

13

Future trends

Starting point

- 1 What global issues are most often in the news?
Example: global warming, ageing population
- 2 Which issues are you most worried about? Why?

Working with words | Global issues

- 1 Work with a partner. Discuss if you think these sentences are true or false.
 - 1 The amount of usable water in the world is decreasing.
 - 2 The world will need more and more water in the future.
 - 3 We consume more water than we think.
 - 4 Water is used to produce a lot of consumer products, such as clothing.
 - 5 The problem of water only exists in certain parts of the world.
- 2 Read the text and compare with your ideas in 1.



Crisis? What crisis?

The earth is getting hotter because of **climate change** and this is having a negative effect on water resources in many countries. At the same time, there is a **rising demand** for water, which comes from **population growth** and the **economic development** of countries like China and India. In years to come, it is likely that the world's **water supply** will no longer be able to meet the demand.

In countries with lots of water, it's easy to think that the **water shortage** isn't a problem. In the UK, for example, the price of water is quite low and the average person consumes 145 litres per day, considerably less than in many developed countries. However, large quantities of water are used to make the products we consume: 15,500 litres for a kilo of beef, 2,700 litres for a cotton T-shirt. If you include all this 'virtual water', the average

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daily consumption in the UK is around 4,500 litres per person, of which 3,000 litres are imported, according to the environmental charity WWF (World Wide Fund for Nature).

A recent study describes the water situation in the world as a **serious threat** to economic growth and our food supply. If we don't stop thinking about water as somebody else's problem, this situation could soon turn into a **global crisis**.

- 3 How do you think the water situation could have an effect on economic growth? What can we do to reduce water consumption?

- 4 Match the phrases in **bold** in the text in 2 to definitions 1–8.
- 1 A possible dangerous situation _____
 - 2 An increase in the need for something _____
 - 3 An improvement in the financial situation of a country _____
 - 4 A very difficult situation in the world _____
 - 5 An increase in the number of people _____
 - 6 A situation where there is not enough water _____
 - 7 Increases in temperature and their effects _____
 - 8 The amount of water available in the world _____
- 5 Work with a partner. Discuss issues relating to the world's natural resources (e.g. oil, gas, coal) using words from 4.
Example: There is a rising demand for oil from countries like China.
- 6 ► **13.1** Listen to a radio show about the future of oil and say what these numbers refer to.

5% 400% 60% 20 2.5% 200



- 7 ► **13.1** Listen again and complete sentences 1–6.
- 1 How will this growth _____ oil prices?
 - 2 One report _____ that a 5% shortage could lead to a big price rise.
 - 3 This crisis would really _____ the automobile industry.
 - 4 Some analysts have _____ that the car will become a luxury item.
 - 5 So you don't think the oil situation will _____?
 - 6 We're not going to _____ gas because we have enough reserves.
- 8 Work with a partner. Replace the words in *italics* with a verb or phrase from 7.
- 1 Climate change *has an impact on* people in poor countries more than in the developed world.
 - 2 We'll *have no more* natural resources if we don't stop buying things we don't need.
 - 3 The standard of living of people in rich countries will continue to *go down* in the years to come.
 - 4 We *predict* that air pollution will be the biggest risk to people's health in the future.
 - 5 Social media and the Internet *are dangerous for* our private lives.
 - 6 A recent study *calculates* that by 2050, 2.5 billion more people will live in cities and this could create many social and environmental problems.

» For more exercises, go to **Practice file 13** on page 130.

- 9 Work with a partner. Look at the sentences in 8 and answer questions 1–3.
- 1 Do you agree or disagree with the opinions and predictions? Why?
 - 2 How can we resolve the different issues?
 - 3 What action would you like to see from governments?

Tip | get + adjective

When used with an adjective, *get* means *become*. We often use it with the comparative form of the adjective:

*The situation will **get worse**; it won't **get better**.*

*The population is **getting older**.*

Language at work | Future predictions

- 1 Work with a partner. Discuss what trends you think there will be in the workplace in the future. Then read the text and compare your answers.

ADAPTING TO FUTURE TRENDS IN THE WORKPLACE

Companies who adapt to changing trends in the workplace are more likely to survive than those who resist change. So what trends should companies be looking at and how can they adapt?

BUSINESS PRESSURES

Competition between businesses will be much stronger in the future and the winners will be the first to get their products on to the market. Managers may need to restructure their companies.

AGE OF EMPLOYEES

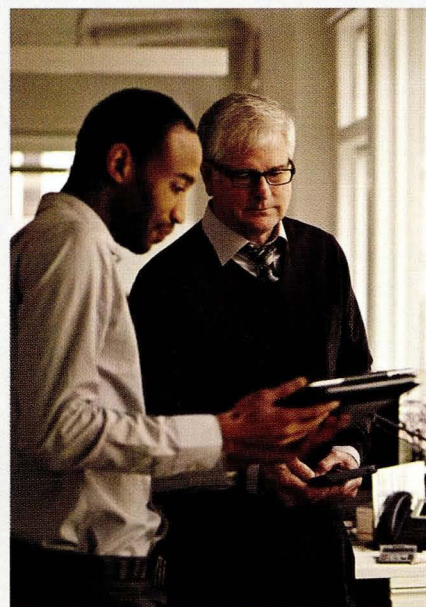
In the future, employees might not retire before the age of 75 because of a possible pensions crisis. Employers will have to adapt the workplace to meet the needs of an older workforce.

WORK-LIFE BALANCE

Male and female employees will want to spend more time with their families. This will affect working hours, and managers will have to be more flexible in order to keep their staff.

TECHNOLOGICAL CHANGES

Advances in technology will mean that employees won't need their own desk anymore. In the future, employers will redesign work areas to have more space for meetings, and also for leisure activities.



- 2 Choose the correct answer from the words in *italics*. Then read the text again and check your answers.
- Managers *may* / *may not* need to restructure their companies.
 - In the future, employees *might* / *might not* retire before the age of 75.
 - Employees *will* / *won't* want to spend more time with their families.
 - Employees *will* / *won't* need their own desk any more.
- 3 Complete the explanations in the *Language point* about making future predictions. Then match the sentences in 2 to explanations 1–4.

LANGUAGE POINT

- 1 We use _____ + infinitive when we are sure something will happen.

Example: _____

- 2 We use _____ or _____ + infinitive when we think that perhaps something will happen.

Example: _____

- 3 We use _____ or _____ + infinitive when we think that perhaps something will not happen.

Example: _____

- 4 We use _____ + infinitive when we are sure something will not happen.

Example: _____

Tip | Short forms of *will*

The short form of *will* is *'ll* and the short form of *will not* is *won't*. We usually use short forms in spoken English and informal writing:

I'm sure I'll enjoy working from home.

We won't have enough time to finish the report.

» For more information, go to **Grammar reference** on page 131.

- 4 Work with a partner. Use the information to make predictions about the typical workplace in 2030, using *will*, *won't*, *may (not)* or *might (not)*.

In 2030	will	may/ might	may/ might not	won't
Many jobs / be part-time				
Management positions / be easy to find				
More people / work from home				
Colleagues / see each other less often				
Office buildings / be used in the same way				
Employees / stay long with the same company				
Employers / offer better working conditions				
Companies / provide leisure facilities				
Many employees / decide to take career breaks				

- 5 ▶ 13.2 Listen to a talk on the same subject and tick (✓) the correct column in the table in 4. Are the speaker's predictions the same as yours?

» For more exercises, go to **Practice file 13** on page 131.

- 6 Work with a partner. Make predictions about your own jobs using the ideas below. Which of your ideas were similar?

- hours
- salary
- technology
- benefits
- office
- pensions
- training

Practically speaking | How to link ideas

- 1 Match 1–3 to a–c to make complete sentences.

- 1 More women will work *and* ____
 - 2 Companies will still have offices *but* ____
 - 3 More people will work from home *so* ____
- a they will be smaller than today.
 - b colleagues may see each other less often.
 - c their numbers may exceed working men.

- 2 Which words in *italics* in 1 are used to ...?

- 1 show a result _____
- 2 add more information _____
- 3 show a contrast _____

- 3 Read these sentences and add the linking words in *italics* to the categories in 2.

- 1 *In addition*, working arrangements will be more flexible.
- 2 More employees will work together in self-managed teams. *Therefore*, management positions might not be easy to find.
- 3 Many employees may decide to take career breaks. *However*, they will be allowed to rejoin the company with the same job and salary as before.

- 4 Work with a partner. Use your own ideas to finish these predictions using the linkers from 2.

- People will work fewer hours ...
- Computers will be faster ...
- Employees will travel less for work ...
- Companies will offer more leisure facilities ...

Business communication | Predicting and forecasting



- 1 Work with a partner. What is teleworking? What are the advantages and disadvantages of working from home for (a) the employee (b) the company?
- 2 ▶ 13.3 Listen to three people asking their manager about the company's new teleworking scheme. Compare your ideas from 1 with the manager's opinions.
- 3 ▶ 13.3 Listen again and complete sentences 1–8.
 - 1 Just how much _____ we _____ to save?
 - 2 We _____ the new scheme _____ save the company at least €20,000.
 - 3 The office is _____ to close completely.
 - 4 Do you _____ people _____ be happy to work alone?
 - 5 Our employees _____ feel more motivated.
 - 6 It _____ be easy for some people to start with.
 - 7 Do you _____ to see an increase in productivity?
 - 8 _____, our teleworkers _____ have similar results.
- 4 Work with a partner. Say each sentence in a different way, using the word in brackets.
 - 1 Do you think you'll be more productive? (expect)
 - 2 I'm sure we'll save money. (definitely)
 - 3 I hope I won't work in the evenings. (Hopefully)
 - 4 You'll probably find it difficult at first. (likely)
 - 5 I'm unlikely to work from home. (probably)

Example: Do you expect to be more productive?
- 5 Work with a partner. You have both agreed to try working from home. Take turns to ask for and make predictions. Use these ideas to help you.

<ul style="list-style-type: none"> • Get bored • Miss your colleagues • Get up earlier • Work longer hours 	<ul style="list-style-type: none"> • Have more free time • Save money • Enjoy working at home • Go out more
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Example: Are you likely to get bored?
- 6 Work with a partner. Your head office wants to stop all business trips and use video-conferencing instead. Have a meeting to predict the effects of this measure on your company, using the ideas below.
 - Reduce costs
 - Buy new equipment
 - Where to put equipment
 - Special training
 - Technical problems
 - Clients have video equipment
 - Clients like idea

Key expressions

Asking for predictions

- Is ... likely to ...?
 Are ... likely to ...?
 Do you think ... will ...?
 Do you expect ...?

Making predictions

- ... will probably/definitely ...
 ... probably/definitely won't ...
 ... is likely/unlikely to ...

Expressing hope

- I hope ... will/won't ...
 Hopefully, ... will/won't ...

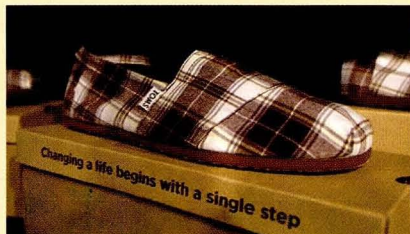
» For more exercises go to **Practice file 13** on page 130.

TALKING POINT

Cause marketing

As we learn about global issues that affect us and other people in the world, many of us want to make a difference. Cause marketing is a cooperative effort between for-profit companies and non-profit

organizations to increase awareness of these issues and give consumers the opportunity to help. In the USA, around one in two consumers buys at least one product every month that supports a cause.



ONE FOR ONE

California company TOMS is best known for its 'one for one' slogan: when you buy a pair of TOMS shoes, the company donates another pair to a child in need. For a pair of glasses, part of the profit is used to save the eyesight of a person in a developing country. For a packet of TOMS coffee, one week of safe water will be provided to a person in the country the coffee beans come from.



CAMPAIGN FOR REAL BEAUTY

The Unilever company, producer of Dove beauty products and toiletries, uses advertising campaigns to challenge the stereotype of feminine beauty and to encourage public discussion on the subject through multimedia and various non-profit associations. The initiative started in 2004 after a study showed that only 2% of women in the world consider themselves beautiful.



BOX TOPS FOR EDUCATION

Started in 1992 by two sales executives at General Mills, the multinational food company, Box Tops for Education invites consumers to cut the tops from hundreds of different consumer products, and send them to a US school of their choice. Each box top has a value of 10 cents, and the school can use the money collected to buy whatever it needs. So far, US schools have earned over \$600 million from the initiative.

Discussion

- 1 What are the benefits of cause marketing for (a) for-profit companies and (b) non-profit organizations?
- 2 Why do you think TOMS, Unilever and General Mills chose these particular causes?
- 3 How are the three examples similar, and how are they different?
- 4 Which of the three campaigns do you like best? Why?

Task

- 1 Work with a partner or in small groups. Plan a cause marketing campaign for your company. Think about these ideas.
 - What cause do you want to promote? Why?
 - How will this cause benefit your company?
 - How will you use your company to promote it?
 - What kind of non-profit organizations will you work with?
 - What results do you want to achieve at the end of your campaign?
 - What name will you give to the campaign?
- 2 Present your ideas from 1 to the class. Then discuss which of the campaigns are more/less likely to be successful. Why?

