

More and better jobs

0.*Employment strategy in the EU*.....

At the dawn of the 21st century, high unemployment is the most serious economic and social problem for nearly all Member States. One in every 10 EU citizens is looking for work in vain. The employment rate in Europe is 61%, i.e. nearly 10 percentage points below the US and Japan. Although millions of new jobs have been created in the EU, millions of people are still unable to find work. And more than half of all jobseekers have been unemployed for over a year. On top of the net shortage of jobs, some population groups have special difficulties on the labour market: the long-term unemployed, young people, older jobseekers, people with disabilities, women, and ethnic minorities. The employment rate for women in Europe is around 20% below the rate for men. For disabled people it is even lower – some 30% below the overall European average. The EU's objective is therefore not just ensure that more jobs are created in the EU, but also to provide better opportunities on the labour market for the population groups which up to now have been at a disadvantage.

1.....

This term refers to the skills of jobseekers. Training, further training, retraining and good careers advice are the means by which governments can ensure that jobseekers have the skills and expertise needed by the labour market. The targets are that:

- all young people should be offered training, retraining, employment or a practical traineeship before they have been unemployed for 6 months.
- Unemployed adults should be offered a new start, more specifically through further training and career guidance, before they have been unemployed for 12 months.
- The school drop-out rate should be reduced, and an apprenticeship system should be created or the existing system improved.
- At least one in five unemployed people should have an opportunity to undertake retraining or further training.

Member State governments can achieve these goals only if employer's and employees' organisations enter into agreements to increase the number of traineeships, apprenticeships, retraining opportunities and other possibilities for acquiring skills.

2.

If new jobs are to be created, it is important to make life simpler for businesses. The intention of the EU countries is therefore to make it easier to set up a new business and become self-employed, by:

- identifying existing obstacles to the creation of small and medium-sized businesses, and making any necessary changes;
- reducing the tax and contributions burden on labour, especially with regard to low-paid jobs;
- looking at how more jobs can be created in the social sphere, e.g. in the voluntary and cooperative sector.

3

Businesses and employees are under pressure to adapt. They are faced with new technologies and changing market conditions. This adaptation should be facilitated by:

- developing strategies for modern and flexible work organisation together with the social partners;
- looking at whether today's extremely diverse forms of employment necessitate new types of employment contract;
- introducing, where possible, incentives for individual and in-company further training.

4.

The EU Member States attach particular importance to ensuring that women and men have equal career opportunities and to improving the integration of people with disabilities into the labour market. They have therefore decided to:

- adopt measures to ensure that more women can take up employment and gain access to branches and occupations previously dominated by men;
- improve the availability of child-care facilities and nursing services for the elderly to make it easier for women to take up or remain in employment;
- progressively remove obstacles which make it difficult for women and men to return to work after a break (e.g. for bringing up children);
- devote special attention to the difficulties experienced by disabled people in finding a job.

European Commission, 2002.

Első feladat

Olvassa el a *More and better jobs for everyone* című szöveget, majd párosítsa össze a számozott szövegrészeket az alább felsorolt alcímekkel! Válaszait írja a táblázatba a példa (0) szerint!

- A. *Employment strategy in the EU*
- B. *Equal opportunities*
- C. *Entrepreneurship*
- D. *Employability*
- E. *Adaptability*

| | | | | |
|----|----|----|----|----|
| 0. | 1. | 2. | 3. | 4. |
| A | | | | |

Második feladat

Olvassa el újra a szöveget, és döntse el, hogy a megadott állítások igazak vagy hamisak! Írja megoldását a táblázatba a példa (0) szerint!

| Allítás | igaz | hamis |
|---|------|-------|
| 0. <i>Unemployment causes a lot of problems in the EU.</i> | X | |
| 5. The EU puts strong emphasis on further education. | | |
| 6. Young people can be offered further training only after 6 months of unemployment. | | |
| 7. The EU aims to make self-employment easier. | | |
| 8. Because of new technologies and changing conditions employers should promote further training. | | |
| 9. In the EU, more women take up employment than men. | | |
| 10. In the EU, there is no more discrimination on the labour market. | | |

The art of making relationships and increasing sales

Have you ever wondered why you often find a coupon inside your cereal box, or get invited to a customer preview sale at your favourite department store? Those companies know that their existing customers are the best - and most profitable - customers they have. So it's not surprising that they'll do whatever they can to keep these customers happy and coming back again and again.

Believe it or not, the same concept holds true for your art career. The following practical strategies will get you started.

0:

Put yourself in your customers' shoes. What's in it for them when they purchase your art? Maybe they feel great about owning a piece of original artwork. Or they're happy to support an emerging artist. Start listening to your customers and asking questions, and you'll learn a lot - fast.

Don't underestimate the power of being an art collector yourself. You'll know firsthand how your collectors feel when they purchase your work. Even better, you'll be supporting other artists.

1:

When you sell artwork, remember that it's also an exciting event for your customers. So let them be excited about their purchase. Then share something personal that lets them know that you're excited about the sale, too. Tell them how the sale is meaningful to you: It's your first, your first in this series; or your last one like this. A positive connection now can pay off for years to come.

2:

Treat your art as a business, and treat your customers in a businesslike manner. Be meticulous about meeting deadlines and keeping appointments. Always provide the materials or information you promised - complete and on time. And remember to thank your collectors personally when they attend one of your shows or support you in any way. A quick note or an e-mail will be appreciated.

Be businesslike when you price your artwork. Keep your pricing consistent from the gallery to your studio, and from city to city. And stick to your prices no matter what; never discount your work.

3:

Put your contact information on everything that leaves your studio: letterhead, invitations, note cards, etc. Affix a personalized label on the back of each painting that includes your name, plus your e-mail address or Web site.

And send your new collectors home with an "Artist Pack": a professional-looking folder with your business card, résumé, bio, articles about you and by you, and so on. You'll be amazed at how often your customers will share this information with their friends and associates.

4:

Repeat sales can revolutionize your business, too. So display your work in your home and studio where visitors will see it. And when customers are making a purchase, be bold: Ask them whether they'd like to purchase a second (or third) piece. Or suggest a commissioned piece you would like to do for them. The key here is to ask for the sale.

5:

Remember that your customers are people first, customers second. Take your relationships beyond "business" and build personal relationships, as well. If appropriate, invite them to social gatherings, or drop them a postcard from your vacation spot.

When you're chatting with your collectors, make it a habit to listen for important dates and occasions. Then remember their special occasions with an artwork gift. Imagine having a small piece of your artwork forever connected in your collectors' minds with their 50th anniversary, the birth of their first child or grandchild. Sometimes a little goes a very long way.

Első feladat

Olvassa el az alábbi szöveget, és párosítsa az alcímeket a hozzájuk tartozó szövegrészekkel! Válaszait írja a táblázatba a megadott *példa (0)* szerint! Egy alcím felesleges.

- A: Understand how and why your customers buy art
- B: Make it easy for your customers to purchase more
- C: Cross-sell your customers
- D: Make the first purchase a fabulous experience
- E: Ask for another sale
- F: Be businesslike in everything you do
- G: Get to know your customers

| 0. | 1. | 2. | 3. | 4. | 5. |
|----|----|----|----|----|----|
| A | | | | | |

Második feladat

Olvassa el ismét a szöveget, majd egészítse ki a mondatokat egy-két szóval a megadott példa szerint!

You can keep customers interested and happy if you prove that the business is (0)...*meaningful*... . It is essential to keep deadlines and to attend everywhere (1) Prices should always be (2) You can build relationships more easily if your customers can find your (3)..... on labels, note cards, etc. Sales can be increased if you are not afraid to (4)..... . A gift can be useful because collectors are not only customers but (5)..... as well.

Russia May Issue a Ban On Poultry From U.S.

Move May Be Opening Shot of New Trade War

- Half of all U.S poultry export sales worldwide are to the Russian market
- Poultry exports make up 20% of total U.S. exports to Russia
- Every year, U.S. producers send around an estimated one million tonnes of poultry to Russia, worth around \$600 million.

MOSCOW - Russia and the U.S., already gearing up for a fight over steel, are now locked in a bitter trade dispute over a Russian decision to suspend American imports of poultry.

Russia's Agriculture Ministry said it had stopped issuing import licences for chicken from the U.S. and could impose an outright ban from March 10 unless U.S. producers provided full replies to inquiries about what antibiotics and preservatives were used in the production of their meat. Ukraine banned U.S. poultry-meat imports earlier this year over the same issue.

"Russia is not a garbage dump for poor-quality food," Russian Agriculture Minister Alexei Gordeyev told the Interfax news agency. However, in a later interview, Mr. Gordeyev said no final decision had been made to impose a full ban.

The move could have a damaging effect on trade between the two countries. Half of all U.S. poultry export sales world-wide are to the Russian market, and poultry exports make up 20% of total U.S. export to Russia. Every year U.S. producers send around an estimated one million tons of poultry to Russia, valued at around \$600 million (£693.5 million).

U.S. chicken is so popular in Russia it has its own nickname - Nozhki Busha, or Bush's legs - a reference to the chicken legs sent as food aid to Russia in the early 1990's, when George Bush, the current president's father, was president.

In Washington, Agriculture Secretary Ann Veneman and Trade Representative Robert Zoellick issued a joint statement Friday saying that they knew of "no reason whatsoever that would justify a ban on our products." U.S. poultry exports meet the "highest safety standards in the world," and the U.S. authorities had met all Russian information requests. The statement said a team of experts was travelling to Moscow this week to "effect a resumption of trade."

Russian officials said U.S. companies importing poultry meat had repeatedly violated the rules by failing to obtain licences from the agriculture ministry's veterinary service, marking packaging incorrectly and not providing safety certificates.

But Russian media speculated that the ban was the opening shot in a new trade war expected to climax this week when U.S. president George Bush decides whether to impose temporary restrictions on steel imports to the U.S. - a move that could hurt Russian steelmakers. Steel producers say the barrier could cost the industry \$1.5 billion over the next two years.

The Wall Street Journal Europe, March, 2000.



Első feladat

Olvassa el a "Russia May Issue a Ban On Poultry From U.S." című szöveget és válaszoljon a kérdésekre a szöveg alapján, a megadott példa (0) szerint.

| kérdések | válaszok |
|---|---------------------------------|
| 0. <i>What are the U.S. and Russia disputing over?</i> | <i>Steel and poultry import</i> |
| 1. In what case could Russia's Agriculture Ministry impose a ban on chicken? | |
| 2. What could be the effect of the move on the trade between the two countries? | |
| 3. What steps did the U.S. authorities plan to make? | |
| 4. Why did American authorities say that there was no reason that would justify a ban? | |
| 5. What could be the result of Bush's decision about temporary restrictions on steel imports? | |

Második feladat

A szöveg alapján állapítsa meg, hogy az alábbi állítások igazak vagy hamisak. A megoldást írja be a táblázatba a példa (0) szerint!

| Állítások | igaz | hamis |
|---|------|-------|
| 0. <i>Russia is planning to suspend American imports of poultry</i> | X | |
| 6. A full ban had been imposed on poor-quality food by Russia's Agriculture Ministry. | | |
| 7. The total U.S. poultry exports to the Russian market is 20%, which makes half of all U.S. poultry export sales world-wide. | | |
| 8. U.S. chicken is very popular in Russia. | | |
| 9. U.S. authorities do not know the reason for the restriction of their products. | | |
| 10. Bush has decided to restrict steel imports to the U.S. over the next two years. | | |

A new consulting firm aims at small companies

A new consulting company has been founded, serving smaller clients and promising transparent processes and fair prices.

"Our prime targets are small and medium-sized companies," says Ferenc Turi, co-founder and managing partner of Capitol Consulting Group Kft. "Such companies lack information on certain market changes, and have the worst access to such services."

Turi founded Capitol Consulting in November 2003, having left the local subsidiary of international consulting firm Roland Berger Hungary Kft, where he served as managing partner for six years.

His two equity partners are Katalin Antal and Kornél Szepessy. Antal formerly served as country manager of executive search firm Antal International Kft. Szepessy was deputy CEO responsible for strategic development at Budapest Airport Rt, and earlier worked at the State Privatization and Holding Rt (ÁPV), specializing in corporate reorganization and strategic development.

The firm has a staff of seven, with the three partners working as consultants. "By the end of this year, we hope to add three more consultants through the in-house training of our existing staffers," he says.

The company is in the process of completing its first assignment, which is for a medium-sized transportation company. The official launch of CCG will take place this Thursday. "Negotiations are underway with another client, which we hope to seal in the near future," Turi says.

CCG pledges to provide sensible solutions that are quickly measurable in the bottom line, for a fair fee level, granting clients a fast return on the investment.

Turi says the establishment of the firm coincided with changes at the top end of the strategic consulting industry.

Turi perceives a tendency for consultancy firms, and their alumni who have joined other companies, to form an ethically questionable network.

In addition, Turi said consultancies are unwilling to lower their prices, and are more interested in luring new clients than developing new products.

"High quality consulting should be applied without much hype and mystification, concentrating on the core value," he says.

Turi says CCG offers three major sets of strategic consulting services and know-how tools which can be adopted at most companies. Those three are management audit services; planning and consulting on cutting costs and improving efficiency; and strategy creation. The company's services are tailored to the needs of its target group, Turi adds. Turi says CCG will not charge clients for time spent on the first, analytical phase of an assignment, and will work with small teams for the minimum time needed to perform the job. To reach small companies, CCG is setting up a cooperation scheme with regional chambers of industry and commerce.

"With the help of the chambers, we hold public presentations for local entrepreneurs and enterprises, explaining how such services apply to their businesses," he says. Turi hopes his new consulting paradigm will bring outstanding results. "We expect Ft 75 million in total revenues in 2004, and hope to turn profitable in the first full year of operations," he says.

Turi says CCG is considering forming a strategic alliance with an international business partner, limited to a certain segment of its operations.

Első feladat

Olvassa el a „New consulting firm aims at small companies” című szöveget, és a szöveg alapján döntse el, hogy melyik állítás igaz! Válaszait írja a táblázatba, a példa (0) szerint!

| 0. | 1. | 2. | 3. | 4. | 5. |
|----------|----|----|----|----|----|
| B | | | | | |

0. *The targets of Capital Consulting Group Kft are ...*
- only small private companies.*
 - small and medium-sized companies.*
 - large international companies.*
 - all types of companies on the Hungarian market.*
1. The ownership and status of the consultants of the company is the following:
- CCG is owned in an equal proportion by 3 persons who work as active consultants at the company.
 - CCG is owned in an equal proportion by 3 persons who don't take part in the consulting activity.
 - Among the 3 managing partners only Ferenc Turi works as a consultant at the company.
 - Ferenc Turi, being the exclusive founder and owner of the CCG Kft, works also as a consultant at the company.
2. CCG targets the small and medium-sized companies because...
- these companies get a lot of support from the Government.
 - the managers of these companies are well informed.
 - there are a lot of other consulting firms, successfully serving them.
 - these companies don't have suitable information about market changes and possibilities.
3. In order to reach their clients CCG Kft...
- publish advertisements in regional newspapers.
 - set up cooperation with local self-governments.
 - organize public presentations for local enterprises.
 - organize public presentations together with other consulting firms.
4. Strategic consulting services and know-how tools, being offered by CCG, are....
- corporate reorganization.
 - strategic development.
 - human resources management.
 - strategy creation.
5. In the opinion of the co-founder and managing partner of CCG...
- all the participants of the strategic consulting industry properly serve their clients.
 - most of the consulting firms are satisfied with serving their old clients and don't want to search for new ones.
 - most of the consulting firms don't want to decrease their prices and develop new products.
 - the consulting firms tend to decrease their prices in order to get more and more customers.

Második feladat

Olvassa el újra a szöveget és válaszoljon a kérdésekre a példa (0) szerint.

| Kérdések | Válaszok |
|--|-------------------|
| 0. When was Capitol Consulting Group Kft founded? | In November 2003. |
| 6. Where did Ferenc Turi, one of the managing partners of CCG Kft, work earlier? | |
| 7. How does CCG plan to increase the number of its consultants at the company? | |
| 8. What does CCG offer to its clients regarding the return of their investments? | |
| 9. Why does Mr. Turi think that his former school friends and colleagues on the consulting industry play an unfair game? | |
| 10. What is the first free-of-charge step of the collaboration between CCG and a client company? | |
| 11. By when does CCG plan to become a profitable company? | |

Poles and Czechs dominate Fast 50

The scant presence of Hungarian companies on this year's "Fast 50" – an annual list of the fastest-growing technology firms in Central Europe – is no major cause for alarm, experts said last week.

Only three Hungarian firms feature in the top 40 of this year's list, compiled by Deloitte & Touche and IT forum First Tuesday.

"Hungarian firms are maturing and not posting such dramatic growth," commented Steven Carlson, First Tuesday's regional coordinator for Central Europe, adding that the Polish economy is picking up.

"Poland is coming into its own and the Czechs were always strong," he said.

This year's winner is Aliatel, an alternative telecom operator based in the Czech Republic with 4,846% growth over the last five years – double the growth of any other firm listed.

Home.pl, a Polish ISP, ranks second with a revenue growth rate of 2,280%.

"Despite slow economies and limited access to funding, there are some stellar performers in the region," remarked John Wilson, Central European Fast 50 Coordinator at Deloitte & Touche. "There is an array of firms that can transform an idea into reality. These have brought excellent products to market at the right time with quality human resources."

András Simor, CEO of Deloitte & Touche Rt, said not too much should be read into the virtual disappearance of Hungarian firms in the listing.

"It might be a change or it might be just a quirk. It's difficult to judge from one year. You need to look at two to three years to figure out trends," he said.

The qualification criteria were made more stringent this year. Companies must have at least five years of operating history and a 1998 revenue of at least €50,000.

Last year Hungarian firms took up 40% of the top 50 places. Interactive Net Design Kft, a Miskolc-based developer of internet banking solutions, came first, with 2,337% revenue growth from 1999 to 2001. It notched up revenues of around \$6 million in 2001 and has since acquired a company in Germany.

The highest-ranking Hungarian company this year is ICON Computing Rt, a designer of IT infrastructure and security architecture that is owned by local IT conglomerate the KFKI Group. ICON is in 22nd position, having posted 339% growth over the last five years.

The next best Hungarian performer is call center solutions and CRP provider Marketlink Kft, coming in 31st with 195% growth. Then comes Archico Documenthandling Kft, which claimed 36th position with 164%.

Both ICON and Marketlink also feature in a new category dubbed "All-stars." These are firms that have earned a Fast 50 ranking for the last three consecutive years.

Another new category, "Rising Stars," contains firms that have been in existence for between three and five years which would have met the previous Fast 50 inclusion criteria – three years of operation starting with a minimum revenue of €30,000.

SOLVO Biotechnology Kft, a Hungarian firm specializing in medical R&D on membrane transport proteins and multi-drug resistance in cancer, is in fourth position on the Rising Stars list, with 371% growth.

In all categories, companies must be headquartered in Central Europe, defined as Poland, Hungary, the Czech and Slovak Republics, Latvia, Lithuania and Estonia. Western-owned subsidiaries are thus excluded.

Első feladat

Olvassa el a "Poles and Czechs dominate Fast 50" című szöveget és válaszoljon a kérdésekre a példa (0) szerint.

| Kérdések | Válaszok |
|---|-------------------------------|
| Which country did the winner of this year's "Fast 50" list come from? | 0. <i>From Czech Republic</i> |
| How can the Polish economy be described on the basis of the "Fast 50" list? | 1. |
| What are the negative features of Central European economies that influence even the activities of local companies? | 2. |
| | 3. |
| How long does a period of time have to be for the "Fast 50" list to establish trends about national economies? | 4. |
| What are the factors of recent success of some Central European companies? | 5. |
| | 6. |
| | 7. |
| What is the criterion for the category "All Stars"? | 8. |
| What is the activity, in short, of the Hungarian company on the "Rising Star" list? | 9. |

Második feladat

Olvassa el a szöveget újra, és a szöveg alapján döntse el, hogy a megadott állítások igazak vagy hamisak. Válaszát jelölje be a táblázatba, a példa (0) szerint.

| Állítások | igaz | hamis |
|--|------|-------|
| 0. <i>Only 3 Hungarian companies can be found among the Top 40 of this year's "Fast 50" list.</i> | X | |
| 10. The list of "Fast 50" companies is published once in a year. | | |
| 11. The disappearance of the Hungarian companies from this year's "Fast 50" list predicts a significant economic decline in Hungary. | | |
| 12. In new category "Rising Stars" the participants have to have at least 3 years of operation history. | | |
| 13. The revenue growth of the highest ranking Hungarian company, ICON Computing Rt, last year was 2,337 %. | | |

The Green Sand

A new factory that turns used wine bottles into green sand could revolutionize the recycling industry and help to filter the nation's drinking water. For the last 100 years special high grade white sand quarried at Leighton Buzzard in Bedfordshire has been used to filter tap water to remove bacteria and impurities - but this may no longer be necessary.

The green sand has already been successfully tested by water companies and is being used in 50 swimming pools in Scotland to keep the water clean.

Backed by £1m from the European Union and the Department for Environment, Food and Rural Affairs (Defra), a company based in Scotland is building a factory to turn beverage bottles back into the sand from which they were made.

The idea is not only to avoid using up increasingly scarce sand and avoid any further quarrying but also to solve a crisis in the recycling industry. The UK uses 5.5m tonnes of glass a year but recycles only 750,000 tonnes of it.

The problem is that half the glass is green from imported wine and beer bottles; green bottle glass is worth only £15 a tonne because of the surplus. Clear glass, which is melted down and used for whisky bottles, mainly for export, is worth double that amount.

Howard Dryden, the scientist and managing director of the company, Dryden Aqua, of Bonnyrigg, near Edinburgh, has spent six years working on what he calls Active Filtration Media, or AFM. He concedes that he has given what is basically recycled glass a "fancy name" to remove the stigma of what most people would regard as an inferior product. He says he needs bottles that have already contained drinkable liquids to be sure that drinking water would not be contaminated.

Crushed-down beverage glass looked like green sand but had fewer impurities than the real thing and performed better in trials.

"The fact is that tests show that AFM does the job better than glass, it is easier to clean and reuse and has all sorts of properties that make it ideal for other applications," he claimed.

The factory is designed to produce 100 tonnes of AFM a day, although Mr. Dryden regards this as a large-scale pilot project rather than full production. He thinks the market will be able to take 250,000 tonnes of green sand a year.

The plan is to build five or six factories in cities in the UK where the bottles come from to cut down on transport.

The factory will be completed this month and is expected to go into full production on January 14 next year. Once it is providing a "regular" product, the government's drinking water inspectorate will be asked to perform tests and approve it for general use by water companies.

Mr. Dryden has set up a network of agents round the world to sell AFM and it is already in use in central America to filter water on banana plantations where the fruit has to be washed before being dispatched to European markets.

It is also in use in sewage works to filter water before it is returned to rivers, something which is becoming legally necessary because of tighter EU regulations on sewage works.

"There are a great number of applications involving cleaning up water. Currently, AFM costs £400 a tonne, about four times as much as good quality sand, but that is because we have not got large-scale production. Obviously, when we get going it will cost a lot less, and be competitive with sand in price," Mr. Dryden said.

"I believe it performs better and lasts longer than sand so it is going to be better value too."

If AFM takes off as a product it will be a big boost for Wrap, which is charged with finding a market for recycled products. Crushed glass is already being used in road surfacing and making tiles and bricks but AFM could prove to have a widespread use and give green glass a cash value.

1. feladat

Olvassa el a "The Green Sand" című szöveget és válaszoljon a kérdésekre a példa (0) szerint!

| Kérdések | Válaszok |
|---|----------------|
| 1. What is the quantity of recycled glass per year in the UK? | 750 000 tonnes |
| 2. What is the function of the sand in preparing drinking water before consumption? | |
| 3. Why is it planned to build some AFM factories in the cities of the UK? | |
| 4. What is made of clear glass, collected from consumers? | |
| 5. How is AFM used in agriculture in Central America? | |
| 6. What are the EU regulations regarding sewage treatment? | |
| 7. How can the cost of AFM production be decreased? | |

2. feladat

Olvassa el a szöveget újra, és a szöveg alapján döntse el, hogy a megadott állítások igazak vagy hamisak. Válaszát jelölje be a táblázatba, a példa (0) szerint!

| Állítások | igaz | hamis |
|---|------|-------|
| 0. AFM can be used only for filtering drinking water. | | X |
| 1. The realization of the Scottish "green sand" factory has been financially supported by the EU. | | |
| 2. White sand gave better results in trials comparing to green sand. | | |
| 3. The only reason of introducing AFM technology is the lack of white sand. | | |
| 4. The value of the empty clear bottles is 2 times higher than the value of the green bottles. | | |
| 5. Most of the people have a prejudice against the raw material of Mr. Dryden's invention. | | |
| 6. Crushed beverage glasses can be used even on road constructions. | | |

Destruction of Amazon rainforests accelerating

Newly released satellite imaging data has revealed a 40 per cent jump in deforestation in Brazil's Amazon rainforests.

The massive leap is the worst acceleration in the loss of the tropical jungle since 1995 and is in sharp contrast to the drive to preserve the world's largest area of continuous rainforest. The forest harbours enormous biodiversity and plays a significant role in the world's climate.

The data from Brazil's National Institute of Space Research (INPE), published on Wednesday, reveals that forest clearing jumped from just over 18,000 square kilometres in the year to August 2001 to almost 25,500 sq km by August 2002.

"It's huge," says Sandra Charity, interim chief executive of WWF Brazil. She points out that the loss in the single year to August 2002 makes up five per cent of the area lost over the last 500 years. Mario Monzoni, a project coordinator for Friends of the Earth in Brazil, told Reuters. "The rate of deforestation should be falling, instead the opposite is happening."

The Brazilian government immediately pledged to take action. "We are going to take emergency action to deal with this highly worrying rise in deforestation," said Brazilian Environment Minister Marina Silva on Thursday.

The new Brazilian government has set up an interministerial committee to tackle the problem alongside non-governmental organisations and is considering real-time monitoring of deforestation. But Charity warns these policies will take time to work. "It's quite likely we will have large rates again next year."

Soya export

Much of the destruction has been blamed on the illegal logging of land for soya production, say experts at Nature Conservancy in Brazil. Only the US now produces more of the profitable crop.

Charity agrees. "There have been large government incentives to increase the export of soya from Brazil [in 2002]," she told **New Scientist**. The election of a new president in Brazil in January might also have had an effect on forest clearance, she speculates: "In the year before a new government comes in, the office is usually characterised by a lack of enforcement."

But increasing the production of soya and preserving the rainforest are not incompatible, she says. Thirty per cent of the deforested land is left empty and could be used for crops. Also, improving agricultural practices could increase productivity meaning less land is needed for the same harvest.

WWF is launching a large rainforest protection programme that aims to designate 12 per cent of Brazil's rainforests as protected land over the next 10 years.

Első feladat

Olvassa el a „Destruction of Amazon rainforests accelerating” című szöveget, és döntse el a szöveg alapján, hogy a megadott állítások igazak vagy hamisak. Írja megoldását az alábbi táblázatba, a példa (0) szerint.

| Állítás | igaz | hamis |
|---|------|-------|
| 0. <i>The deforestation in the Amazon rainforest in Brazil has increased massively.</i> | X | |
| 1. The data was issued by WWF in Brazil. | | |
| 2. Sandra Charity works for Friends of the Earth in Brazil. | | |
| 3. The Brazilian government started to investigate this worrying situation. | | |
| 4. The suggested changes might already be felt next year. | | |
| 5. Soya production motivates illegal land clearing in Brazil. | | |
| 6. If the intensity in agricultural production increases, less of the rainforest needs to be cleared. | | |

Második feladat

Olvassa el újra a című szöveget, és töltsen el a szöveg alapján az alábbi táblázatot, jegyzetelési technikával, röviden, a példa (0) szerint.

| Számok | Mire vonatkoznak? |
|----------------------------|---------------------------------------|
| 0. 40% | jump in deforestation since last year |
| 7. 25,500 km ² | |
| 8. 12% | |
| 9. 30% | |
| 10. 18,000 km ² | |

Freedoms without strings

A. The European Union is a great deal more than a marketplace with its own currency. It is home to some 390 million people who, for the last decade, have been free to live, work, study, shop and travel whenever and wherever they like in the EU's 15 member countries.

There are no strings attached to these freedoms. They embody the real benefits of being a citizen of the European Union,

The EU has worked hard to make the single market freedoms and benefits a reality. It is constantly trying to iron out practical problems that deter people from taking advantage of those freedoms. It is doing its utmost to strip away red tape.

B. One reason why people think twice about going to live and work in another country is that they are afraid of inadequate health or unemployment cover, or of losing their rights to social security.

Now they have much less to worry about because EU citizens enjoy proper welfare protection wherever they live and work in the EU:

- The length of the working day is regulated for most industrial sectors;
- Minimum safety conditions have been set;
- The right to paid holidays is established in law;
- Minimum entitlements for maternity and paternity leave have been agreed;
- Cost of medical treatment in another EU country can be reimbursed.

EU law prohibits discrimination in employment on grounds of sex, race, colour, religion, handicap, or sexual orientation. The EU is a leading force in the ongoing fight to make sure equal opportunities become a reality, for everyone.

C. A wide-ranging reform of EU food legislation is under way which will make the food and animal feed businesses responsible for ensuring that only safe products are marketed and that anything unsafe is withdrawn. It also includes rules on the traceability of all foodstuffs, animal feed and fed ingredients and procedures for developing food law and dealing with food emergencies.

D. Old-style monopolies have been broken up, particularly in the utilities and telecommunications sectors. Many new service providers have been born, sharpening competition with the former state monopolies, speeding up technological progress and innovation and delivering lower prices to the consumer.

Telecommunications prices across the EU have been falling at about 75% a year since the market was fully liberalised in 1998.

Electricity prices for households fell by 6.5% between 1996 and 2001. In some countries those reductions were much bigger, for example over 20% in Spain.

E. The Union is radically revising its laws and practices the safety of food. The European Food Safety Authority has now been set up. Its main task is to provide scientific advice and support for all EU legislation and policies which affect the safety of food and animal feed.

F. Air travel in the Union has been transformed to give the consumer more choice at much lower prices. The EU's 'open skies' deregulation has introduced competition on routes that were once jealously protected by national airlines.

With judicious use of EU funding, Europe's patchwork transport system is being upgraded and transformed into a Trans-European Transport Network, linking together different modes of transport. This means passengers can travel or goods can be transported easily over long

distances, using air, sea, road and rail for different sections of their journey, with convenient changes from one to the other. The EU's transport policy aims to improve transport connections between EU countries and between the EU and its neighbours to the east, most of whom are set to become members in the next few years.

G. To help make sure the single market really works for people the European Commission has set up an information service: 'Dialogue with Citizens and Businesses'. The Dialogue offers several ways to get help. For example, the service publishes multilingual guides on all aspects of the single market, with country-specific information on topics such as rights of residence or opening a bank account in another Member State.

There is also a 'Citizen's Signpost Service' to provide personal help in overcoming practical problems. Legal experts will reply with informal advice and 'signposting' to where the questioner can get further help.

Első feladat

Olvassa el a Freedom without strings című szöveget, és párosítsa össze a bekezdéseket az alább felsorolt alcímekkel a példa (0) szerint!

| | |
|---|----|
| 0. <i>Benefits of the EU's single market</i> | A. |
| 1.. Cheaper energy and telecommunication services | |
| 2. Social security | |
| 3. Faster and easier travel | |
| 4. Trust what you eat | |
| 5. Safer food | |
| 6. Making the single market work better for you. | |

Második feladat

Olvassa el újra a szöveget, és döntse el, hogy a megadott állítások igazak vagy hamisak! Írja megoldásait a táblázatba a példa (0) szerint!

| ÁLLÍTÁS | IGAZ | HAMIS |
|---|------|-------|
| 0. <i>The EU is only a marketplace with its own currency.</i> | | X |
| 1. In the EU people can get free medical care. | | |
| 2. EU laws ensure equal rights for all the citizens of the 15 Member States. | | |
| 3. Air fares have been lowered due to the increased competition. | | |
| 4. The existing level of competition have been maintained in the telecommunications sector. | | |
| 5. The single market is relevant only to big businesses. | | |