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TIME **NEXT**

SUSTAINABLE ENERGY

By **RONNA KELLY** MADRID

A FUEL WITH FLAVOR

IN A TWO-FOR-ONE GREEN MOVE, SPAIN IS RECYCLING USED OLIVE OIL INTO BIODIESEL



Oraux BTS Force de Vente - Académie de Montpellier - juin 2004

1 - **R**OW AFTER ENDLESS ROW OF OLIVE
trees stretch for kilometers over the
5 - rolling hills of Andalusia in southern
Spain, their branches supporting
about 40% of the world's olive supply—be-
tween 800,000 and 1 million tons a year.

10 - But while other European countries
have for more than a decade turned the oil
from similar oil-producing plants into the
environmentally friendly fuel called
biodiesel, Spain has been slow to reap simi-
lar environmental rewards—until now. With
European Union deadlines for alternative
15 - fuels looming—2% of fossil fu-
els replaced with alternatives
by 2005; 5.75% replaced by
2010—a crop of Spanish
biodiesel plants is now in the
20 - works. Spain's late start may
give it a crucial advantage.
Rather than relying on virgin
oil like its neighbors Germany
and France, Spain is convert-
ing used cooking oil into
25 - biodiesel. So it's not only pro-
ducing clean, sustainable ener-
gy, it's recycling.

30 - Austria is the pioneer in the
field of recycled biodiesel—it
was the first to test biodiesel
produced with recycled frying
oil, in 1983. About 135
McDonald's restaurants in
Austria collect 1,400 tons of re-
35 - cycled frying oil a year, which is
then turned into biodiesel used
to fuel buses in the city of Graz.
Now Spain is catching up. In
February, the first petrol sta-
40 - tion to pump biodiesel to
Spaniards opened in the
Catalan town of Tárrega. The
fuel's producer, Stocks del
Vallès, recently opened the
45 - fourth plant in the world and
the third in Europe to produce

biodiesel exclusively from used vegetable
oil. Two other plants in Spain expect to start
producing biodiesel by the end of this
month, and another is under construction. 50

TIME, JUNE 16, 2003

Mothercare moves to show it also cares for fathers

By Sarah Womack, Social Affairs Correspondent

(Filed: 23/01/2004)

The Mothercare store chain is attempting to reinvent itself amid fears that the company's name deters men from using its shops.

It is now facing fierce competition from rival stores, such as Baby Gap and Marks & Spencer. But the company's latest catalogue features a beaming father and child on its cover for the first time, and new in-store departments will focus on products more likely to be bought by fathers such as pushchairs or car seats. - 5

Baby-changing rooms will also be more father-friendly rather than give the impression they are simply ladies' lavatories with extra space to change a child.

Mothercare said its research had shown that men preferred to take an active part in child-rearing rather than be seen as the person in charge of discipline. New fathers also wanted to spend more time with their children, with nearly seven in 10 claiming they would give up work to be with their children if they could afford it. - 10

This figure rises to nearly three in four of fathers under 30. It marks a radical departure from men assuming they would be the breadwinner and that women would give up work if they had the financial backing to support such a move. - 15

One in three fathers felt left out as a result of spending less time with his children, again rising to six in 10 of those aged under 30, according to the research by YouGov, which interviewed more than 1,000 fathers.

Mothercare is determined to make changes after one in four men said that he felt that shopping for children's products was "an intimidating experience" and four in 10 found the products "confusing". - 20

Despite the planned changes, the store said it had no plans to change its title.

Sarah Hobbs, its head of customer research, said: "Fathers no longer want to be seen as the distant disciplinarians of old, but are instead looking for a more involving and emotional relationship with their children. - 25

"The launch of this latest Mothercare catalogue, with just a dad and baby on the cover, is part of a series of moves to help new dads get more involved in child care and make the shopping experience more father-friendly."

The Daily Telegraph, Online
Friday, 23 January 2004