien: I’m not sure ... ehm ... all we have really done is just publish our videos online! I think the success that we’ve had so far is because chasing is such a natural thing for people to do. Pretty much every person we speak to around the world played the game when they were young, so I think it’s just something that everyone can relate to. Another thing is that chasing and running away is very human. For thousands of years, that has been a matter of life and death. So, for me it’s easy to see why we still have such a strong reaction to it today.

Host: So ... what is your vision for *WCT*?

Damien: I would love to see people playing *Chase Tag* everywhere! It would be really interesting to see how people from different cultures do it. You know, for example, a cricket player from India or an American Football running back? A Brazilian street fighter or a Jamaican sprinter? How do they go at it?

Host: Do you think *WCT* could eventually become an Olympic sport?

Damien: People ask us this question a lot, but I haven’t thought about that to be honest. At the moment, it is still a small movement. So the *Olympics* are quite far away now, but you never know, right?

Host: *World Chase Tag*. An old but new sport. Let’s see where the journey takes them. Emily Hove, *BBC News*.

How customers in a pizza shop support poor people

Host: It’s *Fox 29 Weekend Stories*, and this is a very special segment for us. Photojournalist Beth Riley always tries to find some really amazing stories from around our area with her camera. Here’s her latest story.

Beth Riley: So I was hungry and stopped by a pizza shop. And what I found was just amazing.

Mason Wharton: How are you guys doing today?

Beth Riley: That’s 26-year-old Mason Wharton. Some time ago, Mason had a job on Wall Street in New York City. But he decided to leave his job there and open up a *Rosa’s Fresh Pizza* in the city centre of Philadelphia. For the last 11 months, Mason has been making pizzas and selling them for \$ 1 a slice.

Mason Wharton: I really like the simple business model of doing one thing and doing it really well. And the one-dollar-pizza shops were so successful in New York, I decided to try something new and open my own shop here.

Beth Riley: You see, because of his low prices, Mason feeds a lot of homeless people. And that's how he came up with a special idea.

Mason Wharton: One day a regular customer came in and ordered a slice of pizza. He knew that a lot of homeless people come in to our shop. And he asked if he could buy a slice for a homeless person when, you know, they didn't have one dollar to get a slice of pizza.

Beth Riley: This generous idea made Mason think.

Mason Wharton: So the customer paid an extra dollar, and I put a post-it note on the wall behind the cash desk to show the employees that one slice had already been paid. So the next day, a homeless person came in and only had 65 cents with him. And I told him to keep his money because someone had already paid for a slice of pizza.

Beth Riley: More and more people got into that and paid for an extra slice of pizza and put their post-its up on the wall.

Mason Wharton: The customers that pre-pay an extra slice also put messages on the post-its. And we also get a lot of thank-you notes from people who get a free slice of pizza. So since we started to do this, we have already given out ten thousand slices of pizza.

Beth Riley: And the *pay it forward* idea has led to great stories.

Mason Wharton: Well, we got a message up on our wall where this guy thanked everybody and let them know that he got a job. And, oh, just yesterday, there was a guy that came in and he'd been homeless for like eight months and I hadn't seen him for like three months. And I sometimes thought about him and was worrying if he was alright. Then he came in and told me that he was working now. And he bought two slices for a homeless person. And that was so awesome, you know?

Beth Riley: Marisha Grant, a regular customer, is excited about what's going on at Mason's shop.

Marisha Grant: You know, Philadelphia is a city where poverty is really high compared to other cities. And to see what's going on here and how much love there is, you know that people care about each other. That's just wonderful.

Mason Wharton: It's pretty cool to see how powerful something this small and simple can be.

Beth Riley: I'm Beth Riley, *Fox 29*.

2 h Aspect: social media influencers

Track 15 + 16

Social media advertising – do you know it when you see it?

Host: Today on *All Tech Considered*, living in a world where anyone can be a social media influencer: Influencing started some years ago with reality stars such as the Kardashians. Now companies are paying regular people to post about themselves on platforms such as *Instagram* and *Snapchat*. However, this is a problem for groups that want to protect consumers' rights, as *NPR*'s Jasmine Garsd reports.

Jasmine Garsd: In the photograph, Gretchen Altman is smiling, leaning back casually, a cup of coffee in hand – *Hills Bros. Coffee*, to be precise. It looks like a normal picture taken during a normal day for Gretchen. But if you hit *like*, leave a comment and tag a friend, you can get three packages of that coffee for free.

Gretchen Altman: The company contacted me, and I told them how much a post on my social media accounts costs. We agreed on a certain number of posts and I got my money.

Jasmine Garsd: Gretchen Altman earns between \$ 300 and \$ 800 when she posts on social media. She does some posts in exchange for free goods. But she needs to believe in the product, she says. Altman doesn't have 140 million *Instagram* followers like Kim Kardashian. She has around 6,000. That makes her a micro-influencer.

Gretchen Altman: I'm just living a normal life, and people can understand that. They just feel like I'm one of their friends.

Jasmine Garsd: Bonnie Patten, the executive director of *Truth In Advertising*, says ...

Bonnie Patten: It works. Consumers often buy things that they see on social media. And especially if they connect with the people who do the posts.

Jasmine Garsd: This worries Patten and consumer rights groups. Many studies found that users are not always able to understand if something is sponsored or not, especially if they are younger.

Bonnie Patten: The problem with a lot of social media posts is that you don't know if it's an advertisement or not.

Jasmine Garsd: What Patten wants is transparency in social media advertising. That protein shake, that lip gloss – Patten wants influencers to say that they get paid to do the post. They could, for example, include a hashtag like *#advertisement* or *#sponsoredcontent*. Gretchen Altman loves what she does and sees it as a business. She doesn't necessarily want to be a social media celebrity.

Gretchen Altman: Social media is such a big part of our everyday lives. We have this amazing opportunity that I don't think anyone has ever had before, where we can be our own brand.

Jasmine Garsd: For many, the very idea of everyday people becoming brands sounds like a nightmare. Professor Saleem Alhabash teaches public relations and social media at *Michigan State University*. He says there are serious problems to this. When it is unclear what is real life and what is marketing, it changes the way people behave.

Saleem Alhabash: You always have to do something exciting – take pictures of your food, take pictures of your feet by the beach. It becomes so important for people to be liked and appreciated that they ... kind of ... always have to live another person's life.

Jasmine Garsd: Jasmine Garsd, *NPR News*, New York.

2 | Aspect: living situations

Track 17 + 18

Woman lives in a van because of high rents

John Smith: Living in a van. For some people it's something they can't imagine. For others, it's a dream. Today I'd like to welcome Eileah Ohning, who lives in a van, and she will tell us what that's all about. Good morning, Eileah.

Eileah Ohning: Good morning John.

John Smith: So, Eileah, you are a photographer at an advertising agency in Columbus, Ohio. And you've been living in a van since May 2017. Why's that?

Eileah Ohning: Back then, I had had this crazy idea of living in a van in my head, and I decided to go for it. And I got a van and I named her Marta. Ah ... Some people think it's really cool. They just want to hear more and a lot of people say "Oh, that's amazing. But I could never do anything like that." But there are also people who just don't get it, and they think it's really weird and strange. And they just think that I am crazy.

John Smith: How did you start off?

Eileah Ohning: Before I started my van life, I had wanted to buy a home. The rent for my apartment was rising every year. But I just couldn't save enough money and find an affordable place. So, I started researching tiny homes and then I learned about the concept of minimalism and that really made me think.

John Smith: So, minimalism is kind of, ah ... well, it kind of describes a way of living and that we just need very few things, right?

Eileah Ohning: Right, and if you don't have so many things you can save a lot of money. And that's how I could pay back my student loan debt.

John Smith: Right, so tell us about your van, Marta.

Eileah Ohning: So I started to think about what I needed, you know like a bed, a sink or electricity. Then there's a place to store your clothes. And you need hot and cold water, a shower and a water tank. And you have to plan the build out. And yeah, there is a lot that has to be done ... (*laughing*).

John Smith: Were you working alone on this project?

Eileah Ohning: Well, at the beginning, it was just me. So, just me and my dog. Now it's me, Brian, his cat and my dog. One of my concerns when we started dating was our lifestyles. He owned a house in a suburb, which was very different than the lifestyle I had.

John Smith: So, how did that work out?

Eileah Ohning: Well, Brian is part of the project now. He wanted to be included and he became more interested in it. So at the beginning it was my dream, now it's basically our dream. I think it's been

good for our relationship. It shows that, in our relationship, we are great at teamwork, also great partners.

John Smith: What about your future? Will you live in a van forever?

Eileah Ohning: I don't know if I wanna go back to traditional housing. There are so many annoying things you have to deal with when you have an apartment or a house. I just think that there is a better way to do housing in general. I don't need a house. I don't need something that big. I don't want to pay so much money for it. And I don't need so much. I now have more time to do things I really want to do.

John Smith: Thanks for that inspiring interview, Eileah.

2 | Aspect: technological improvements

Track 19 + 20

Running blind – how technology improves lives

Host: It's tech time here at *Station 2*. Today we've got an interesting guest. It's ultra-marathon runner Simon Wheatcroft from Doncaster in England. He went blind at the age of 27, but with the help of technology, he is able to pursue his dreams. He will talk to us about the role of technology in his life. Great to have you on the show, Simon.

Simon Wheatcroft: Pleasure to be here.

Host: So, Simon, you do all these crazy runs, like marathons and ultra-marathons and 100-mile runs today. Were you a runner before you became blind?

Simon Wheatcroft: Ah ... No, I wasn't. But I wanted to show that I could be mobile ... that I could be active and that I could do things on my own. And running was one of them.

Host: What keeps you going when things get difficult?

Simon Wheatcroft: For me, life is most interesting when things get difficult. It's a chance to show what you are able to do, to adapt and to develop. One of my key preparations for a difficult task is to think about what will or could happen. Then I think about strategies how I could deal with these situations. This simple method has made it possible for me to also enjoy the difficult times and still be successful.

Host: So, mhm, let's turn to technology. What's your favourite thing about technology?

Simon Wheatcroft: My favourite thing about technology is what it enables people to do. It has an influence on all areas of people's lives and changes people's lives in so many unbelievable ways. For me, the introduction of *VoiceOver* within the *Apple* ecosystem changed my life and allowed me to do extraordinary things.

Host: How can companies make their products more user friendly?

Simon Wheatcroft: The main aspect of how to make any product easy to understand is to analyse if your user experience is truly intuitive. And if a blind person can use your product or service, then it truly is intuitive! The single most important element is to communicate effectively, how to use an application, for example. That sounds easy, but I often use software and the user experience is terrible.

Host: What or who has been the greatest influence in your life?

Simon Wheatcroft: The greatest influence in my life has definitely been technology. Technology allows me to function on a daily basis and to improve the quality of the way I do things.

Host: Hm. Ehm, and what are your plans for the future?

Simon Wheatcroft: I want to push my limits even further in the future. Next May, I plan to run a 160-mile desert ultra-marathon on my own. There is no guide, just me and technology. No one has ever tried that. I had to create the technology to even make that adventure possible. I also try to make technology that helps people to live their lives more affordably because it can have a huge effect on many people's lives. Right now, a key problem is still money when it comes to assistive technology.

Host: Simon, it was great having you. Thank you.

Simon Wheatcroft: Thank you.

Textnachweis Listening tracks (MP3s)

p. 26: Sam Walker – <https://www.bbc.com/news/science-environment-47278822> (08.07.2019; adapted), p. 27: Aron Anderson – <https://www.youtube.com/watch?v=bsPzLs6dl6s> (08.07.2019; adapted & abridged), p. 28: Patty McCord – https://www.ted.com/talks/patty_mccord_8_lessons_on_building_a_company_people_enjoy_working_for (08.07.2019; adapted), p. 29: BBC, Interview with Tom Hanks – <https://www.facebook.com/bbcradio1/videos/386914685558829/> (08.07.2019; adapted), p. 30: Ben Saunders – https://www.ted.com/talks/ben_saunders_skis_to_the_north_pole (08.07.2019; adapted), p. 31: Marvin Amankwa-Dei –

<https://medium.com/the-sweat-experience/damien-devaux-describes-how-world-chase-tag-was-formed-itsculture- and-what-it-takes-to-be-a-WCT-e5f56f5d477a> (08.07.2019; adapted), p. 32: Fox 29 Philly – <https://www.youtube.com/watch?v=p3OH9B2CFaY>; Jerry Vinson – <https://www.youtube.com/watch?v=zPGD9ulqqLI> (08.07.2019; adapted), p. 33: NPR – <https://www.npr.org/2019/06/24/734747462/instagram-advertising-do-you-know-it-when-you-see-it> (08.07.2019; adapted), p. 34: Barcroft TV, Interview with Eileah Ohning – <https://www.youtube.com/watch?v=-Qnf4-Ez26g> (08.07.2019; adapted), p. 35: Speakers' Corner, Interview with Simon Wheatcroft – <https://www.speakerscorner.co.uk/blog/interview-with-simon-wheatcroft> (08.07.2019; adapted)