

**BACCALAURÉATS GÉNÉRAL ET TECHNOLOGIQUE
SESSION 2014**

**ÉPREUVE SPÉCIFIQUE MENTION « SECTION EUROPÉENNE OU DE LANGUE ORIENTALE »
Académies de Paris – Créteil – Versailles**

Anglais / STI2D enseignement transversal

Sujet n°3

Thème: développement durable / environnement

Eco-conscious footwear



Les questions figurant à la fin du sujet ne sont là que pour donner des pistes de réflexion concernant l'organisation de la soutenance orale.

Have you ever walked down the supermarket aisle and wondered how many sodas and water bottles will end up in a landfill? If so, we invite you to walk down an aisle filled with Timberland® footwear. In 2012, millions of used plastic bottles made their way into our shoes and boots.

5 With sustainability at the core of its culture, Timberland is dedicated to developing products and materials that may reduce environmental impact.

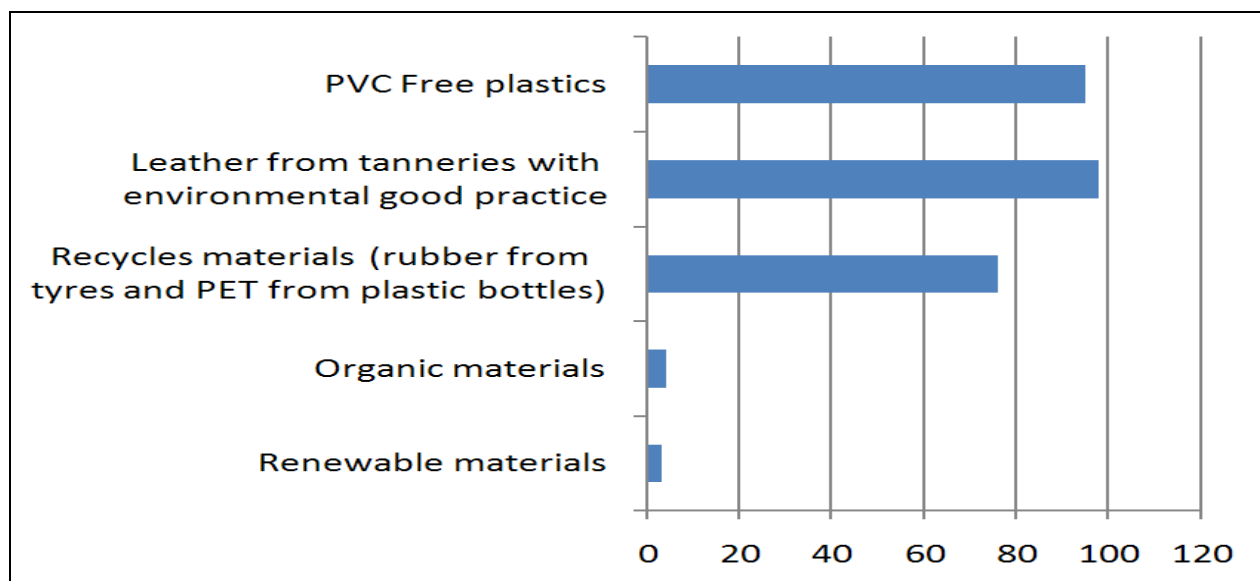
“The idea is to put the most environmentally responsible materials possible into our products,” says Emily Alati, director of materials development for Timberland. “We created more and more material options to substitute for virgin raw materials where possible to meet this goal.”

10 One of those materials is recycled polyethylene terephthalate—commonly called PET—the plastic used to make water and soda bottles. Today it’s used in Timberland® products for everything from linings, laces, uppers and insulation, to faux shearling¹ and even the backing of faux fur².

15 Incorporating recycled PET into footwear design has not been as easy as simply swapping it in for another material. According to Alati, “If you’re going to incorporate an environmental approach, you have to design the product from the ground up. We must ensure that all products meet our style and performance standards—and keep an eye on cost.”

Timberland puts as much recycled content as possible into product design and works to ensure these choices are cost effective.

Percentage of eco-conscious material used for the manufacturing of the shoes



¹ Faux shearling : fourrure synthétique

² Faux fur : fourrure synthétique

Green index: the lower the score, the lower the environmental impact

GREEN INDEX®
8.5

FACTORS	LOWER IMPACT	HIGHER IMPACT
Climate Impact: Greenhouse gas emissions through production.	0	8 10
Chemicals Used: Presence of hazardous substance (PVC and Solvent Adhesives).	0	7.5 10
Resource Consumption: Reduced by the use of recycled, organic and renewable materials.	0	9 10

For more information about the Green index rating, see inside the shoe box or visit



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20 **Alati says that Timberland has saved more than 75 million bottles from landfill by incorporating recycled PET materials into its footwear products. From an environmental standpoint, our commitment to using environmentally responsible materials has helped Timberland use fewer virgin materials while also decreasing our carbon footprint.**

25 **The Earthkeepers® collection is now Timberland’s fastest growing and largest product line—demonstrating that consumers care deeply about eco-conscious products. “Our recycled materials look, feel and perform exactly like brand-new, virgin material,” Alati says. “Consumers don’t have to give up anything to know they’re helping make a difference to the environment.”**

Sources:

<http://responsibility.timberland.com/product/?story=1>

Questions

Note: present the documents as you want or you can use the following questions as a guide

- a) Would you buy a product because it’s made from recycled materials?
- b) Do you know other products made from recycled materials?