

¹²⁹ behaviour br'hevjə(r) zachowanie (UK)

¹³⁰ degradation ,degrə'deɪʃn degradacja,

zniszczenie

¹²⁷ conscious 'kɒnʃəs świadomy

¹³⁰ manufacturer ,mænjʊ'fæktʃərə(r) producent

¹²⁹ to hold sb accountable for sth tə həvld

'sambdɪ ə'kaʊntəbl fə(r) 'sambɪŋ pɔtɪəgnəç

kogoś do odpowiedzialności za coś

¹⁴⁰ bold bɔld odważny

¹⁴¹ pledge pledʒ przyrzeczenie, zobowiązanie

¹⁴² to insist tə 'ɪnsɪst nalegać, utrzymywać

¹⁴³ competitor kəm'petɪtə(r) rywal

¹⁴⁴ to follow suit tə 'fɒləʊ su:t nastąpić po czymś,

podążyć za czymś

¹⁴⁵ external ɪk'stɜːnl zewnętrzny

enough away from today to be a realistic goal. Dell aims to reduce their emissions by 50 percent by the same year and have increased recycling programs and use of renewable energy¹²⁸ in their properties. Some big retailers stateside¹²⁹ have been closing their stores on Thanksgiving¹³⁰ — a holiday that coincides with¹³¹ the infamous¹³² Black Friday blowout sales¹³³, basically mass-consumption orgies.

Such initiatives sound wonderful. Even on a smaller scale, they make a difference and are signs of encouraging¹³⁴ corporate behaviour¹³⁵ that, if implemented fully, could minimise the environmental degradation¹³⁶ we are currently experiencing. But if we want to be environmentally conscious¹³⁷, it's still important to choose our manufacturer¹³⁸ cleverly so that they are held accountable¹³⁹ for¹³⁹ their actions: we should select companies that aren't afraid to make bold¹⁴⁰ pledges¹⁴¹, insisting¹⁴² that their competitors¹⁴³ follow suit¹⁴⁴, and are open to external¹⁴⁵ auditing; we should be suspicious of¹⁴⁶ overuse¹⁴⁷ of catchy¹⁴⁸ advert slogans that aren't backed up with¹⁴⁹ evidence; and we must do our research — this will allow us to learn something more about the company and also perhaps gain insight¹⁵⁰ into how our own consumption habits¹⁵¹ accurately¹⁵² affect our well-being and that of our children and grandkids also. If consumers take such a multi-pronged¹⁵³ approach, ultimately¹⁵⁴, the ambitious proposals of their favour¹⁵⁵ companies could be linked with real results that will benefit earnings¹⁵⁶ and Earth alike. ■

¹²⁸ renewable energy rɪ'njuəbəl

'enədʒi energia odnawialna

¹²⁹ stateside 'steɪt saɪd w USA

(pot., US)

¹³⁰ Thanksgiving θæŋks'gɪvɪŋ

¹³¹ to coincide with sth tə 'kəʊɪn saɪd

wiθ 'sambɪŋ zbiec się (w czasie)

¹³² infamous 'ɪnfəməs owiany złą

slawą, niesławny

¹³³ blowout sale 'bləʊaʊt seɪl tu:

błyskawiczna wyprzedaż

¹³⁴ to encourage sth tə ɪn'kʌrɪdʒ

'sambɪŋ zachęcać do czegoś,

motywować

