

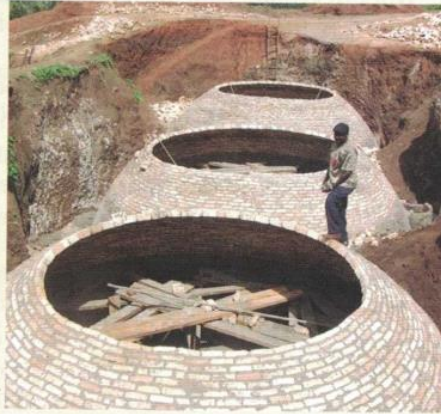
**NEW IDEAS** – adapted from *Business Result*, OUP 2016

the **Ashden Awards**  
for sustainable energy

The Ashden Awards for Sustainable Energy is a charity that rewards and promotes excellent sustainable energy solutions in the UK and the developing world.

Each year, the Ashden Awards holds a competition to find and reward organizations which have carried out practical and innovative programmes that demonstrate sustainable energy in action at a local level. These are based on the use of local, renewable energy sources.

The charity raises international awareness of the potential benefit of local sustainable energy projects to deal with climate change and to improve the quality of people's lives. It also aims to encourage more people and communities across the world to take up the challenge of finding new ways of meeting their energy needs.



The charity helps the development of sustainable energy projects in several ways. It gives cash prizes, to enable winners to take their work forward. It also publicizes the winners and their work through a worldwide media campaign, which aims to inspire others to follow their example. And by bringing together the winners with the main decision-makers and opinion formers, they aim to change thinking and policy among governments and non-governmental organizations (NGOs).

**1. READING: Read the text and answer the following questions**

a. What are the aims of the Ashden Awards?

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b. What types of projects are rewarded?

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c. How does the charity achieve its aims?

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2. LISTENING: Listen to details of two projects that have won an Ashden Award and complete the following table

	Project 1	Project 2
<b>Problem to be solved</b>		
<b>Main purpose of the project</b>		
<b>Details of the project</b>		
<b>Advantages of the technology</b>		

3. Vocabulary:

(a) Complete the exercise on the left about phrasal verbs

(b) In pairs, use the phrasal verbs + the nouns and adjectives below in order to write a few sentences about the two projects.

Match these phrasal verbs from the text and audio 12▶ and 13▶ to a verb 1–9 with the same meaning.

*carry out   come up with   pay off   take up   bring down  
bring about   take forward   get round   set up*

1 avoid (a problem): \_\_\_\_\_

2 cause (something to happen): \_\_\_\_\_

3 create (an idea, a solution to a problem): \_\_\_\_\_

4 develop (a plan, a project): \_\_\_\_\_

5 have a good result: \_\_\_\_\_

6 perform (an activity, research): \_\_\_\_\_

7 reduce (costs): \_\_\_\_\_

8 respond to (a challenge): \_\_\_\_\_

9 start (a business, a project): \_\_\_\_\_

A		B	
technological	practical	concept	design
key	potential	feature	proposition
cutting-edge	innovative	benefit	idea
major	commercially-viable	breakthrough	solution
revolutionary	state-of-the-art	technology	advantage

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