

COMPRENSIÓN DE LECTURA

Apellidos:

Nombre:

Marca con una X lo que corresponda:

- Alumno/a **OFICIAL** (Indica el nombre de tu profesor/a tutor/a durante el curso 2016-2017:) **Grupo:**
- Alumno/a **LIBRE**

INSTRUCCIONES PARA LA REALIZACIÓN DE ESTE EJERCICIO:

- Duración: **75 minutos**
 - Este ejercicio consta de **dos tareas**. Deberás realizar las dos.
 - En la tarea 1 deberás leer un texto y responder las 10 preguntas de comprensión con una de las opciones dadas (A, B o C).
Obtienes: 1 punto por cada respuesta correcta; 0 puntos por cada respuesta incorrecta o no dada.
 - En la tarea 2 deberás leer un texto y completar cada uno de los 10 huecos con la oración adecuada. Hay dos oraciones que sobran.
Obtienes: 1 punto por cada respuesta correcta; 0 puntos por cada respuesta incorrecta o no dada.
- Muy importante: al final, comprueba que has elegido una sola opción (como en el ejemplo); si eliges dos opciones, se anula la respuesta a esa pregunta.**
- **No escribas en los cuadros** destinados a la calificación del examen o de las tareas.
 - Sólo se admiten respuestas escritas con **bolígrafo azul o negro**.

NO ESCRIBAS AQUÍ:

PUNTUACIÓN DEL EJERCICIO: _____ / 20

CALIFICACIÓN: **Superado** **No Superado**

TAREA 1 - 10 puntos: Read the following text about marking food with laser and answer the questions on page 5.

Swedish supermarkets replace sticky labels with laser marking

The humble fruit sticker may seem an unlikely cause for environmental concern but removing it from produce could create huge savings in plastic, energy and CO2 emissions. In response to consumer demand for less packaging, Dutch fruit and veg supplier *Nature & More* and Swedish supermarket *ICA* have joined forces to run a trial to replace sticky labels on organic avocados and sweet potatoes with a laser mark. *M&S* are also using it on coconuts in the UK.

Dubbed “natural branding”, the technique uses a strong light to remove pigment from the skin of produce. The mark is invisible once skin is removed and doesn’t affect shelf life or eating quality. “By using natural branding on all the organic avocados we would sell in one year we will save 200km (135 miles) of plastic 30cm wide. It’s small but I think it adds up,” says Peter Hagg, *ICA* business unit manager.

The laser technology also creates less than 1% of the carbon emissions needed to produce a sticker of similar size. Stephane Merit, business development manager of the Spanish company behind the technology, *Laser Food*, says with millions of stickers used on food produce around the world every day, the technology could make a “significant reduction in the amount of paper, ink, glue” being used as well as the cutting of the energy used to produce and transport them.

The sustainability saving is particularly important for organic shoppers, who now account for almost a fifth of all *ICA*’s fruit and veg sales, says Hagg. “Organic sales are driven by environmental awareness, like climate change and belief in health benefits. Younger shoppers also choose products depending on the environmental impact of the packaging. And we know that this will be very important in coming years,” he says.

Switching from plastic to cardboard is a bonus, but selling organic produce as loose is even better says Hagg. Yet under EU rules all items need to be marked hence the need for stickers if selling loose.

“This is a solution that permanently marks the skin of the product, so it’s better from a sustainability perspective, but also avoids the problem of stickers falling off.”

Laser Food’s technology has been around for several years but has previously been used for marketing or branding, without being explicitly linked to sustainability.

“Up to now, no one has used this technique with the specific aim of cutting packaging. It was used for novelty – which is nice, but a gimmick at Easter or Christmas isn’t going to pay off,” says Michaël Wilde, sustainability and communications manager at *Nature & More*. “What we are saying is, by buying this product you’re saving plastic.”

The cost of a laser machine is considerable, but after that initial investment, Wilde says it is almost more cost-effective than stickers. “You have to invest in an extremely expensive machine, so it’s very much an investment for the future. This is something we believe more and more supermarkets will take on. It saves resources, CO2 and energy, so it does calculate.” While the *ICA* trial has begun with sweet potatoes and avocados, products where sticking labels to skin is challenging, the supermarket is already preparing to expand onto other products.

"The next step will be to use natural branding on edible skin products, such as apples or nectarines," says Hagg. "If consumers react positively there is no limit. We are planning to try it with melons in summer, as there is a problem there at the moment with stickers attaching to the skin." Although ICA's involvement is the largest retail trial to date, the technology has been used in various other European markets.

Last year UK supermarket M&S trialled it on oranges, saving several tonnes of packaging according to fruit technologist Andrew Mellonie, who supervised the project. However, citrus skin's ability to "heal" itself meant the laser mark wasn't as effective so the trial was suspended, but the retailer now uses it on coconuts and has plans to extend to other products.

The reaction of shoppers to laser-branded produce is one of the only concerns for Hagg and Wilde, but, they say, so far feedback on Swedish social media has been positive. For Hagg, no matter how small the story, nowadays sustainability is "always good news" for consumers and he is hopeful that other supermarkets will follow ICA's example.

"The calculations are that it costs the same, but sustainability for our consumers and ourselves is the biggest gain. I hope it will take off with more products and also non-organic. I can only imagine what a bigger retailer would be able to save. I really hope it spreads."

Source: <https://www.theguardian.com/international>

TAREA 2 - 10 puntos: Read the following text about dress rules and fill in the gaps with the appropriate sentence. You will find the sentences on page 6.

Fine firms for sexist dress rules, say MPs

The government must **—(0)—**, MPs say. Their report follows the experience of London receptionist Nicola Thorp, who **—(1)—**. Her parliamentary petition on the issue gained more than 150,000 signatures.

MPs also heard from women asked to wear shorter skirts and unbutton blouses, and of dress codes detailing nail varnish shade and hair root colour. The joint report, High Heels and Workplace Dress Codes, comes from parliamentary committees for Petitions and for Women and Equalities. It said the Equality Act 2010 should ban discriminatory dress rules at work, but in practice the law is not applied properly to protect workers of either gender.

Chair of the Petitions Committee, Helen Jones MP, said: "The way that Nicola Thorp **—(2)—**. "It's clear from the stories we've heard from members of the public that Nicola's story is far from unique." Ms Thorp was sent home from her job at a London office of the big accountancy firm PwC. Some women said dress codes put them off aspiring to progress in the company.

She refused to **—(3)—**, Portico, that she should wear shoes with heels that were between two and four inches high. Ms Thorp argued that wearing them all day would be bad for her feet, and that her male colleagues were not asked to follow the same rules on their clothes.

"This may have started over a pair of high heels, but what it has revealed about discrimination in the UK workplace is vital, as **—(4)—**," Ms Thorp said. "The current system favours the employer, and is failing employees."

When the two committees looked into the issue, they were inundated with complaints from women who said they had been **—(5)—**, with examples extending much further than just shoes.

The original Portico dress code, now revised in the wake of the row, specified:

- Reapplication of make-up and specifics on lipstick, blusher, mascara, eye-shadow and base.
- Nail varnish from a specific colour palette.
- The thickness of hosiery.
- No visible roots on dyed hair.

The committee heard evidence from women including:

- demands they should wear shorter skirts and unbuttoned blouses for male Christmas shoppers.
- harassment of women in retail and reception jobs.
- how flight attendants were pursued via social media by customers.

The MPs report recommends a publicity campaign be launched **—(6)—** that workers know how they can complain effectively and sixth-formers know their rights. But its key recommendation is that the existing law should be enforced more vigorously, with employment tribunals being given the power to apply bigger financial penalties.

Guilty employers should be required to **—(7)—**. "The Equality Act is clear in principle in setting out what constitutes discrimination in law," it said. "Nevertheless, discriminatory dress codes remain commonplace in some sectors of the economy.

The committees heard expert evidence that **—(8)—**. The College of Podiatry pointed out that high heels cause pain for a fifth of women within just 10 minutes. On average it said ill-fitting high heels are painful after 1 hour, 6 minutes and 48 seconds. Such shoes can also be disabling if worn for a long time, the College warned.

Women said high heels **—(9)—**. Some said they struggled to wear heels because of medical conditions including:

- Multiple sclerosis
- Cerebral palsy
- Arthritis and osteoarthritis
- Spinal deformities or other back problems
- Flat feet, wide feet, small feet.

Portico, Ms Thorp's then employer, said: "We fully **—(10)—**." "When this issue was raised last year we immediately updated our uniform guidance."

A government spokesperson said: "No employer should discriminate against workers on grounds of gender - it is unacceptable and is against the law. Dress codes must be reasonable and include equivalent requirements for both men and women. "The Government Equalities Office will carefully consider this report and will work with its partners to make sure employers comply with the law.

Source: <https://www.bbc.com/news/business>

Apellidos y Nombre:

TAREA 1 - 10 puntos: Read the text about laser marking on pages 2 and 3. Choose the best option (a, b, c) to complete each sentence. Only one of the answers is correct. The first one (0) is an example. You will get 1 point per correct answer.

<p>0. Fruit stickers are nowadays... a) in the process of being replaced. b) increasingly demanded by consumers. c) causing environmental concern among consumers.</p>	0	A	✓
<p>1. Natural branding ... a) leaves an invisible mark on the fruit skin. b) doesn't involve altering the fruit quality. c) uses a strong light to remove the fruit skin.</p>	1		
<p>2. A sticker of similar size... a) produces much more carbon emissions than laser labelling. b) creates fewer carbon emissions than laser labelling. c) and laser labelling generate similar amounts of carbon emissions.</p>	2		
<p>3. Organic shoppers ... a) don't buy taking into consideration the impact of packaging. b) take into account how sustainable the product is. c) are driven by environmental movements.</p>	3		
<p>4. According to EU rules, ... a) all items have to include a sticker. b) all items must be marked. c) everything on sale has to be loose.</p>	4		
<p>5. This new packing technique... a) was initially aimed at impressing consumers with something new. b) had been previously used to reduce packaging. c) was used by marketing and branding to promote sustainability.</p>	5		
<p>6. The initial investment in a laser machine... a) is high but after some time it pays off. b) is to be considered merely as an economic cost. c) should eventually help companies generate profit.</p>	6		
<p>7. In the future, laser labelling will be... a) applied to fruit with skin you can eat. b) planned for fruit on which stickers don't attach. c) used on skin products.</p>	7		
<p>8. The laser mark was... a) tried on oranges but retailers rejected this system. b) trialled unsuccessfully on oranges and coconuts. c) cancelled on oranges but it works on coconuts.</p>	8		
<p>9. The public... a) may eventually react positively to laser labelling on social media. b) has reacted positively to laser on social networks. c) is perceiving this laser technique with a sense of unease.</p>	9		
<p>10. The main advantage of laser branding, according to Peter Hagg,... a) is based on the considerable reduction of costs. b) is the contribution to an environmentally sustainable world. c) is the possibility to extend it to other products in the future.</p>	10		

TAREA 2 – 10 puntos: Read the text about dress rules on pages 3 and 4. Complete each gap (1-10) with ONE suitable sentence from the list (A-M). There are TWO extra sentences which you do not need to use. Capital letters have been omitted. 0 is done as an example. You will get 1 point per correct answer.

A	victimised by sexist rules about the sort of clothes they could wear at work
B	to reinforce the public’s attitude towards sexist discrimination
C	was treated by her employer is against the law, but that didn't stop her being sent home from work without pay
D	impaired their performance and made them feel humiliated or sexualised
E	demonstrated by the hundreds of women who came forward via the committees' online forum
F	pay compensation to every worker affected by their discriminatory rules
G	was forced to conduct a campaign to raise awareness against discrimination
H	enforce the law to ban sexist dress rules at work that discriminate against women
I	to ensure that employers know their legal obligations
J	support the recommendations within the report and welcome the debate in Parliament in March
K	obey the then rules of her employment agency
L	requirements to wear high heeled shoes were damaging women's health
M	was sent home from work in December 2015 for not wearing high heels

ANSWERS

GAP	0	1	2	3	4	5	6	7	8	9	10
ANSWER	H										
	✓										

PUNTOS: / 10