

# Greenpeace and chocolate bars

## 1 Vocabulary: Environmentally friendly palm oil

a) With the help of the online dictionary given below, find definitions and examples of the words listed in the table.



Online dictionary: <http://www.linguee.de/>

	definition	example sentence
palm oil		
deforestation		
guerrilla campaign		
supply chain		
concession		
spoof advert		
to galvanise sb.		
ancestral land		
sustainable		

b) Use all the words, definitions and examples to create a word cloud. You can then observe which words appear most often and are therefore most important in the context of your sentences.



Tool to create word clouds: <http://www.edwordle.net/>

c) Compare your word clouds in class.

## 2 Reading: Online protest drives Nestlé to environmentally friendly palm oil

Nestlé, the producer of the chocolate bar KitKat, was criticised for being responsible for the destruction of rainforest by using conventional palm oil in its products. Only after an internet campaign carried out by Greenpeace the company promised to make the palm oil more eco-friendly.



a) Read the article below to find out more about the campaign and the ideas behind it.



Online protest drives Nestlé to environmentally friendly palm oil:  
<http://www.independent.co.uk/environment/green-living/online-protest-drives-nestl-to-environmentally-friendly-palm-oil-1976443.html>

b) Find the words from the grid in task 1 in the article and compare the sentences with your example sentences above:

- Do the words carry the same meaning in both sentences?
- Does a different context give the words a different meaning?

c) Now answer the questions in the grid:

1. Who will support Nestlé to switch to sustainable products?	a non-profit organisation
2. Where did the campaign of Greenpeace take place?	
3. What is the controversy surrounding palm oil?	
4. What did the "Take a break" spoof advert show?	
5. Why were orang-utans featured prominently in the advert?	
6. How was the campaign taken up by normal internet users and other initiatives?	
7. In which other industries is palm oil used other than the food industry?	
8. Which companies have promised to follow Nestlé's example, which haven't?	

### 3 Listening: Greenpeace spoof advert

Greenpeace published its spoof advert on YouTube. After a legal threat it had to be taken off the platform temporarily. Yet, it can still be accessed on the video platform in various languages and versions.

a) Before watching the video clip, discuss the following questions with a partner:

- What do you think about the campaign?
- How does the campaign and its effects demonstrate the power of the internet to support campaigns and initiatives?
- How would people have organised a campaign before the introduction of social networks?
- How does it work nowadays?

b) Watch the spoof advert on YouTube.



Greenpeace spoof advert on a Nestlé chocolate bar: <http://www.youtube.com/watch?v=1BCA8dQfGi0>

c) After having watched the video clip, discuss the following questions:

- What are the similarities between the spoof advert and a real KitKat advert?
- How do Greenpeace cause the shocking effect that makes people think?
- What does the term "brandjacking" mean? Why is/isn't this video a good example for "brandjacking"?

### 4 Writing: Writing a letter to the editor

After having read the article in The Independent mentioned in task 2, you decide to write a **letter to the editor** speaking your mind. In your letter, you should:

- give your opinion on Greenpeace's campaign
- discuss the power of the internet to support campaigns and initiatives
- comment on the use of sustainable products in the food industry

Write about **250 words**.