

RENEWABLE  
ENGLISH

**SERIES 3**

# Cultivating Changemakers

**LIVE LESSON 2:**

# The Business of Caring

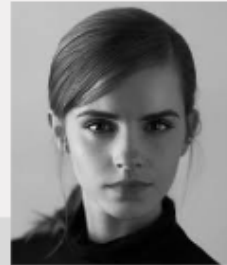
**FRIDAY, 05 MAY  
12:00 AND 17:00 CEST**

[WWW.RENEWABLEENGLISH.COM](http://WWW.RENEWABLEENGLISH.COM)



Self Toy Adoption Agency  
A non-profit self toy adoption agency, on a mission  
to show the world the true power of "Loved Before".

# Quote of the Week



**"As consumers we  
have so much power  
to change the world.  
Just by being careful  
what we buy"**

***Emma Watson***  
*Actor and Activist*

@renewableenglish  
www.renewableenglish.com

WHAT DOES THE QUOTE MEAN TO YOU?

---

1

WHICH OF THESE BRANDS DO YOU RECOGNISE?

A



B



C



d



2

# RENEWABLE ENGLISH

AND THESE?

A



B



C



d



e

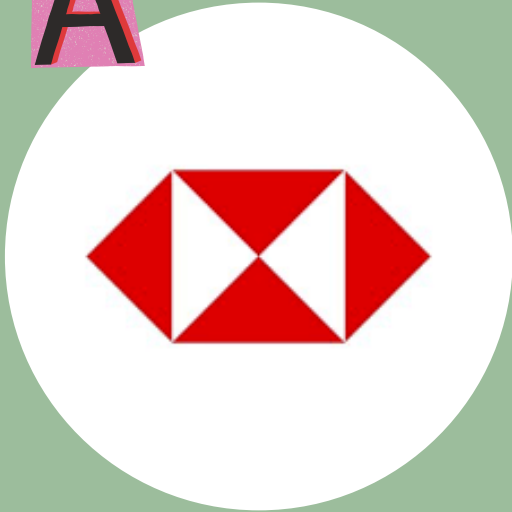


3

RENEWABLE  
ENGLISH

HOW ABOUT THESE?

A



B



d

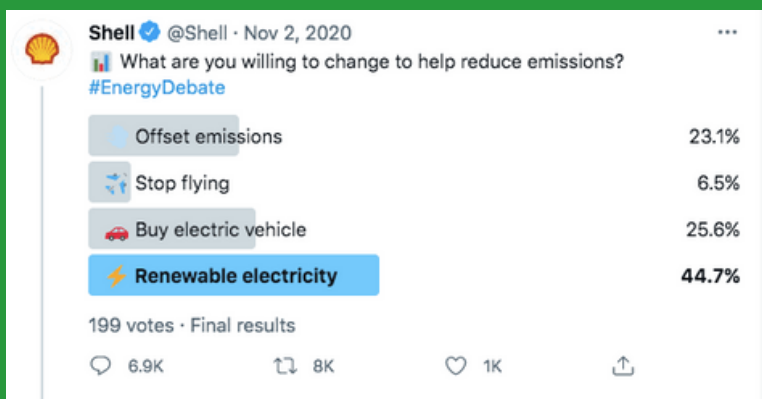
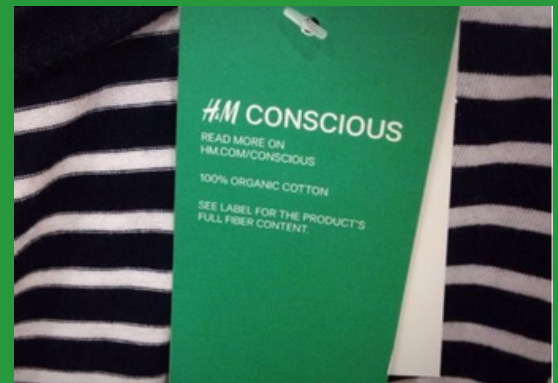


C



# What is Greenwashing?

HERE ARE A FEW VISUAL EXAMPLES OF GREENWASHING



- 1. the act of making false or exaggerated environmental claims about a product, service, or company to appear environmentally responsible.**
- 2. a sustainable practice that promotes transparency and accountability while reducing negative environmental impacts**
- 3. a marketing tactic used to appeal to eco-conscious consumers through misleading or incomplete environmental claims.**

WHICH DEFINITION IS NOT TRUE?



6

# Steps to Develop an Eco-Friendly And Sustainable Business

1

Create a Sustainability Strategy. Review this strategy frequently.

2

Review Your Environmental Policies

3

Invest in Education and Development

4

Create a Culture of Sustainability

5

Get Involved in Your Local Community

6

Embrace Diversity

7

Set Realistic Long Term Goals

8

Work Toward Systemic Change

CAN YOU THINK OF ANY MORE?



**Volunteering****Founder****Bedfordshire****Loved Before****Perception**

- 1. Where is Charlotte from?**
- 2. What does Charlotte do?**
- 3. What is the soft toy adoption agency called?**
- 4. What was Charlotte doing when she thought of the idea?**

Watch Charlotte talk about how to think of innovative eco-friendly companies.

1. How do you feel about using the world around you as inspiration?
2. What are your long term goals?
3. Why would you buy a toy from Loved Before? Why not?



# Ali's thoughts!

RENEWABLE  
ENGLISH



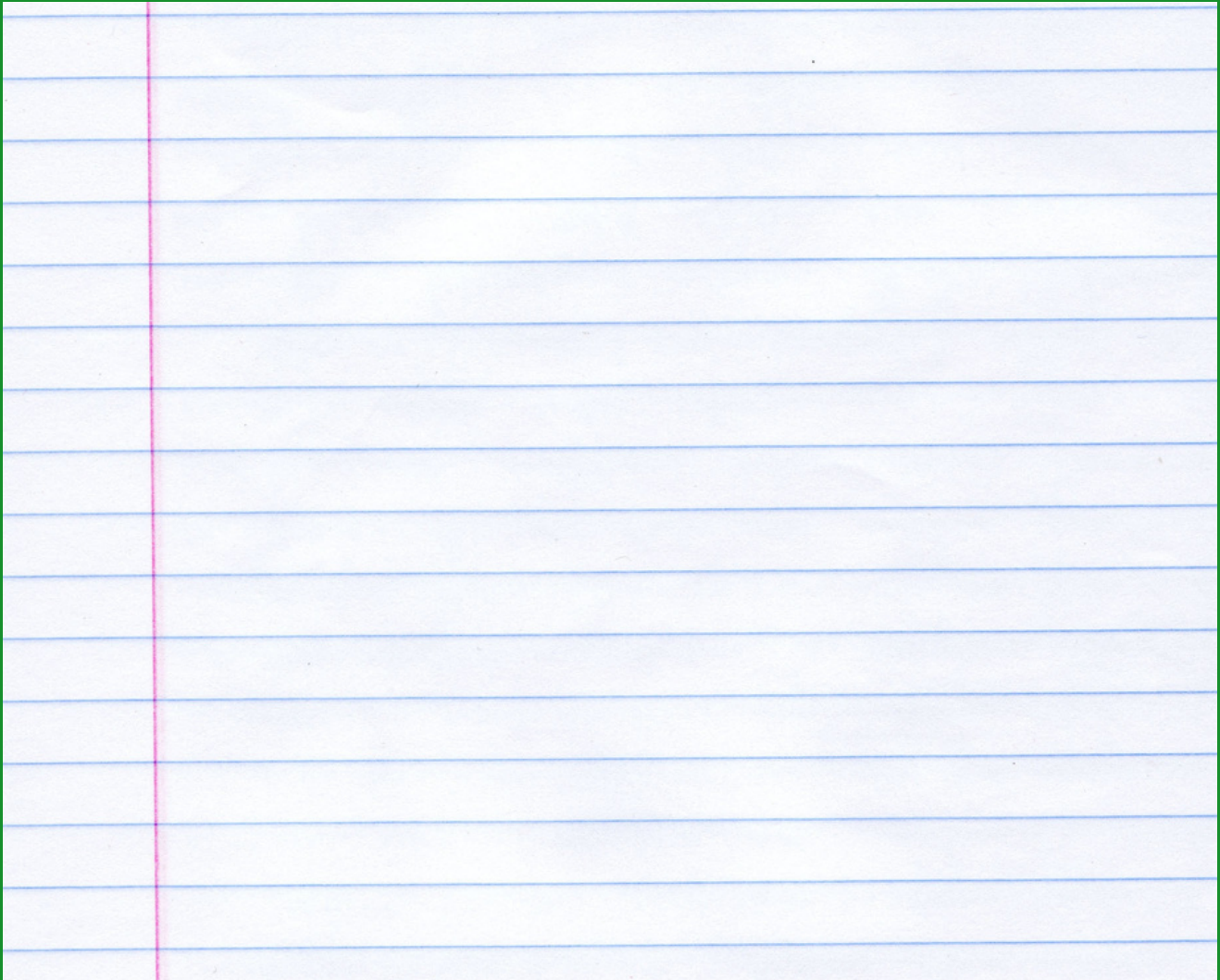
Money doesn't make the world go round, gravity does. Money is useful but it's also the root of all evil. So, try being kind to others and the planet, and let gravity do its job.

9

# Take Aways

RENEWABLE  
ENGLISH

WHAT DID YOU TAKE AWAY FROM TODAY'S LESSON?



COMING SOON COM  
COMING SOON COM  
COMING SOON COM  
COMING SOON COM  
COMING SOON COM

RENEWABLE  
ENGLISH

# This series on Renewable English

~~What is a Changemaker?~~

~~The Business of Caring~~

Changing Sport

The Art of Changemaking

If you need it, make it!

Finding Your Tribe

Harnessing Eco-anxiety

More than Ok Boomers

Music makes the world go round

Our Changing Diet

School, Life and Changemaking

Empowering Future Changemakers

# Let us know what you think

@RENEWABLEENGLISH



[WWW.RENEWABLEENGLISH.COM](http://WWW.RENEWABLEENGLISH.COM)

---

JOIN US IN TWO WEEKS FOR...

**LIVE LESSON 3:**

# Changing Sport

**FRIDAY, 19 MAY  
12:00 AND 17:00 CEST**

10

# Answers

RENEWABLE  
ENGLISH

1

A. COCACOLA B. PEPSICO C. NESTLE D. UNILEVER

2

A. LOVED BEFORE B. PATAGONIA C. PELA. D. STROODLES E.  
KALLBIRDS

3

A. HSBC B. H AND M C. ROYAL DUTCH SHELL  
D. RYANAIR

4

2

5

1. BEDFORDSHIRE 2. FOUNDER 3. LOVED BEFORE  
4. VOLUNTEERING

6

YOUR OWN ANSWERS