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Englisch

Lesen B2

Read the text from 2018 about an innovative idea to deal with plastic pollution. Then choose the correct answer (A, B, C or D) for each question (1-6). Put a cross (☒) in the correct box on the answer sheet. The first one (0) has been done for you.

A different kind of sightseeing

We push off from the quay by Amsterdam's Westerkerk, leaving the tourist bustle and long, fidgety queue for the Anne Frank House behind us. Our little electric boat heads quietly south down the Keizersgracht canal for a tour of the city. Our guide, Erik, points out the sights: a famous hotel, a secret church, the seven bridges view but we are distracted, focused on the plastic debris that bobs by our boat. As with more than 15,000 people before us, we have jumped on board one of Amsterdam's most unusual boat trips: a plastic fishing tour of the canals – and we are eager to see what we can find.

Unlike the slippery perch who flit deep beneath us, the docile plastic is an easy catch. From our open-topped boat, nets in hand, we haul in the flotsam. If we had orange jumpsuits on, jokes Erik, we'd look like we were doing community service. In fact, I'm travelling with seven tourists who have paid to collect rubbish as part of their holiday.

Founded by Marius Smit in 2011, Plastic Whale runs plastic fishing tours in Amsterdam and Rotterdam. While travelling across Asia in his 30s, Smit, now 45, was shocked by the plastic pollution he saw and wanted to make a difference. When he returned to Amsterdam and noticed all the plastic in the canals, he realised the problem was closer to home than he had thought.

The Amsterdam water company, Waternet, has estimated that around 3,500kg of rubbish is removed from Amsterdam's waterways each day. "About 80% of what is floating out at sea comes from cities around the world," says Smit. "My conviction was that there were millions of people like me who wanted to contribute [to change that] in a positive way." Anne Jakobsen from Copenhagen, fishing alongside me, is a good example. She and her husband, Ole, have brought the family along "to lift the carbon footprint we leave behind. And show the kids you can do something other than the Rijksmuseum," she says.

Rolling up your sleeves and helping a city dispose of its waste may not sound like a fun way to experience a destination but the tour – which claims to be the first of its kind – is surprisingly popular. Plastic Whale has seen a surge of interest as awareness of the plastic crisis has grown. And with the announcement today of the world's first plastic-free supermarket aisle opening in Amsterdam, the city is now seen as a leader in the fight against plastic pollution. In 2017, its Amsterdam fleet of nine boats took 6,000 people fishing for plastic, plucking 50-60,000 PET (polyethylene terephthalate) bottles out of the water and nearly three times this volume in other waste. Around 8,500 rescued bottles have been used to make the plastic boat we are travelling in. It's a circular solution to the problem: the more plastic collected, the more boats can be built and the broader the clean-up operation.

Erik is full of interesting anecdotes about the city and the objects they have found in its waters. Since plastic fishing began, he tells us, the canals have revealed an underworld of wallets, passports, and car keys discarded by thieves or dropped by drunken tourists. One passenger shrieked when she mistook a submerged mannequin for a dead body and they once found a bottle containing an envelope addressed to Germany. They put it in the mail but are yet to receive a reply.

0 The visitors touring the waterways

- A watch out for objects in the water.
- B learn about the fish in the canals.
- C concentrate on the famous buildings.
- D listen to the tour guide's historical facts.

1 The author is part of a group which

- A wears special clothing while on board.
- B spends money to gather litter.
- C likes to dress up when on vacations.
- D gets money for what they are doing.

2 Mr Smit strongly believed that

- A tourists should be made aware of the plastic problem.
- B tourists should help solve the problem they cause.
- C many were keen to do something about the situation.
- D many would also support his project financially.

3 One couple on the boat told the author that they wanted

- A to find out more about sustainable tourism.
- B to reduce the family's environmental impact.
- C the family to have a fun experience together.
- D their children to learn practical skills.

4 As a consequence of the growing concern about plastic,

- A an area of one store will do without plastic.
- B stores will ban plastic for wrapping food products.
- C stores are trying to avoid plastic equipment and furniture.
- D more stores have agreed to use recycled plastic.

5 Some of the plastic trash collected is

- A turned into fuel for the tour vehicles.
- B recycled into parts for public water vehicles.
- C transformed into ship-shaped souvenirs.
- D used to manufacture the tour vehicles.

6 One side effect of the tours is that

- A the waterways have become safer.
- B Erik's funny stories have been published.
- C stolen objects have reappeared.
- D some crimes have been solved.

2

8 P.

Read the text about the experiences of yoga teacher Marisa Meltzer during the time of the first Corona lockdown in spring 2020. First decide whether the statements (1-8) are true (T) or false (F) and put a cross (☒) in the correct box on the answer sheet. Then identify the sentence in the text which supports your decision. Write the first 4 words of this sentence in the space provided. There may be more than one correct answer; write down only one. The first one (0) has been done for you.



Teaching yoga in exceptional times

I attended a Californian high school that offered yoga as part of its physical education programme. At 16 I signed up for it – along with all the other misfits who weren't enrolled in typical private-school sports such as lacrosse or field hockey – and learned crow pose and breathing techniques from a long-haired ageing hippie with a gentle demeanour. I liked it enough, but didn't take yoga classes again until after university, when I found myself living down the street from a yoga studio.

In 2015, after I joined a studio in Manhattan, I would go to a yoga class every couple of days. This year I took the plunge, going from being a yoga student who attended class a few times a week to teaching a restorative yoga class once a week at a downtown studio called Sky Ting. I have never thought of myself as a natural teacher, but I loved it. Teaching was, frankly, kind of a power trip. I like being in charge, putting together a playlist, watching students tumble out of class in a relaxed afterglow. My classes were in the late afternoon on Thursdays. Friends came by, but so did people I didn't know, and they started to come every week, which was thrilling: I knew what I was doing enough that people wanted more. I started in the second week of January, but was only able to teach for two months before business was suspended.

On a recent Sunday evening, I taught one class via Instagram from my sitting room. My yoga studio provided its teachers with notes on setting up, from how to best position our phones to tips on creating as inviting a space as possible in a tiny New York apartment (plants and natural light are good, dirty floors and clutter are best avoided). I tend not to speak a lot during my classes. It's a conscious choice based on years of wishing that I could zone out and not have to hear a teacher chattering along. But a lot of silence while demonstrating poses alone in front of a screen just translates to dead air, which feels awkward, so I found myself making commentary to fill up the silence. My class, like Mishler's*, was treated to a spontaneous appearance by my bulldog, Joan, when she wandered over to investigate what I was doing. I missed touching my

students, running a hand down their spine to encourage deeper relaxation or massaging their foreheads to relieve tension. But I also loved that anyone could join, and students could say hello or send a comment through the app. (That said, I could have done without the person who kept messaging me to say I should change my music.)

Because so many studios have taken their classes online, I've also got to tune into some of my favourite far-flung teachers and friends, from Portugal to Los Angeles. When I spoke to one of these teachers, Kyle Miller, about her experience of teaching on Zoom, she was near-rapturous. "Getting to see everyone, talk and hang out in the moments before and after class, getting to watch the students as they practise and teach right to them, it's been incredible and unexpected," she said. "It honestly feels like I've socialised. I ride a high after my streams!" Yoga teachers, it seems, are perhaps the world's most gifted people when it comes to putting a positive spin on things.

*) Adriene Mishler is YouTube's most popular yoga guru.

0	When Meltzer started yoga at school, it was contrary to the norm.
1	Meltzer has always felt that she is good at instructing others.
2	Meltzer enjoys being in control and responsible for a situation.
3	Because of the encouraging reaction of her students, Meltzer became more confident.
4	Meltzer had to invest a lot of time in finding out how to create a pleasant atmosphere in her yoga sessions.
5	Meltzer talks more in her lessons than before.
6	Meltzer appreciated one participant's feedback on one feature.
7	Due to current conditions, Meltzer is hardly in touch with her colleagues.
8	One of Meltzer's colleagues states that online lessons leave room for some private exchange.

Read the text from 2018 about how to attract consumers. Some sentences are missing. Choose the correct sentence from the list (A-K) for each gap (1-8). There are two extra sentences that you should not use. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.

Marketing for millennials

Older people are not the only ones to try too hard to be hip and youthful. (0) _____. Just look at Procter & Gamble (P&G), one of the world's largest consumer-goods firms, which this year applied to America's federal patent office to trademark LOL, NBD, WTF and FML, abbreviations commonly used in text messages and social media. (1) _____. Its move is the intellectual-property equivalent of Dad dancing. But it is a sign of large firms' eagerness to woo millennial consumers.

To many they are a mystery. (2) _____. That may be because such differences are overblown. According to Ipsos-MORI, a pollster, millennials are "the most carelessly described group we have ever looked at". (3) _____. It is often said, for example, that they ignore conventional ads; in fact they are heavily influenced by marketing.

(4) _____. In February, MillerCoors, an American brewer, released Two Hats, a light fruit-flavoured brew the beer-maker said would suit millennials' tastes and budgets (tagline: "Good, cheap beer. Wait, what?"). Consumers just waited; the beer was pulled from shelves after six months. But some stereotypes about millennials have roots in reality. Companies are finding that three broad approaches do succeed when trying to sell to them: transparency, experiences (over things) and flexibility.

On the first of these, transparency, younger brands have led the way. (5) _____. It discloses the conditions under which each and every garment is made and how much profit it generates as part of its philosophy of "radical transparency".

Some large companies have made dramatic changes. ConAgra, an American food giant, has simplified its recipes and eliminated all artificial ingredients from many of its snacks and ready meals. (6) _____. "Bringing in these folks has been absolutely critical to growing the brands," says Bob Nolan, ConAgra's senior vice-president of insights and analytics.

(7) _____. Online platforms such as Airbnb have capitalised on youngsters' taste for splurging on holidays, dinners and other Instagrammable activities, but so too have some older bricks-and-mortar firms. In 2016 JPMorgan Chase, a bank, launched Sapphire Reserve, a premium credit card that offers generous rewards for spending on travel and dining. Touted as "a card for accumulating experiences", the \$450-a-year product has been a hit with well-off millennials, who represent more than half of cardholders.

(8) _____. In this regard, flexibility matters. Ally Bank, a subsidiary of Ally Financial, the former financial wing of General Motors, for example, does not charge its current-account customers any maintenance fees or require them to hold minimum balances. Such features have earned it the loyalty of millennials.

Business models are being revamped to serve commitment-phobic millennials. Yet many firms still have too homogeneous a view of millennials, says Laura Beaudin, a partner at Bain & Company, a consultancy.

A	Younger consumers also have more debt, fewer assets and less job security than previous generations.
B	However, one firm has had more success with millennials and is growing as a result.
C	Long-established firms can, too.
D	In clothing, one example is Everlane, an online clothing manufacturer based in San Francisco.
E	KPMG, a consultancy, reckons nearly half do not know how millennials—typically defined as those born between 1980 and 2000—differ from their older counterparts.
F	Given such misconceptions, it is little wonder that firms sometimes get it wrong.
G	After years of falling sales, it is growing again; millennials now account for 80% of its customer growth.
H	If it succeeds, the 181-year-old firm plans to use the phrases to market soap, cleaners and air fresheners to young buyers.
I	Younger firms will always be aware of differences, especially concerning changes in fashion.
J	Many claims about them are simplified or wrong.
K	Millennials' appreciation of experiences over "stuff" is also real.

Read the texts about London's new types of sustainable boutiques. Choose the correct text (A-F) for each question (1-9). You can use a text more than once. Write your answers in the boxes provided on the answer sheet. The first one (0) has been done for you.

London's best ethical fashion shops

A The Keep Boutique

The Keep has been delighting socially conscious shoppers since 2013, when founder Kate Richards became disillusioned with the high street and quit her job to create a fashion destination with a difference. The result was a haven of cool amid the bustle of Brixton Village, where chic products by 'brands with true integrity' hang from artful indoor tree branches. With a focus on sustainable fabrics and timeless shapes, every item has a virtuous backstory – but they never skimp on style. From bamboo socks and toothbrushes to luxe Desmond & Dempsey pyjamas, you'll find pretty things for gifting and plenty to keep your ethical lifestyle going strong.

B Birdsong

A brand with the mantra 'no sweatshops and no Photoshop', Birdsong sells statement fashion with feminism woven into its very fibre. All clothes are handmade by female artisans paid above the London Living Wage, including homespun knitwear by the Enfield Knit and Natter group and motif tees painted by migrant mothers in Tower Hamlets. Most recently found nesting at Beyond Retro in Dalston, Birdsong doesn't have a permanent home yet – but the fashion crowd flock to its regular pop-ups, so it's only a matter of time.

C Lowie

Lowie began life in 2002 as a knitwear brand, but these days it's a mini ethical empire, stocking the best in hip, sustainable womenswear across its two south London boutiques. Cosiness is still high on the agenda – there's a strokeable selection of jumpers, dungarees, corduroy and bobble hats – but brands like Leon & Harper and LF Markey bring some fashion flair to the mix. Look out for the dresses by Pink City Prints, which are hand-loomed, hand-printed and hand-embroidered in Jaipur, by artisans paid well and treated fairly. You have to admit that's a great story to tell when you get compliments for your new gams.

D Change of Heart

Like wandering into north London's biggest walk-in wardrobe, Change of Heart dress agency is a second-hand shop for people who don't 'do' second hand. As well as relieving Crouch End's fashionistas of their unloved threads (they sell, you keep 50 percent of the profit), staff double as personal shoppers and are always happy to dole out styling advice. On the rails, Marni and Marc Jacobs regularly cosy up with Whistles and Warehouse, and there's never a shortage of beautiful occasionwear to ease your guilt around wedding season. Nothing is more than three years old, and standards are stringent – not a mystery stain or jumper bobble in sight.

E Other/Shop

Selling spare, functional vibes in a spare, functional space, Other/Shop might only be round the corner from Oxford Street but its philosophy is a world away from the fast fashion onslaught.

Other, the shop's eponymous label, is produced entirely in the UK using fabric sourced from UK suppliers and mills. Alongside its staple trousers and androgynous work jackets you'll find a clutch of cool, independent craft brands including Aries Arise, Good News and plenty more your mates won't have heard of yet. Slow and steady wins the style race.

F Wolf & Badger

Boasting a galaxy of independent womenswear, menswear, homeware, beauty and lifestyle brands, this online marketplace opened a new flagship bricks-and-mortar store in Coal Drops Yard this year. And it's an Instagram dream. With more than 600 independent brands in the family, keeping tabs on every supply chain is no easy feat, but Wolf & Badger promises a serious commitment to social responsibility – no sweatshops, no fur, no animal testing and small production runs only. If quitting the high street proves hard, this might be the antidote.

Which shop is best for people who ...

want to support craftswomen from various cultures?	0	
are looking for exclusive presents?	1	
enjoy now being able to purchase their goods not only over the internet?	2	
want to support the clothing industry across the country?	3	
are also interested in a range of products other than clothes?	4	5
need help with deciding what looks best on them?	6	
appreciate traditional craftsmanship?	7	8
delight in seeing clothing displayed in an unusual way?	9	