

Université du Sud Toulon-Var
UFR Lettres et Sciences Humaines

Session / semestre : 2^e session - semestre 4.

Département : LEA

Année : LEA 2

Matière : ANGLAIS - version économique

Durée de l'épreuve : 1h30

Salle :

Date : 09/10

Enseignant : L-Dineth

Documents autorisés :

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THE EARTH DECADE : CARING FOR THE PLANET

Meanwhile, in the West, many companies are making changes not because of rules or regulations, but because it makes bottom-line sense. They are reorganizing themselves internally and repositioning themselves externally to meet the demands of

consumers' increasing environmental awareness and sophistication.

Shops are selling free-range eggs and vegetables grown without chemical fertilizers; major European companies such as Siemens AG and Asea Brown Boveri Inc. are developing superefficient giant turbines to produce lower-cost electricity.

Many corporations are either trying to build their own ecological bandwagon or jump on someone else's, but they are finding they can no longer get away with merely saying their products are environmentally friendly.

Besides the need to conform to regulations and polish public images, many companies are putting a new emphasis on the environment as part of the growing trend toward re-

sponsible corporate citizenship. Not only is protecting the environment something that has to be done to meet regulations and that needs to be done to increase profits, but it is also something that should be done simply because it is right to protect natural resources for future generations.