

Greenpeace gets Lego to end ties with Shell

12th October, 2014



Danish toy maker Lego said on Thursday that it will not sign a new deal with the oil company Shell. They had a partnership in which Lego made toys with the Shell logo on them.

Shell sold the toys in its gas stations in 26 countries. The contract was worth \$110 million. Lego made this decision after the environmental group Greenpeace made a video using Lego bricks that showed Shell in the Arctic Ocean. It shows oil filling the water in the Arctic after an oil spill. Lego people and polar bears in the video become covered in oil. At the end of the video, oil has covered everything, except a Shell flag. The video has become Greenpeace's most-watched viral video in its history.

Greenpeace's video campaign ran for three months. Over a million people emailed Lego asking it to end its deal with Shell. Greenpeace was very happy that Lego will end the partnership. A statement on the Greenpeace website said: "Thanks a million, Lego". It added: "We're super happy Lego has finally decided to do the right thing. It's a massive victory." Lego's CEO said he made the decision because he didn't want the company to be part of the environmental campaign. He said Greenpeace should have spoken to Shell instead of making the video. Shell had plans to drill in the Arctic in 2013 or 2014 but stopped because of technical problems. It has not yet decided whether or not to start in 2015.

Sources: *Greenpeace.org / cbc.ca / Business Insider*

Writing

It is OK for oil companies to drill in the Arctic Ocean. Discuss.

Chat

Talk about these words from the article.

toy maker / oil company / Lego bricks / environmental group / oil spill / viral video / campaign / partnership / super happy / the Arctic / technical problems / 2015

True / False

- The toy maker Lego has cancelled its current contract with Shell.
- Shell sold (sells) Lego toys in its gas (petrol) stations.
- Lego made the decision because of a Greenpeace video.
- The video shows real polar bears covered in oil.
- More than one million people wrote to Lego about Shell.
- Greenpeace sent a billion thanks to those who mailed Lego.
- Lego's boss said Greenpeace should not have spoken to Shell.
- It is unclear whether or not Shell will drill in the Arctic in 2015.

Synonym Match

- | | |
|--------------|-----------------|
| 1. maker | a. huge |
| 2. deal | b. valued at |
| 3. worth | c. difficulties |
| 4. covered | d. contract |
| 5. except | e. so far |
| 6. end | f. manufacturer |
| 7. statement | g. apart from |
| 8. massive | h. announcement |
| 9. problems | i. finish |
| 10. yet | j. coated |

Discussion – Student A

- What do you think about what you read?
- Are you happy Lego will no longer work with Shell?
- What do you think of oil companies?
- What did you think of the Greenpeace video?
- Should all oil companies stay out of the Arctic?
- How environmentally-friendly are oil companies?
- How do you feel when you see oil spills on television?
- What would you like to say to the boss of Greenpeace?

BreakingNewsEnglish - The Mini Lesson

Phrase Match

1. it will not sign
 2. toys with the Shell
 3. environmental
 4. oil
 5. viral
 6. Greenpeace's video campaign
 7. Lego has finally decided to do
 8. He said Greenpeace should
 9. stopped because of technical
 10. It has not yet decided
- a. spill
 - b. problems
 - c. video
 - d. have spoken to Shell
 - e. group
 - f. a new deal
 - g. whether or not to start
 - h. the right thing
 - i. ran for three months
 - j. logo on them

Discussion – Student B

- a) What do you think Shell thinks about Lego's decision?
- b) What do you think of Lego toys?
- c) Have you mailed a company to get it to change?
- d) Why is Greenpeace 'super happy'?
- e) Was it unfair of Greenpeace to use Lego in the videos?
- f) What would you like Greenpeace to do now?
- g) Why is the Arctic important?
- h) What questions would you like to ask the CEO of Lego?

Spelling

1. They had a heaitsrprnrp
2. The anrtcotc was worth \$110 million
3. the itveomaernlnn group Greenpeace
4. after an oil slipi
5. oil has evoecdr everything
6. Greenpeace's most-watched rvila video
7. Greenpeace's video incgpama
8. Over a oniliml people emailed Lego
9. It's a esavsim victory
10. etaidns of making the video
11. lecncatih problems
12. decided rehwhet or not to start

Answers – Synonym Match

1. f	2. d	3. b	4. j	5. g
6. i	7. h	8. a	9. c	10. e

Role Play

Role A – Greenpeace boss

You are very happy that Lego has ended its partnership with Shell. Tell the others three reasons why. Tell the Shell CEO that no one should ever drill for oil in the Arctic. Tell him/her to listen to the person who lives in the Arctic. Ask Lego's CEO to start a campaign to help protect the Arctic.

Role B – Lego CEO

You think you made the right decision about ending the partnership with Shell. Tell the others why. Ask the Shell boss to continue selling Lego toys. You do not want Lego to be in any more environmental campaigns. Tell the Arctic person to not believe the Shell CEO.

Role C – Shell CEO

You are very angry with Greenpeace because of its video campaign. Give the Greenpeace boss three reasons why. You are also angry with Lego's CEO. Disagree with everything (s)he says. Tell the Arctic person that people in the Arctic need Shell for jobs. Promise you will keep the Arctic clean.

Role D – Arctic person

You are very happy that Lego has ended its partnership with Shell. Tell the others three reasons why. Ask the Lego CEO to do more to help protect the Arctic. Disagree with everything the Shell CEO says. You do not believe him/her. Say a million thanks to Greenpeace.

Speaking – Toys

Rank these with your partner. Put the best toys at the top. Change partners often and share your rankings.

- Lego
- dolls
- a ball
- frisbee
- PlayStation
- hula hoop
- toy guns
- Rubik's cube

Answers – True False

a	F	b	T	c	T	d	F	e	T	f	F	g	F	h
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Answers to Phrase Match and Spelling are in the text.