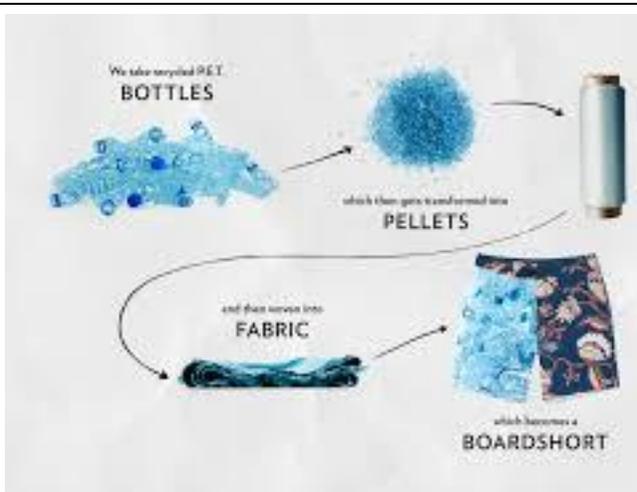


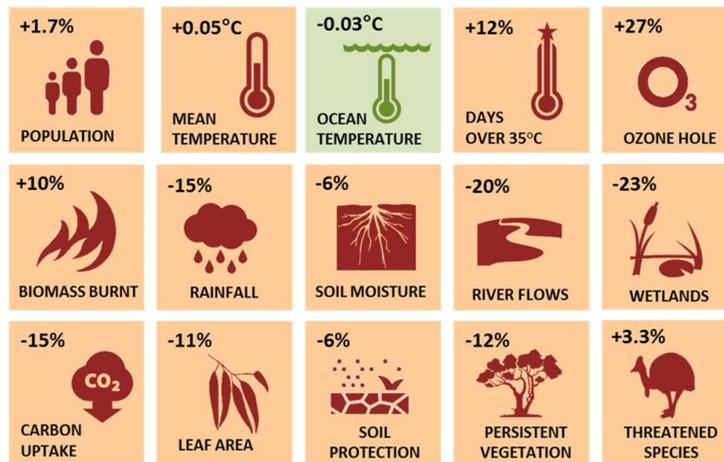
Brevets de techniciens supérieurs
Epreuves orales ponctuelles de langues vivantes

NDRC Session 2021



Billabong's recycling strategy

National environmental indicators: change from 2017



Environmental situation in Australia

% of eco-conscious consumers who research these categories to ensure they are environmentally-friendly



Eco-conscious consumers are defined as those who say that concern for the environment affects their day-to-day purchase behavior

Question: To what extent do you agree with the following statements? Somewhat agree, Strongly agree
Source: GlobalWebindex 13-15th September 2018. Base: 1,329 (U.S.) & 1,305 (UK) Internet Users aged 16-64

Situation : You are the **CEO of Rip Curl**, an Australian surf company. Your main competitor, Billabong, has developed sustainable actions. You plan to reshape your brand to become more environment-friendly and more competitive. You gather your employees to describe the issue of climate change in Australia, explain your project and answer their questions.

Elements to take into account :

1. Present your new project to your employees
2. Explain what Billabong does for the environment
3. Comment on consumers' feelings and on their "eco-consciousness"
4. Raise awareness on the environmental situation in Australia and how it has evolved over the last few years
5. Imagine what you could do to rival with Billabong.