

BTS NÉGOCIATION ET DIGITALISATION DE LA RELATION CLIENT
ANGLAIS OBLIGATOIRE **SESSION 2022**
ÉPREUVE ADAPTÉE DE LANGUE VIVANTE ORALE DANS LE CADRE DE
L'ARRÊTÉ DU 4 AVRIL 2017 RELATIF AUX CANDIDATS AYANT UNE
DÉFICIENCE OU UN TROUBLE DU LANGAGE

Swedish innovation can save the planet from plastic lids

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Did you know that worldwide, we use 300 billion plastic lids on our hot drinks? That's right, lots of coffee – but also 1,500,000,000 kg of plastic.

Often the lids leak which can result in spills and sometimes even burns, but also the plastic in these lids is harmful to the environment – which means they are slated to be banned in the EU. However thanks to Swedish company UniCup Scandinavia AB, it won't mean the end of your takeaway beverage – the company has created an entirely new bio-based lid .

The company founders, Lars Bendix and Håkan Löfholm, are not new to the food and drink industry, having developed for on-the-go food and beverages for more than 20 years.

They say over this time, they've seen first hand the challenges caused by plastic lids on beverage cups, and believe the plastic lids are neither functionally or environmentally the best solution, citing the fact that the lids are often hard to fit properly, they often create spills and leaks, and make hot drinks difficult to cool when sipping through the lids.

“We have developed an environmentally friendly lid that sits inside the cup. This improves the cup's stability and the overall drinking experience,” they say. “You drink from the rim of the cup instead of the lid, so you don't burn yourself and it doesn't taste like plastic or paper. The coffee tastes just like it does in your coffee cup at home.”

The lid is eco-friendly, 100% recyclable and provides excellent functionality. It is made from bio-based fiber material from Swedish raw materials.

“We are already seeing that there's a large market for Liplid. We are in contact with major chains that are very interested in purchasing the lid,” says Jesper Berthold, CEO of UniCup Scandinavia AB, Liplid's producer.

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Vous disposez de 1 heure 30 pour réaliser le travail demandé.

Pour chaque partie, vous indiquerez le nombre de mots utilisés.

TRAVAIL DEMANDÉ

I. Rédaction d'un compte rendu.

Vous rédigerez un bref résumé en français de ce document (120 mots maximum).

II. Expression écrite.

Vous répondrez à la question suivante, en anglais (40 mots minimum).

Explain the last paragraph in English.

III. Rédaction d'un écrit.

Vous répondrez à la question suivante, en anglais (150 mots minimum).

Do you feel concerned with the protection of the environment ? Why or why not ?