Basically

Activity One: Read through this list of expressions: they all help you to explain your opinion or your findings.

Clearly
Basically
In fact
It appears that
This shows that
It looks like

It's obvious that
Looking at…. It seems that…
It seems obvious that…
As a matter of fact
In fact
Realistically

These expressions will help you to structure what you are saying:

First of all
Secondly
Also
Another important point is that…

It's also important to add that
To sum up
In conclusion

Activity Two: Read the text out loud. Concentrate on your pronunciation and intonation and remember to stress the important words.

As of October 2008, IKEA will no longer offer plastic or paper bags. The offering will only be reusable.

IKEA set a goal of reducing its US stores' plastic bag consumption by 50%; from 70 million to 35 million plastic bags in the first year of a new environmental initiative. The call was to go reusable with the iconic IKEA blue bag for $.59 or use an alternative reusable bag. And IKEA also said if that was not an acceptable solution, IKEA plastic bags could be purchased for five-cents, with all proceeds going to American Forests (the nation's oldest non-profit citizens conservation organization) to plant trees to restore forests and help reduce CO2 emission.

Now it's one year since the program began and IKEA is overwhelmed with the stunning results; more than 92% of their customers said no more plastic bags! Expectations were exceeded and IKEA learned their customers welcome the opportunity to find new ways to be environmentally responsible. This landmark program has now resulted in IKEA taking another step forward; as of October 1, 2008, IKEA will no longer offer plastic bags, and paper bags are not available in IKEA stores either. Ikea's consumer call-to-action is to use only reusable bags. According to the Environmental Protection Agency, the U.S. consumes over 380 billion plastic bags, sacks and wraps each year. Each year, Americans throw away some 100 billion polyethylene plastic bags, and less than one percent of them are recycled. Paper bags are also not the best alternative; stacking 10 pallets of paper bags is equivalent to one pallet of plastic, thus increasing the CO2 footprint. And it takes 14 billion trees to produce 10 billion grocery bags.

"IKEA believes home is the most important place in the world. The success of this program truly demonstrates that our customers care deeply about our global home and that we can all work together to be sustainable and environmentally responsible," said Pernille Spiers-Lopez, president, IKEA North America

Activity Three: Facts and figures.

Make a statement about these figures (refer to the text).

- 50 percent
- From 70 million to 35 million.
- 59 dollars
- 5 cents
- One year
- 92 percent
- Oct 1st 2008
- 380 billion
- 100 billion
- 10 pallets
- 14 billion
- 10 billion

Activity Four: Basically.

Resume the text using the expressions from activity one.

Activity Five: Your Store.

Again using the expressions from the beginning of this lesson, talk about environmental initiatives taken in your store or department.