



Reading 1

Case Study: GreenTech's Green (pg. 79)

Activities

3. Imagine you are part of GreenTech and you want to promote a new green initiative. You can use tools like Canva, Adobe Spark or even AI to help design it:

- Your poster should explain the new green initiative.
- Include how it helps the environment or the community.
- Share your poster with the class.

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs improvement (1)
Content Clarity	The poster clearly explains the new green initiative and its environmental/community impact.	The poster explains the green initiative, but some details could be clearer.	The poster lacks clarity on the initiative's purpose or impact.	The poster does not explain the initiative or its benefits.
Creativity & Design	The design is very creative, visually appealing, and effectively conveys the message.	The design is creative but could be more visually engaging or detailed.	The design is basic with limited visual appeal.	The design is very basic or incomplete.
Use of Technology	Demonstrates effective use of technology (Canva, Adobe Spark, AI, etc.) to enhance the poster.	Good use of technology, but could incorporate more tools or creativity.	Limited use of technology; the design feels basic or rushed.	No use of technology; poster appears hand-drawn or incomplete.



Answer Key

Environm ental Focus	The initiative clearly focuses on environmental or community improvement and is highly relevant.	The initiative focuses on environmental/co mmunity improvement, though not very detailed.	The initiative has unclear links to environmental/co mmunity improvement.	The initiative does not focus on environmental/co mmunity improvement.
Presentati on	The poster is presented clearly and confidently with great detail and enthusiasm.	The poster is presented well but could have more detail or confidence.	The presentation is unclear or lacks detail.	The presentation is incomplete or not clear.

Video

Five steps towards becoming a sustainable business

- Using the poster you created in activity 3, add your plan and create a short presentation to share your plan with the class.

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs improvement (1)
Goal	Clear, specific goal with a strong environmental/community impact.	Clear goal, somewhat connected to environment/community.	Goal is clear but lacks detail or impact.	Goal is unclear or irrelevant to environment/community.
Team Engagement	Very creative and detailed plan to engage team members.	Good plan to involve team, but could be more creative.	Basic plan with limited engagement strategies.	No clear plan for team engagement.
Action Steps	Clear, actionable steps with a realistic	Action steps are clear but may need more detail.	Action steps are vague or lack practicality.	No clear or actionable steps.



Answer Key

	starting point.			
Poster Integration	Plan is well integrated into the poster and clearly explained.	Plan is integrated into the poster, but explanation is unclear.	Plan is not clearly shown or difficult to understand on the poster.	No integration of the plan with the poster.
Presentation	Clear, confident, and well-organized presentation, easy to follow.	Clear presentation, but some parts could be more organized.	Presentation is unclear, lacks organization.	Presentation is hard to follow or unclear.

Speaking

Debates on the Importance of CSR (pg. 83)

Activities

1. In small groups debate the importance of CSR.
 - a) Step 1: Get together in small debate groups (3-4 students). Each group chooses or is assigned a position to argue:
 - Group A will argue for CSR (Why it is important).
 - Group B will argue against CSR (Why it is not important).
 - b) Step 2: Prepare for the debate. In your group, take some time to plan your argument. Use the points you learned in the listening activity to help you. Here's how to organise your argument:
 - Introduction: Briefly explain what CSR is and why it matters to businesses.
 - Main arguments: Think of 2-3 reasons why CSR is (or isn't) important. Use examples and logical reasons to support your ideas.
 - Conclusion: Finish by summarising your points and explaining why your opinion is the best.
 - c) Step 3: Practice and record a video. Now it's time to record your debate! Imagine you are creating a video for LinkedIn (a professional social network), where you explain your opinion on CSR. Use Padlet or Flip Tools to record a 1-2 minute video. Make sure to include:
 - Introduce the topic (What is CSR?).



Answer Key

- State your position (Are you for or against CSR?).
- Give 2-3 reasons why you think your position is the best.
- Finish with a conclusion (Why is this important?).

After recording your video, post it on Padlet or Flip Tools for your classmates and teacher to watch and give feedback.

Group Debate rubric:

Criteria	Excellent (4 points)	Good (3 points)	Satisfactory (2 points)	Needs Improvement (1 point)
Argumentation & Justification	The arguments are well-structured, persuasive, and clearly supported with relevant examples.	The arguments are clear and persuasive, with some examples, but may lack depth.	The arguments are somewhat unclear or unsupported, with few examples.	The arguments are weak or unclear, lacking support or examples.
Use of Debate Techniques	Excellent use of debate techniques: agreeing, disagreeing, and counter-arguing effectively.	Good use of debate techniques with occasional lapses in effectiveness.	Some use of debate techniques, but they are weak or unclear.	Limited or incorrect use of debate techniques, difficult to follow.
Clarity & Organization	The debate is very clear and well-organized, with smooth transitions between points.	The debate is mostly clear and organized, but some points lack smooth transitions.	The debate is somewhat disorganized, and ideas are hard to follow.	The debate is disorganized, making it difficult to understand.
Engagement & Persuasiveness	Highly engaging and persuasive delivery, keeping the audience interested throughout.	Engaging and persuasive, but there are moments of weakness in delivery.	The debate is somewhat engaging but lacks persuasive strength.	The debate is disengaging and lacks persuasive impact.



Answer Key

Teamwork & Collaboration	The team works excellently together, with each member contributing equally to the debate.	The team works well together, with most members contributing, but one or two may dominate.	The team works together, but there are issues with equal participation.	The team struggles with collaboration, and participation is uneven.
Use of Language (Grammar & Vocabulary)	Excellent use of clear and accurate language with minimal errors.	Good use of language with some minor errors in grammar or vocabulary.	Some errors in grammar or vocabulary, affecting clarity or accuracy.	Frequent errors in grammar or vocabulary, making it difficult to understand.
Conclusion & Summarization	Strong conclusion that effectively summarizes the key points and reinforces the argument.	Clear conclusion but may lack impact or full reinforcement of the argument.	Weak conclusion that does not fully summarize or reinforce the argument.	No clear conclusion or summary of the main argument.

Scoring Guide:

- 28-24 Points (Excellent): Outstanding performance, with clear, well-structured arguments, effective use of debate techniques, and excellent teamwork and presentation. The debate is persuasive, engaging, and well-organised.
- 23-18 Points (Good): Solid performance with minor weaknesses in argumentation or organisation. Good use of debate techniques and language, though some areas could be strengthened for greater impact.
- 17-12 Points (Satisfactory): The debate has some strengths, but there are significant areas for improvement, such as clarity of argument, use of debate techniques, or team collaboration. The presentation may lack some organisation or engagement.
- 11-7 Points (Needs Improvement): The debate lacks clarity and structure, and arguments are weak or unsupported. There are significant issues with team collaboration, language use, and overall presentation. Further preparation is needed to improve the debate performance.

Writing 1

Narrative Reports (pg. 85)

Activities



Answer Key

2. Now, write a short narrative report (75-125 words) of an experience at work, such as a project or a business meeting. Use the following structure:

- Introduction: Set the scene (e.g., the date, location and purpose of the experience).
- Body: Describe the actions taken, people involved and any challenges faced.
- Conclusion: Summarize the outcome or lessons learned.
- Recommendations: Offer any suggestions for improvement or next steps.

Sample answer:

Introduction

On October 12th, 2024, I attended a business meeting in our office. The purpose of the meeting was to talk about the marketing campaign and check if everything was ready.

Body

In the meeting, everyone gave an update on their work. We talked about the plan, the timeline, and the people we want to target. But we had some problems with the budget because some teams needed more money than planned. This caused a little disagreement. After some discussion, we decided to move money from other parts of the project to solve the problem.

Conclusion

At the end, we agreed on the new budget and finished the planning. It was a good meeting, and we made important decisions.

Recommendation

Next time, I recommend we check the budget earlier to avoid problems during the meeting. This will make things easier and faster.

Cultural insights

CSR in Companies Around the World (pg. 86)

Activities

Rubric for all 3 activities:

Criteria	4 - Excellent	3 - Good	2 - Satisfactory	1 - Needs Improvement
CSR Research	Provides a thorough analysis of the	Provides a clear overview of CSR goals and	Offers basic research but lacks depth and	Fails to provide sufficient research or



Answer Key

	company's CSR goals, activities, and impact, supported by clear examples and data.	activities but lacks depth or specific examples.	clear examples. Limited discussion on CSR impact.	examples. Missing key CSR elements.
CSR Plan Design	Presents a comprehensive and realistic CSR plan with clear goals, activities, and measurable success indicators.	Plan includes clear goals and activities but lacks detailed explanation on impact and measurement.	The plan has basic goals but lacks detail on CSR activities or success measures.	The plan is unclear, incomplete, or lacks focus on CSR principles.
Digital Collaboration Project	Creates a highly engaging and professional social media campaign with a clear message, impactful visuals, and a memorable slogan.	Campaign is clear with a good message, visuals, and slogan, but lacks high engagement or creativity.	Campaign includes basic visuals and message but lacks strong impact or creativity.	Campaign is incomplete or lacks clarity in message or visuals.
Collaboration & Teamwork	Actively collaborates, contributing equally to the project, sharing ideas, and supporting team members.	Collaborates well with the team, contributing regularly but could engage more actively.	Contributes to the project but shows limited engagement with team members.	Does not effectively collaborate or contribute to the project.
Use of Language	Uses clear, simple language throughout with excellent use of CSR vocabulary and terminology.	Language is mostly clear with some CSR vocabulary used effectively.	Language is unclear at times, with limited use of CSR vocabulary.	Struggles with communication, lacks use of CSR terminology.

Scoring Guide:

- 16-20 points: Excellent work, demonstrates deep understanding and engagement.
- 11-15 points: Good work, meets the task requirements but lacks full engagement or depth.



Answer Key

- 6-10 points: Satisfactory, some parts need improvement or further detail.
- 1-5 points: Needs improvement, significant effort required to meet the requirements.

Writing 2

Expanding on the Report - Proposals(pg. 87)

Activities

2. In pairs, write your own proposal based on the narrative report you wrote in Writing 1. The topic should be something that interests you, like improving a business process, solving a work-related challenge or suggesting a new idea for a company. Make it interesting!

You can focus on technology or innovation that could improve your school, workplace or everyday life. For example, you could propose adding a new app, improving your team's communication system or even creating a more sustainable workspace. Follow these steps:

- **Introduction:** Start by summarizing the experience you described in Writing 1. In one or two sentences, explain why you need to write a proposal.
- **Problem:** Identify a clear problem or an opportunity for improvement. What is the issue that needs attention?
- **Solution:** Offer a clear and practical solution to solve the problem or take advantage of the opportunity. Make sure the solution is realistic and actionable.
- **Conclusion:** Summarize the expected outcome if your proposal is accepted. How will this improve the situation or help the team?

Sample answer:

Introduction:

In our narrative report, we talked about a problem in our team where communication during meetings is often unclear. We miss important information, which slows down our work. Because of this, we want to suggest a solution to help us communicate better.

Problem:

The problem is that our team often struggles to communicate effectively, especially when we have busy schedules. Sometimes, people don't check their emails or messages on time and this leads to confusion and delays in our projects.

Solution:



Answer Key

We suggest that we use a messaging app like Slack or WhatsApp for team communication. With these apps, we can create different groups for each project and share updates quickly. This will allow everyone to get the information they need in real time and stay on track with tasks. Using these tools will make our communication faster and more organized.

Conclusion:

If we start using a messaging app, it will help our team stay connected, reduce misunderstandings, and speed up our work. We believe this solution will improve our teamwork and make us more efficient.

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Content Relevance	The proposal clearly addresses the problem and offers a well-developed, practical solution. The content is highly relevant to the topic.	The proposal addresses the problem and solution clearly, but with less detail or a slightly weaker connection to the topic.	The proposal mentions the problem and solution, but they are not fully developed or clear.	The proposal lacks a clear connection between the problem and solution, making it difficult to understand the focus.
Clarity and Organization	The proposal is well-organized, with clear sections for each part (Introduction, Problem, Solution, Conclusion). The ideas are logically ordered.	The proposal is mostly organized, but some parts may be less clearly separated or the structure may feel slightly disjointed.	The proposal is somewhat organized, but the ideas may be jumbled or hard to follow.	The proposal lacks clear organization, making it difficult to understand the argument or flow of ideas.
Engagement and Interest	The proposal is interesting, engaging, and well-written. The topic is relevant and the student's	The proposal is interesting but may not be as engaging or could benefit from more detail. The tone	The proposal is somewhat interesting, but lacks engaging details or feels less focused.	The proposal does not engage the reader and lacks enthusiasm or



Answer Key

	voice is clear and confident.	is clear but less confident.		interest in the topic.
Language and Style	The language is appropriate for the target audience, clear, and effective. The proposal uses relevant vocabulary and a professional tone.	The language is mostly appropriate, but some areas may lack clarity or may not be as professional as needed.	The language is somewhat unclear, and there may be awkward phrasing or inconsistent tone.	The language is unclear, too informal, or inappropriate for the proposal, making it difficult to follow.
Grammar and Spelling	The proposal is free from any grammatical, spelling, or punctuation errors.	The proposal has very few minor errors in grammar, spelling, or punctuation, which do not affect the overall readability.	The proposal contains several errors in grammar, spelling, or punctuation, which slightly affect readability.	The proposal contains frequent errors in grammar, spelling, or punctuation, which make it hard to understand.

Scoring guide:

Excellent: 16-20 points

Good: 12-15 points

Satisfactory: 8-11 points

Needs Improvement: 1-7 points

Professional Challenge

In this challenge, you will work in pairs to design a simple survey to explore and improve employee wellbeing in the workplace.

1. **Brainstorm Survey Questions:** Discuss the key areas of workplace wellbeing (e.g., work-life balance, team communication, stress levels). Decide on 10 questions to include, using a mix of multiple choice, rating scales and open-ended questions.
2. **Design the Survey:** Use an online survey tool like Google Forms or SurveyMonkey to create your survey. Make sure the questions are clear and easy to answer.
3. **Share & Reflect:** Share your survey with another pair and ask for feedback. Suggest ways to improve the survey or add new questions based on their feedback. Then, discuss how the results could be used to improve employee satisfaction at work.



Answer Key

1. Brainstorm Survey Questions

We discussed different areas of workplace well-being. Here are 10 questions we included in our survey:

1. How often do you feel stressed at work?
 - Never
 - Sometimes
 - Often
 - Always
2. Do you feel your workload is manageable?
 - Yes
 - No
 - Sometimes
3. How often do you have team meetings?
 - Every day
 - Once a week
 - Once a month
 - Never
4. Do you feel comfortable talking to your manager about your work or personal issues?
 - Yes
 - No
 - Sometimes
5. How would you rate the work-life balance at your job?
 - Very good
 - Good
 - Average
 - Poor
6. How do you feel about the communication between team members?
 - Very good
 - Good
 - Average
 - Poor
7. Do you receive regular feedback on your performance?
 - Yes
 - No
8. Do you have enough breaks during the day?
 - Yes
 - No
9. On a scale from 1 to 5, how satisfied are you with your job?
 - 1 (Not satisfied)
 - 2
 - 3 (Neutral)
 - 4
 - 5 (Very satisfied)
10. What could be improved to make the work environment better? (Open-ended question)



Answer Key

2. Design the Survey

We used Google Forms to create the survey. We chose Google Forms because it's easy to use and gives automatic results. We made sure the questions are clear, simple, and can be answered quickly. We also added a section for employees to provide additional comments if they want.

3. Share & Reflect

We shared the survey with another pair. They suggested adding a question about how employees feel about the office environment (e.g., noise levels, comfort). We agreed and added it to the survey.

We believe the results of this survey will help us understand employees' concerns and improve their work environment. If the feedback shows that stress is high or communication is poor, we can create solutions to address these problems and make work a better place for everyone.

Rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Content Relevance	The survey questions are highly relevant to workplace wellbeing, addressing key aspects like mental health, job satisfaction, and work-life balance.	The survey questions are mostly relevant to wellbeing but may not cover all important aspects of workplace wellness.	The survey questions cover some aspects of wellbeing but miss key areas or are not fully aligned with the topic.	The survey questions are irrelevant or only loosely related to workplace wellbeing.
Clarity & Organization	The survey is very clear, well-organized, and easy to follow. The questions are concise, and the layout is logical.	The survey is mostly clear and organized, but some sections could be more concise or clearer.	The survey is somewhat disorganized, with questions that are difficult to understand or follow.	The survey is poorly organized, unclear, and difficult to follow. The questions may be confusing or repetitive.



Answer Key

Creativity & Innovation	The survey uses creative and innovative question types (e.g., scales, visual aids) to engage respondents and gather insightful data.	The survey shows some creativity, with varied question types or formats, but could be more engaging.	The survey is functional but basic, with standard question types and little innovation.	The survey is generic and lacks creativity or engaging features.
Relevance & Appropriateness of Questions	The survey is practical and realistic for workplace use, with clear, easy-to-answer questions that suit the target audience.	The survey is mostly practical, though a few questions may be slightly difficult for respondents or not fully applicable to all workplace environments.	The survey includes some impractical questions that may confuse respondents or not be relevant to the workplace context.	The survey is unrealistic or impractical, with questions that are hard to understand or irrelevant to workplace wellbeing.
Feedback & Improvement	Provides clear, constructive feedback to another group's survey with specific suggestions to improve clarity or content.	Provides feedback with some useful suggestions but may lack detail or clarity in some areas.	Provides basic feedback with minimal suggestions for improvement.	Feedback is unclear, unhelpful, or missing.

Scoring Guide:

- Excellent (16-20 points): Outstanding performance, excellent work.
- Good (11-15 points): Solid work with room for improvement.
- Satisfactory (6-10 points): Adequate but requires more focus or creativity.
- Needs Improvement (1-5 points): Significant improvements needed.



Professional Challenge

Eco-Detective Challenge: Solving the Mystery of Sustainable Consumption (SDG 12) (pg. 89)

Rubric for evaluation:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Clue Investigation & Analysis	Thorough, detailed investigation of all clues; provides clear evidence and solutions to the sustainability problems.	Good investigation with adequate analysis and mostly clear solutions.	Limited investigation : some clues not fully explored or explained.	Investigation is unclear or incomplete.
Collaboration & Teamwork	Demonstrates excellent collaboration with team; all members contribute equally and creatively.	Good teamwork, with some members contributing more than others.	Limited collaboration ; uneven contribution from team members.	Lack of collaboration or poor teamwork.
Creativity & Innovation	Highly creative campaign with fresh, engaging ideas and interactive elements like gamification, challenges, and rewards.	Creative campaign with some interactive elements; could use more originality.	Some creativity shown but lacks engaging elements.	Little to no creativity or engagement in the campaign.
Sustainability Action Plan	Action plan is detailed, clear, and practical; includes catchy slogan, strong tips, and actionable business recommendations	Action plan is clear with practical tips and business recommendations.	Action plan is basic with limited detail or unrealistic suggestions.	Action plan lacks clarity or feasible solutions.



Answer Key

Visual & Digital Presentation	Excellent use of digital tools (Canva, Prezi) to create eye-catching and professional visuals.	Good use of visuals; clear and informative but could be more polished.	Limited use of visuals; some elements unclear or missing.	No or very poor use of visuals.
Community Engagement Strategy	Strong, innovative strategies to engage the community; realistic plans to spread the message.	Good strategies for community engagement but could use more creativity.	Community engagement ideas are basic and lack creativity.	No clear strategy for community engagement.
Presentation & Engagement	Highly professional, clear, and engaging presentation with effective use of visuals and audience interaction.	Clear presentation with some visuals and audience interaction.	Presentation lacks clarity or engagement; few visuals used.	Presentation is unclear, unorganized, and lacks engagement.