



回收旧轮胎做时尚鞋子 打造环保理念

1 八年前，还在上大学的凯文·凯吉里姆普杜(Kevine Kagirimpundu)做出决定，放弃更好找工作的土木工程专业，转入向往的时尚创意专业。她注意到城市里大量废弃轮胎被随意地扔在垃圾填埋场，这些废弃轮胎需要多年时间才能降解，成为蚊子繁殖的温床，大量蚊子又会传播各种疾病。

5 于是，一个想法在她脑海里诞生了：为什么不用轮胎做鞋子呢？不仅能够保护环境，还能在设计中融入时尚和艺术元素。谈到这里，凯文眉飞色舞地说：“我们不但能做出时尚多彩的产品，而且还得到年轻人的喜爱。”

凯文很快将想法付诸行动，还是学生的她对制鞋工艺其实一无所知，于是她在网上慢慢摸索，从“怎么制作鞋子？”“制作鞋子需要哪些工具？”等问题开始查
10 起，她发现，阿里巴巴国际站的供应商可以满足她关于原材料和设备需求，“从2015年起，我们与中国的合作伙伴建立合作，直到如今，我们一直通过钉钉保持联系”，凯文介绍。

2019年，Uzuri k & y 品牌年收入突破10万美元大关，成功回收数万只废弃轮胎用以制鞋。目前团队员工85名，70%都是女性，在卢旺达(Rwanda)首都基加利
15 (Kigali)机场开有一家免税店，并登陆非洲电商平台。

这一切只是开始。凯文计划在未来推广连锁加盟店的商业模式，5年内将产品销往十个非洲国家，再以非洲为据点，逐步走向国际。她坦率地讲出她的愿景：“要打入国际市场，首先要入驻中国、欧洲等国家和地区，我们希望能够引领全球潮流。”

20 凯文自豪地表示：“我们销售的不仅仅是产品，而是一种可持续发展的环保理念。我们希望改变消费者的理念，让他们明白，购买产品的同时也在拯救地球，并在改变世界某个角落人民的命运。”

除了成功的商业布局之外，Uzuri k& y 还举办一个 “为期六个月” 的培训项目，授人以渔，每年为卢旺达当地制鞋业者提供培训。

- 25 在当地，很多人迫切想要学习谋生技能，“50 个名额的培训项目一次收到过 300 个申请，渴望学习这些技能的人数不胜数”，凯文介绍，“我们从小处着手，一开始培训制鞋工艺，后来成立了培训中心，传授手艺的同时教授他们企业经营的技巧，尤其是年轻人和女性。我们还会培训制鞋培训师，他们学成后回到自己的家乡，又能把这门手艺继续传授给其他人。”
- 30 看到更多人闯出一番天地，凯文很高兴，她认为这是一个良性循环，学成的学徒开创自己的事业，帮助当地更多人掌握谋生技能，摆脱贫困。

Word List

- 轮胎	n. tire
- 放弃	v. to give up on
- 土木工程	n. civil engineering
- 废弃	v. to discard, to abandon
- 降解	v. to degrade, break down
- 繁殖的温床	n. breeding ground
- 眉飞色舞	v. smile with delight
- 一无所知	v. (idiom) to know absolutely nothing about...
- 阿里巴巴	Alibaba (Company)
- 商业模式	n. business model
- 企业经营	n. company management
- 学成	v. to finish your studies
- 传授	v. to pass on, to teach
- 良性循环	n. positive feedback loop
- 谋生	v. to earn a living
- 摆脱贫困	v. to free oneself from poverty

Questions:

Re-read lines 1- 4:	Marks
1. What did Kevine Kagirimpundu decide 8 years ago?	2
2. What did she notice about her city?	3
Re-read lines 5 - 7:	
3. What was her idea?	1
4. Why was this a good idea?	2
Re-read lines 8 - 12:	
5. How did Kevine Kagirimpundu learn about shoemaking?	1
Re-read lines 13 -15:	
6. How much did the brand make in 2019?	1
7. What percentage of her employees are women?	1
Re-read lines 20 - 22:	
8. Kevine Kagirimpundu says she is not just selling a product, what else is she selling?	1
9. What does she hope to change?	3
Re-read lines 23 – 24:	
10. As well as the business, what else has she organised?	3

Re-read lines 25 - 29:

11. What does Kevine Kagirimpundu say about how local people have reacted? 4

Re-read lines 30 - 31:

12. Why is Kevine Kagirimpundu very happy? 2

Now consider the article as a whole:

13. What is the writer's overall purpose in writing about this subject? 7

Justify your response with close reference to the points made and the language used.

14. Translate the underlines section into English: (lines 16 - 19) 20

Total: 51 marks

The Answer Scheme is on the following page.

Answer Scheme

Q No.	Expected Response	Max Mark
1.	- She made the decision to <u>abandon her civil engineering major (1)</u> to switch to a <u>fashion major (1)</u> despite the <u>civil engineering major being better for finding a job (1)</u>	2
2.	- She noticed that <u>there were a large number of discarded old tires (1)</u> randomly thrown into <u>landfills (1)</u> which <u>takes years to degrade (1)</u> and <u>become a breeding ground for mosquitoes (1)</u> which <u>spread various diseases (1)</u>	3
3.	- To make shoes from old tires (1)	1
4.	- It is not only good for the environment (1) but also fashionable (1) and colourful (1)	2
5.	- She learned by <u>exploring the Internet and asking questions (1)</u>	1
6.	- exceeded the \$100,00 mark (1)	1
7.	- 70% of her employees are women (1)	1
8.	- a concept of sustainable environmental protection (1)	1
9.	- change the minds of consumers (1) so that they understand that while buying a product (1) they are also saving the planet (1) and changing the face of people in another corner of the world (1)	3
10.	- She organised a <u>six-month training program (1)</u> to <u>teach people how to fish (1)</u> and <u>provide training for local shoe manufacturers (1)</u>	3
11.	- Many local people are eager to learn skills that will help them earn a living (1) the 50-place program has received 300 applications (1) there are countless people eager to learn these skills (1) after they have completed their studies, they return to their hometowns (1) where they pass on what they have learned to others (1)	4
12.	- She believes that this is a positive feedback loop (1) that will help local people acquire skills that will help them earn a living (1) and help them escape poverty / get out of poverty (1)	2
13.	1. The writer wants to bring more attention to how much power the consumer has to change	7

	<p>the environment and to help others to escape poverty.</p> <p>2. The writer wants to bring more attention to brands that are helping to protect the environment as well as help out their local community.</p> <p>3. The writer wants to emphasise the hard work Kevine Kagirimpundu has put into her brand, while not exploiting the environment, and also how she has helped her local community at the same time.</p> <p>4. The writer uses the real-life example of Kevine Kagirimpundu to showcase that business can be eco-friendly while also making a profit, linking this article not only to the fields of environmental protection but also to the business world.</p> <p>5. By highlighting the real life example of Kevine Kagirimpundu as well as her business and her training centre it highlights that business do not need to exploit the environment and their workers to be successful.</p> <p>6. The issues with the current trend of economic consumption is causing the global warming to worsen drastically and is only benefitting the top 1%, while the gap between the rich and poor grows deeper. By highlighting the good work that Kevine Kagirimpundu is doing, the author is emphasising that this model of constant consumption is not the only model and is certainly not the best one for the world.</p>	<p>7 or 5:</p> <p>Clear, concise and reflective answer, drawing references from the text that are entirely appropriate, analytical in nature which demonstrate a sophisticated and accurate reading of the text.</p> <p>3 or 1:</p> <p>Provided an answer which may contain some degree of misreading, but which offers some evidence of appropriate inferencing skills.</p> <p>0:</p> <p>Simply regurgitating information from the text with no attempt to draw references.</p>
14.	<p><u>这一切只是开始。凯文计划在未来推广连锁加盟店的商业模式，5 年内将产品销往十个非洲国家，再以非洲为据点，逐步走向国际。她坦率地讲出她的愿景：“要打入国际市场，首先要入驻中国、欧洲等国家和地区，我们希望能够引领全球潮流。”</u></p>	<p>20</p> <p>The translation into English is allocated 20 marks. The text for translations will be divided into numbers of sense units. Each sense unit is worth 2 marks, which will be awarded according to the quality and accuracy of the translation into English. In assessing the candidate's performance, the descriptions detailed below will be used. Each sense unit will be awarded one of the marks shown.</p> <p>2 - Good: Essential information and relevant details are understood and</p>

	<ul style="list-style-type: none"> - This is just the beginning. - Kevine plans to promote... - ...this business model in the future, ... - ... and plans to sell her products... - ...in ten African countries within 5 years, ... - ...and then gradually go international from her base in Africa. - She clearly states her vision... - ... "To enter the international market, ... - ...we must first enter China, Europe and other countries and regions. - We hope to lead a global trend." 	<p>conveyed clearly and accurately, with appropriate use of English.</p> <p>1- Satisfactory: Essential information is understood and conveyed clearly and comprehensibly, although some of the details may be translated in an imprecise or inaccurate manner. The key message is conveyed in spite of inaccuracies and weaknesses in the use of English.</p> <p>0- Unsatisfactory: The candidate fails to demonstrate sufficient understanding of the essential information.</p>
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Advanced Higher Mandarin Reading Exercise 24

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