

Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION

John Lewis is launching a furniture rental service with Fat Llama, the world's largest product rental marketplace, allowing customers to try before they buy.

<https://flex.fatllama.com/c/furniture>

A stress-free way to build the home you dream of.

Stylish furniture with no upfront costs, simple delivery and installation and the flexibility to change your style, without the hassle.

Showing prices for

12 months subscription v



John Lewis & Partners Callia Bookshelf, Oak
£21.00/month



House by John Lewis Anton 6 Seater Dining Table and 2 Seater Benches...
£15.00/month



west elm Terrace Coffee Table
£14.00/month



John Lewis & Partners Grayson TV Stand Sideboard for TVs up to 60",...
£19.00/month

SITUATION:

You work for a furniture store. You have been asked by your manager to prepare a sales pitch to promote the new rental service offered by your company.

You may take the following hints into account:

- Identification of your customer base
- Description of the service offered
- Assets or advantages of the service
- Sustainability

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°11

ANGLAIS – LV2

Ce document devra impérativement être remis à l'examineur à l'issue de l'interrogation

1^{ère} PARTIE : COMPTE-RENDU

Ikea to buy back unwanted furniture for up to half original price

By Sarah Butler,

From *www.theguardian.com*, October 14th 2020

Chain to launch scheme in UK and Ireland on Black Friday reselling secondhand products

Ikea is to buy back its unwanted furniture from customers to resell as secondhand as part of the Swedish group's efforts to become more environmentally friendly.

The Buy Back initiative will be launched in Ikea stores across the UK and Ireland on 27 November – the Black Friday discount day. Customers will receive vouchers to spend in store, with their value calculated according to the condition of the items returned.

Sideboards, bookcases, shelving, small tables, dining tables, office drawers, desks, chairs and stools, all previously bought from Ikea, can be taken back after customers register a request online. Some children's products will also qualify for the scheme.

Well-used pieces with several scratches will get vouchers worth 30% of the item's original value and "as new" pieces can be exchanged for up to half their value. The items will be put on sale in stores and anything that cannot be resold will be recycled.

Peter Jelkeby, the country retail manager for Ikea in the UK and Ireland, said: "Sustainability is the defining issue of our time and Ikea is committed to being part of the solution to promote sustainable consumption and combat climate change. With the launch of Buy Back we are giving a second life to many more Ikea products and creating more easy and affordable solutions to help people live more sustainably. It is an exciting step forward in our journey towards becoming a fully circular and climate positive business by 2030."

Ikea, the world's biggest furniture chain, began trialling the sale of used and patched-up furniture in the UK more than a year ago in Edinburgh and Glasgow.

The company is attempting to build a circular business model in which materials and products are reused or recycled. The company is investing more than €3.2bn (£2.9bn) on sustainability measures to become carbon neutral by 2030.

Other experiments include textile recycling and leasing office furniture such as desks and chairs to business customers in Switzerland.

Ikea's move comes as the trend for more environmentally friendly services becomes increasingly mainstream. John Lewis began renting out furniture this year and is considering a marketplace to sell used products, Selfridges is hosting secondhand fashion boutiques and Liberty has tested rental services.

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°11 (2 PARTIES)

ANGLAIS – LV1

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MISE EN SITUATION



Hasbro launches eco-friendly Mr Potato Head Goes Green
Posted on 12th October 2020 By Billy Langworthy

Hasbro has launched Mr Potato Head Goes Green, the first Hasbro product made with plant-based plastic and virtually plastic-free packaging.



SITUATION:

You work for *Hasbro*, the toy and board game multinational company. You have been asked to organize a special event on Earth Day, April 22nd 2022, to promote the environmentally friendly values of the firm. Present your project to your manager.

You may take the following hints into account:

- Digital event
- Special sales
- Launching a new product
- Company image

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°12

ANGLAIS – LV2

1^{ère} PARTIE : COMPTE-RENDU

Why Allbirds Is Raising — Not Lowering — Its Prices for Black Friday

Adapted from *www.Footwearnews.com*, November 9th 2020

Allbirds' Black Friday Sale will look a bit different this year.

The New Zealand-American footwear company announced on Monday that it will be raising its prices for the annual discount event in support of the fight against climate change.

On November 27, all prices across the brand's collection will increase by \$1, and will be matched by a \$1 donation from Allbirds. The company said proceeds from the price jump will go directly to Fridays for Future, the international climate strike movement that was founded by young activist Greta Thunberg in 2018.

The price of the classic Women's Tree Runners will be marked up from \$95 to \$96 and the brand's TrinoXO Tee will sell for \$48 instead of \$49 on Allbirds.com.

The decision to raise prices on a day that many retailers designate for significant markdowns — a trend bolstered this year by the coronavirus pandemic, which has pressured fashion retail balance sheets and caused firms to emphasize deeper discounts — comes as Allbirds doubles down on goals to reduce its carbon impact and protect the earth's resources. Allbirds non-traditional Black Friday sale aligns with the company's long-standing commitment to sustainability. Since its debut in 2014, the goal of Allbirds has been to emphasize eco-consciousness.

The Silicon Valley label makes its socks and shoes out of eco-friendly materials such as wool and eucalyptus trees. In 2019, the company took things a step further and imposed a carbon tax on itself to become completely carbon neutral. It also measures the environmental impact of its business and supply chains using the life-cycle assessments technique.

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°12 (2 PARTIES)

ANGLAIS – LV1

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MISE EN SITUATION



BigBarn is the UK's no.1 local food website. We help people to find good, safe, accountable food from local sources.

About BigBarn

To demonstrate our long term commitment to the LOCAL food industry BigBarn has become a Community Interest Company.

What BigBarn is set up to do

BigBarn is committed to reversing the anti-social trend of the UK food industry. A trend towards the growing mass production of food and control of the market by big business and retailers, giving farmers an average of only 9p in every £1 spent on food in the supermarket. And where milk is cheaper than water in some shops!

SITUATION:

You work for BigBarn and you have heard that the local supermarkets have decided to set up partnerships with local farmers and launch an e-commerce campaign to attract new customers after lockdown.

You are meeting local farmers to convince them to work with you instead of local supermarkets.

You may take the following hints into account:

- Advantages for both farmers and customers
- Sustainability of the partnership
- Delivery conditions

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°13

ANGLAIS – LV2

1^{ère} PARTIE : COMPTE-RENDU

Farmers' markets go hi-tech: how online sales are saving Indian farmers

Adapted from *www.theguardian.com*, July 6th 2020

Facing the prospect of rotting crops and ruined livelihoods, Indian farmers have embraced virtual marketplaces to sell produce.*

When the call finally comes, Silme Marak, a 39-year-old farmer hears the first piece of good news to come her way in months: an order for 600 pineapples from a harvest that she had feared might have to be left to rot.

Marak lives in the Tura town of Meghalaya, a hilly place in north-east India. She is among millions of farmers in India in despair at the prospect of seeing their produce rot as the country entered a severe lockdown in the third week of March.

Now technology has come to the rescue of some of those farmers. "The local wholesalers were offering such low rates, and the produce was rotting. That was when I got a call from A-Bani suggesting I market my produce online," says Marak.

A-Bani is an app launched a few weeks ago by the nonprofit Anant Foundation to connect Meghalaya farmers with buyers interested in high-quality organic produce. "I realised I would be making 70% more per kilo," says Marak. The app is just one of dozens of virtual markets that have opened up during the lockdown as quickly as the street markets shut down. Many of them were community farming initiatives that are now using the internet to connect farmers with consumers.

Dhanunjaya KC discovered one of those when the lockdown sent him back from his engineering college in Bengaluru to his family's two-hectare grape orchard in Gudahalli. A Google search for "How to sell agricultural produce online in India" led him to the Twitter account Harvesting Farmer Network (HFN). "Ruchit Garg, who runs it, posted my details on Twitter. My phone hasn't stopped ringing since then," says Dhanunjaya. HFN is a virtual network connecting farmers directly with customers across the country that Garg runs from his home in Chandigarh, north India. The founder of an agritech company, Garg stepped in when he saw pictures of farmers feeding their broccoli harvest to cows because there were no buyers. He has now launched a website to take HFN beyond Twitter.

"In two months, we've sold 20,000 tonnes of produce – avocados from Nilgiris to papaya from Chattisgarh," says Garg, whose team helps farmers with packaging and delivery.

The idea of buying fresh produce directly from the grower, often at a competitive rate, appeals to city dwellers. Leather exporter Sunil Gahtori, says it should encourage a deep think into healthy, organic living.

*to rot : to decompose

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°13 (2 PARTIES)

ANGLAIS – LV1

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MISE EN SITUATION



SITUATION:

You are the chief business development officer of your online retail company specialized in clothes and shoes. Your boss is thinking about maybe investing in brick and mortar stores in order to expand his business. You are presenting your arguments in favor of this commercial strategy.

You may take the following hints into account:

- Advantages and drawbacks of this type of investment
- Social interaction
- Hybrid sales techniques

1^{ère} PARTIE : COMPTE-RENDU

THE INDIE BOOK PLATFORM TRYING TO TAKE ON AMAZON

By Tufayel Ahmed,

Adapted from *www.cnn.com*, November 4th 2020

New bookselling platform Bookshop is pitching itself as a way for independent bookstores to claw back sales from Amazon, which controls a lion's share of a market worth nearly \$26 billion in the US alone.

Bookshop, launched by literary publisher Andy Hunter in January, claims to be a "socially conscious" alternative to Amazon. A spokesperson for the enterprise also said it has already earned more than \$7.5 million for US indie bookshops and taken 2 percent of Amazon's share of the market in its first year.

The platform allows booksellers to create their own digital stores and receive the full profit margin (30 percent) from each sale through their page. 10 percent of sales through Bookshop also go towards a fund that is divided between indie bookshops whether or not they are part of the platform.

Chris Doebelin, the owner of three Book Culture locations in New York, said he saw his sales plummet* by half as Amazon grew in popularity in the late 1990s. "We've barely held on. It's been horrible," Doebelin said in a telephone interview. "Independent bookshops do wonderful things for a community – they populate the storefronts; they offer a place to go."

Doebelin said the civic value of local stores has never been more evident than during the coronavirus pandemic, which has forced shops to close and emptied the streets. "People understand that more and value supporting us. They recognize the problem with having this incredible aggregation of sales through Amazon," the bookseller said.

The advent of Bookshop, then, offers small businesses a firmer foothold in virtual sales, helping them, in theory, stay afloat and compete with more established players. "We went from 1 to 5 percent of sales online, then briefly it was 100 percent (at the height of the pandemic), and now it might be 20 percent online," said Doebelin of the upswing in online sales in 2020.

Bookshop's success in the US prompted the company to expedite its UK spinoff, which launched on Monday with 150 bookshops signed up ahead of the busy holiday shopping period.

"I think a lot of people are now seeing that every penny spent on Amazon just goes to Jeff Bezos," said Vivian Archer, manager of Newham Bookshop in east London. "They'll see this as an alternative that they approve of – certainly our customers have already said how important that is."

*to plummet: to strongly decrease

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MISE EN SITUATION

Adidas' robotic shoe makers -- Produce pairs without a lunch break or salary.



Humans wearing Adidas – not robots.

A German factory manned largely by robots will make its first 500 pairs of Adidas running shoes this year, Reuters reports.

Called the "Speedfactory", it will still use humans for parts of the assembly process. 10 people will work during the pilot phase, but Adidas says it's working toward full automation.

SITUATION:

The CEO of a big shoe company is considering switching to nearly full automation of his/ her factory in order to save money in the long run. As a chief commercial officer, you have been asked to weigh the pros and cons of such a strategy, and you are now presenting your conclusions to your boss.

You may take the following hints into account:

- Financial implications
- Human and social implications
- Customer experience/ ethical shopping

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°15

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

WALMART ENDS CONTRACT WITH ROBOTICS COMPANY, OPTS FOR HUMAN WORKERS INSTEAD, REPORT SAYS

By Eduardo Munoz,

From *www.reuters.com*, July 20th 2020

At some Walmart stores, robots have roamed the sales floors and helped check if shelves were stocked. But the big-box retailer has now decided to end its contract with the robotics company behind those machines after finding that people can do about the same work, according to a report by The Wall Street Journal.

The report, which cited unnamed people familiar with the situation, said Walmart recently cut ties with Bossa Nova Robotics. A Walmart spokesperson told the Journal that about 500 robots were in Walmart's more than 4,700 stores when the contract ended.

Walmart has seen significant growth during the coronavirus pandemic, as Americans buy toilet paper, canned goods, puzzles and more. The company's online sales nearly doubled in the second quarter, as consumers shipped purchases to their homes and retrieved them by curbside*. That's created a new challenge for the big-box retailer — quickly restocking shelves and making sure it has the right inventory on hand.

In a recent interview on CNBC's "Squawk Box," Walmart CEO Doug McMillon said sporadic** out-of-stocks have continued to be a problem. He said that if he could change one thing about Walmart's business, it would be "to have an even higher in-stock level."

According to the Journal's report, Walmart has come up with simple and cost-effective ways to manage the products on its shelves with the help of its workers rather than using the robots. The report said Walmart U.S. Chief Executive John Furner also worried about shoppers' reactions to the robots.

Walmart is pressing ahead with other tech-based experimentation, however. Last week, the retailer said it would turn four stores into e-commerce laboratories that test digital tools and different strategies that could speed up restocking shelves and fulfilling online orders.

*by curbside : nearby **sporadic : occurring at irregular intervals or only in a few places

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2^{ème} PARTIE : MISE EN SITUATION

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°15 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION

So there it is. Another lockdown. Small businesses will once again suffer immeasurably and the implications are going to be devastating. All the while looking on - once again- as the big supermarkets will rake in the profits, selling everything from homewares, clothing, jewellery, gifts, treats - that many of these businesses, like mine, usually sell. So PLEASE shop small. I honestly can't stress this enough. Whether it's going to your local greengrocers for your fruit&veg (which is often cheaper than supermarkets too), or shopping online with 'non-essential' businesses. Resist Amazon at all costs, and think about how you 'vote with your money'. Small businesses have websites too, and will be relying on every sale.

This wave is going to be tough. Let's help each other get through, be sympathetic, be kind and check in with each other. Much love ❤️

SITUATION:

You are a member of an association that helps small business to develop their sales strategy, based in London. You go to a hand-made home decoration shop called "Deco'Design" and meet the shop owner to convince him/ her to develop his/ her business online.

You may take the following hints into account:

- Benefits of online selling
- USP of the product
- Promotion and pricing strategy
- Government measures

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°16

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

The small shops in battle with the retail giants

By Lucy Hooker,

From *www.bbc.com*, November 13th 2020

When Boris Johnson came on television to announce the November lockdown, it was the final straw for Joh Rindom.

Before the prime minister had even finished speaking, the shop owner from Bristol had hammered out her response on Instagram.

"Small businesses will once again suffer immeasurably," she told her customers.

"So PLEASE shop small," she added. "Resist Amazon at all costs, and think about how you 'vote with your money'."

Joh runs That Thing, an independent fashion, homeware and accessories shop. Like many smaller retailers she's just been through the hardest year she's ever known.

It is always hard to compete with the big online brands but this year, shop-owners like her have had to stand by as rival outlets - deemed essential - remain open, scooping up Christmas trade.

By the end of November non-essential shops will have been closed for 17 weeks of the year. Some say it's a "use it or lose it" situation: shoppers need to support them or next Christmas they won't be there.

"Small businesses have websites too," says Joh. "People just need to wake up a bit and think outside that box."

A third of us plan to spend more at independent stores this year than we did in 2019,[...]younger shoppers are even more determined, with half of under-35s planning to shop more at independents. Small scale sellers have been quick to respond to these pledges*, offering everything from vintage handbags to macramé** plant hangers. There are more than 42 million posts tagged #shoplocal on Instagram.

Larger independents are showing their agility too. Those who weren't already trading online have been quick to remedy that, and while their budgets make it hard to compete with the likes of John Lewis and Marks and Spencer, they're finding ways to gain traction: reaching out to local online community groups. [...]

Emma Jones, the founder of Enterprise Nation, says Amazon and similar forums can help to build a "broad exposure to customers".

"Yes, have your own e-commerce website and social channels, but it also makes sense to try out selling on Amazon, Etsy or Uber Eats for restaurants and caterers, as they offer access to a vast customer network," she says.

*a pledge: a promise **macramé: the art of knotting string in patterns to make decorative articles.

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°16 (2 PARTIES)

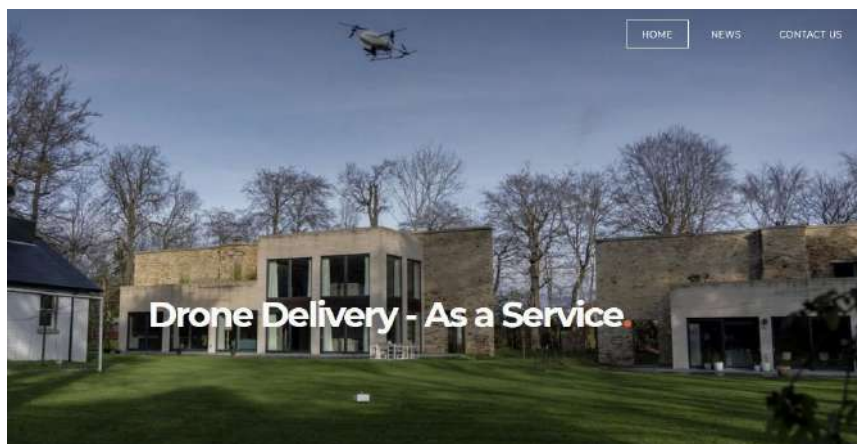
ANGLAIS – LV1

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MISE EN SITUATION



At Manna, we are making 3-minute air delivery a reality, whether you want food, medicine or anything you need in your local community.

Using custom-developed aerospace grade drones, we deliver directly from restaurants and centralised kitchens to consumer's homes. We fly at an altitude of 80 metres and a speed of over 80kph - delivering within a 2km radius in less than 3 minutes.

Our 'Manna-festo' is to completely replace road-based delivery - reducing delivery times to a fraction of their current times, greatly improving the consumer experience of food delivery, and saving lives as we take the dangerous process of road-based delivery into the skies.

LIVE NOW IN GALWAY, IRELAND.
CLICK HERE FOR INFO

SITUATION:

You work for a charity which delivers food to homeless people. You have already set up a partnership with supermarkets to get their surpluses. You would like them to be delivered very quickly to your depots. You contact the Manna Company to team up with them. You will meet the CEO.

You may take the following hints into account:

- Benefits for both Manna and the supermarkets
- Benefits for the charity
- Delivery organisation

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°17

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Tesco will trial drone deliveries from October

By Ava Szajna-Hopgood,

From www.chargedretail.co.uk, September 10th 2020

The UK's biggest retailer on Wednesday said it would start trialing grocery home deliveries with drones from October.

As part of a virtual event on Wednesday, Tesco's chief executive Dave Lewis said the business was considering new ways to reach customers, and that it will launch the trial in Ireland, where partner Manna already has a licence to operate.

"They (Manna) have already proven the capability, the question is how do we take that capability and apply it to Tesco and that's the detail that's been worked on now before we get to the trial," Lewis said during a webcast Tesco hosted on "disruptive innovation", *Reuters* reported.

Tesco's group innovation director Claire Lorains said the trial would initially focus on the delivery of just a few grocery items, such as forgotten recipe items, with deliveries made within 30 minutes to an hour of being processed.

"We're really interested to see how drones could be part of the solution to deliver to our customers on-demand small baskets," she said, noting the small basket market in Britain was forecast to exceed £10 billion (\$13 billion) over the coming years.

"If our trial with Manna is successful, we really think there is an opportunity to reach many customers through our stores extending with a drones service," Lorains added.

Lewis said Tesco now has four innovation priority areas: food & drink products and technology; data; robotics and automation; and packaging.

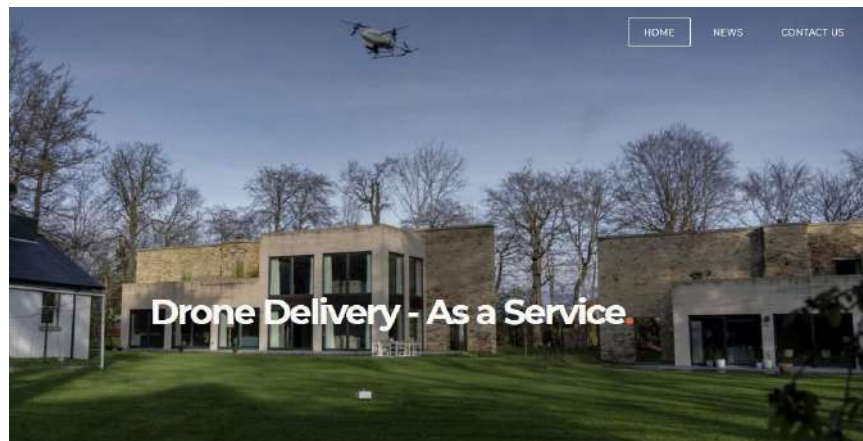
In a separate announcement on Wednesday, the retailer detailed its new Tesco Red Door project, in which it will invite innovators with new products, ideas or emerging technologies with "the potential to cause disruption in the future" to contact its newly established Group Innovation team.

Tesco said it is looking to work with innovators to help Tesco in areas "beyond day-to-day operations", with what it describes as "a focus on ideas that can create true competitive advantage for Tesco and improve the way it serves shoppers".

Déroulement de l'épreuve E2 LV1 anglais session 2021

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 - 2) Entretien en français avec l'examinateur sur le document textuel.
 - 3) Entretien en anglais avec l'examinateur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.
- } maximum
} 10 minutes

2ème PARTIE : MISE EN SITUATION



At Manna, we are making 3-minute air delivery a reality, whether you want food, medicine or anything you need in your local community.

Using custom-developed aerospace grade drones, we deliver directly from restaurants and centralised kitchens to consumer's homes. We fly at an altitude of 80 metres and a speed of over 80kph - delivering within a 2km radius in less than 3 minutes.

Our 'Manna-festo' is to completely replace road-based delivery - reducing delivery times to a fraction of their current times, greatly improving the consumer experience of food delivery, and saving lives as we take the dangerous process of road-based delivery into the skies.

LIVE NOW IN CALWAY, IRELAND.
CLICK HERE FOR INFO

SITUATION:

You work for a charity which delivers food to homeless people. You have already set up a partnership with supermarkets to get their surpluses. You would like them to be delivered very quickly to your depots. You contact the Manna Company to team up with them. You will meet the CEO.

You may take the following hints into account:

- Benefits for both Manna and the supermarkets
- Benefits for the charity
- Delivery organisation

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°17 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



SITUATION:

You are an expert on digital marketing.

Due to the current crisis, an increasing number of small businesses need your help in order to promote and sell their products online.

Riverford Organic Farmers, a British cooperative, has just created its website and requested your services to boost its online sales.

Present your business plan.

You may take the following hints into account:

- Potential markets/ customers
- Advantages and drawbacks
- Loyalty scheme
- Media coverage

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°18

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Supporting Local Small Business Is A Win-Win In Coronavirus Times

By André Gonçalves,

Adapted from *www.youmatter.world*, March 20th 2020

All over the world, people are increasingly staying home to avoid the spread of the coronavirus. As a result, the economy is going through some hard times.

Even though telling people to stay home is a good strategy to stop the virus, governments are acting slowly and carefully to cause the least harm possible to the economy. Small-owned businesses like grocery stores and restaurants are being particularly affected and risk closing doors as they are left behind. Nonetheless, the good news is: we can do something about it.

There are few things as essential these days as getting your food shopping done. There is only one problem – or two, actually. The first is that the supermarkets are “overcrowded” with huge waiting lines. The second issue is that online shopping will only work for those who can wait for more than 3 weeks.

There are, however, other shopping solutions you can turn to: local and small managed businesses such as grocery stores. By turning shopping efforts to these fragile workers you’ll help them remain open and getting an income.

Moreover, many of these small grocery stores are providing home delivery services too. Thanks to a little google search using town or country as keywords, together with food delivery and small grocery store and you find them out. Some cities across different countries already have started creating lists with these small and local owners who are available to do deliveries on request.

For the time being, shopping in local and small businesses is a win-win situation: you can get your shopping delivered at home more quickly and small and local businesses can keep running. Indeed, by shopping local and small you will be directly contributing to some else’s paycheck – these people are their own bosses so it is rewarding to support entrepreneurs and the local community.

Also, these businesses usually carry a greater portion of locally-produced goods coming from smaller-scale producers and farms. Therefore, their products may be more eco-friendly since smaller quantities are produced and there’s more awareness of the need to take good care of the land and environment. In addition, these products, at least the fresh ones, will likely cover short distances too and spend less CO2.

Déroulement de l'épreuve E2 LV1 anglais session 2021

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°18 (2 PARTIES)

ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2021

Entretien en anglais avec l'examineur dans le cadre de la mise en situation professionnelle, maximum 20 minutes.

MISE EN SITUATION



SITUATION:

You work for the Levi's jeans company at the Sales and Marketing Department. Your manager has asked you to launch a more ecological and environmental-conscious branch for the company.

You are asked to promote your new eco-friendly and sustainable range of products to Macy's Clothing Department Store in New York City.

You may take the following hints into account:

- Identification of your customer base
- Types of clothes and products
- Impact and benefits for the environment and Macy's

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°19

ANGLAIS – LV2

1^{ère} PARTIE : COMPTE-RENDU

Actress Olivia Wilde's Used Clothing Line Is About Our 'Fashion Waste Crisis'

By Brittany Nims,

Adapted from *www.huffpost.com*, April 16th 2020

Nearly 65 percent of the clothing we buy ends up in landfills.

Olivia Wilde wants you to buy used clothes from her new clothing collection.

In part of an effort to rail against fast-fashion culture, Wilde and her company *Conscious Commerce* have partnered with the secondhand clothing experts at *ThredUp* to create a one-of-a-kind line made entirely of used clothes. Called “*Choose Used*”, the collection aims to make disappear the stigma around wearing used clothing, while fighting against the culture of fast fashion.

“We’re in the midst of a fashion waste crisis, and buying secondhand can make a real difference,” Wilde told HuffPost exclusively. “I’ve always loved vintage and I’m proud to wear used clothes, so I was drawn to ThredUp’s mission to keep great clothing in use and out of landfills. I hope this collaboration inspires others to embrace secondhand to lighten our collective fashion footprint.”

Each piece in the collection is screenprinted with a retro-inspired design that proudly labels the garment as used, including phrases like “*Used Goods*” and “*I wear Used Clothes*”. And 10% of the net proceeds from the collection go to *ThredUp’s Circular Fashion Foundation*, a charitable group that supports sustainable fashion efforts across the globe.

Fast fashion is big business. Around 32 billion garments are created for the U.S. fashion market each year, but nearly 65 percent of them end up in a landfill. All of that textile waste makes fashion the second-most polluting industry in the world. That said, secondhand is now a \$20 billion industry that’s expected to double in the next five years.

Déroulement de l'épreuve E2 LV1 anglais session 2021

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2ème PARTIE : MISE EN SITUATION



VALUES OVER EVERYTHING

We're committed to putting people and the planet first.

HERE'S HOW



SUSTAINABLE VINTAGE

Old denim. Made new. Levi's® Authorized Vintage is a collection of authentic pieces that are either unaltered or carefully retooled with minimal adjustments by our tailors.

LEARN MORE

SITUATION:

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°19 (2 PARTIES)

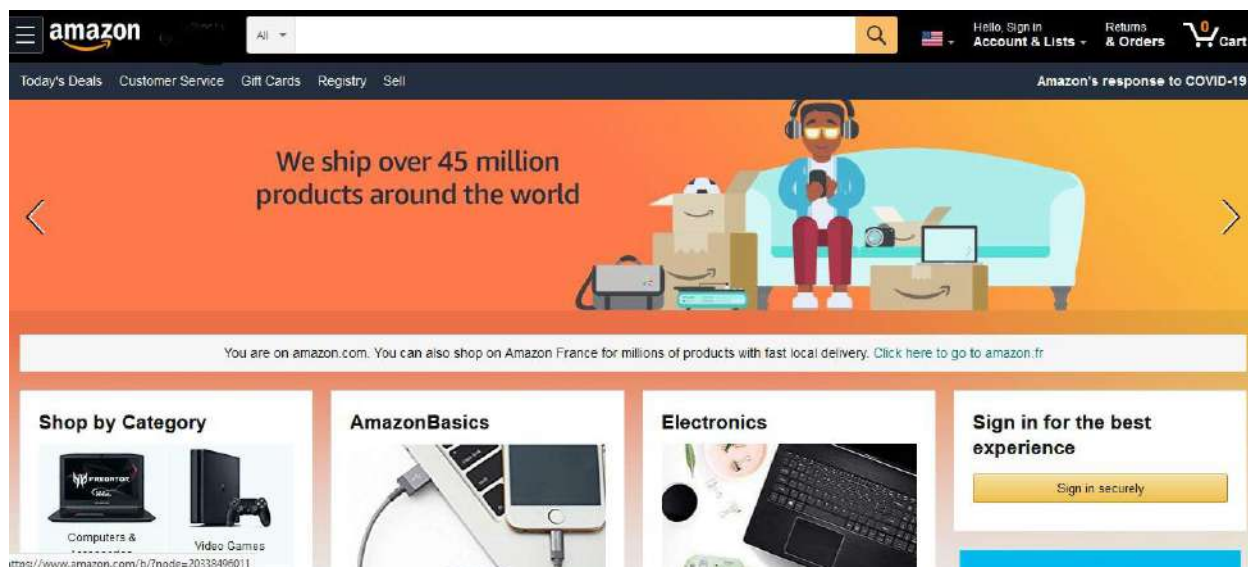
ANGLAIS – LV1

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Déroulement de l'épreuve EF1 LV2 anglais session 2021

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MISE EN SITUATION



SITUATION:

You work for Amazon in the Public Relations department. You are in charge of finding a new communication strategy or partnerships in order to improve Amazon's brand image due to accusations of benefiting from the current COVID-19 crisis. Present your ideas to the head of PR.

You may take the following hints into account:

- New ways of consuming
- Actions and reactions on social networks
- Partnerships with local shops

BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°20

ANGLAIS – LV2

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1^{ère} PARTIE : COMPTE-RENDU

Amazon third-quarter earnings soar as pandemic sales triple profits

By Edward Helmore,

Adapted from *www.theguardian.com*, October 29th 2020

Amazon reported blowout third-quarter results on Thursday as a pandemic sales boost helped the company triple its profits amid a 37% increase in earnings. (...)

The gains came despite a decision to spend \$4bn on coronavirus related measures, including procuring personal protective equipment, enhanced cleaning of its facilities and wage increases.

The company is also expecting a bumper holiday shopping period, as Amazon gave revenue guidance in the range of \$112bn to \$121bn, above analyst expectations of \$112.7bn.

Earlier this week, Amazon said it would add 100,000 seasonal jobs to its current workforce of close to 900,000 people to assist with increased demand – jobs, the company stated, would offer either a “path to a longer-term career” or “extra income and flexibility during the holiday season”.

In statement, Amazon’s founder and chief executive, Jeff Bezos, whose personal fortune is now in excess of \$200bn, drew attention to the company’s jobs growth and decision to boost the minimum wage for workers.

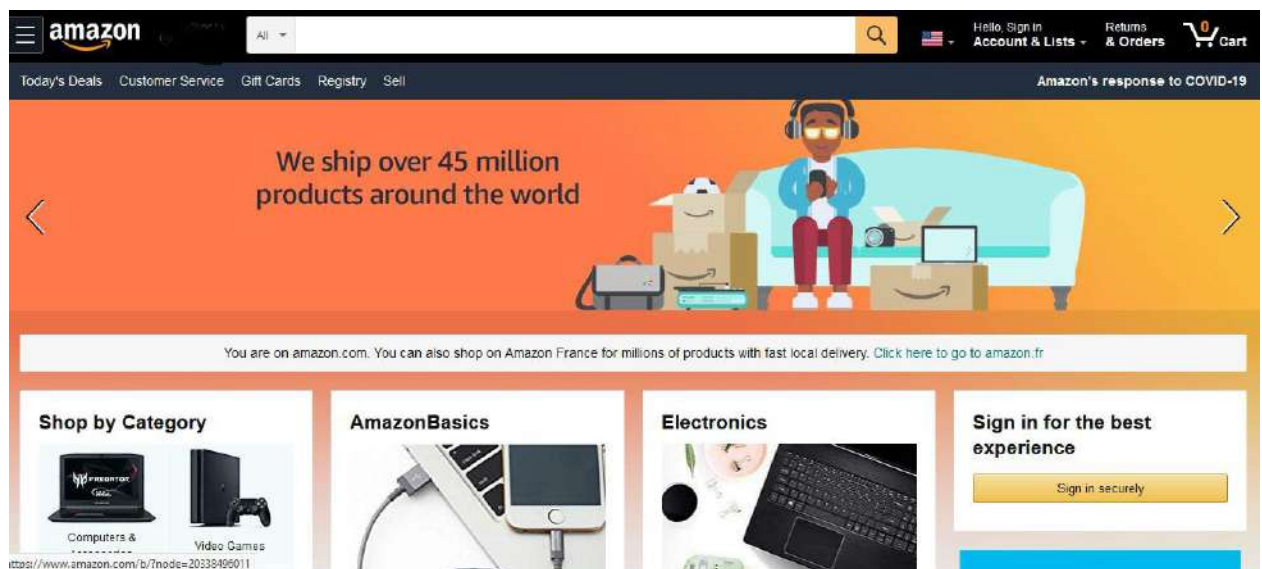
“Two years ago, we increased Amazon’s minimum wage to \$15 for all fulltime, part-time, temporary and seasonal employees across the US and challenged other large employers to do the same. Best Buy and Target have stepped up, and we hope other large employers will also make the jump to \$15. Now would be a great time,” Bezos said. Bezos added that “offering jobs with industry-leading pay and great healthcare, including to entry-level and frontline employees, is even more meaningful in a time like this, and we’re proud to have created over 400,000 jobs this year alone”.

The Amazon boss said the company was seeing “more customers than ever shopping early for their holiday gifts, which is just one of the signs that this is going to be an unprecedented holiday season. Big thank you to our employees.”

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BREVET DE TECHNICIEN SUPERIEUR NDRC

SUJET N°20 (2 PARTIES)

ANGLAIS – LV1

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