Starting point

1 ‘Invention’ usually refers to a machine or new system. ‘Innovation’ refers to both inventions and new ideas or concepts.

Working with words

1 The charity rewards and promotes sustainable energy solutions in the UK and developing countries. It aims to raise international awareness of the benefits of sustainable energy in order to deal with climate change and improve the quality of people’s lives. It also aims to encourage more people around the world to find new ways of meeting energy needs and to change the thinking and policy among governments and non-governmental organizations (NGOs).

2 It gives cash prizes, publicizes the winners in order to encourage others to follow their example and brings together the winners and main decision-makers of governments and organizations.

3 The use of local, renewable energy sources, e.g. solar power, wind power, wave power, hydroelectricity, nuclear power and biofuels.

2

1 project 1: to help villagers build their own biogas systems to provide fuel as an alternative to cutting down trees
project 2: to produce affordable wind turbines to fit on people’s houses to generate electricity

2 project 1: It’s reliable and cheap and can be built by local people. The fuel is clean and provides excellent fertilizer. It means trees don’t have to be cut down.
project 2: The turbines are small enough to fit on the roof of a building and can produce a significant fraction of household electricity for less money. The turbine is vibration-free and almost silent.
technological breakthrough practical solution
key feature potential benefit
cutting-edge technology innovative concept
major advantage commercially-viable proposition
revolutionary idea state-of-the-art design

Other combinations
There are many possibilities. The most common include: technological design / feature /
solution; practical idea / advantage; key concept / benefit / advantage; potential solution /
breakthrough; cutting-edge design; innovative design / feature / idea / solution / technology;
major feature / benefit / breakthrough; commercially-viable solution; revolutionary concept /
technology; state-of-the-art technology.

get round bring forward bring down
bring about pay off take up
come up with carry out set up

Business communication skills

Overview of the product Advantages for your company
Demo film state-of-the-art security
fingerprint scanning fingerprint scanning

do in this presentation is basically give you a brief overview like to show you
4 call the system the result of two years of it’s a pretty simple concept

The main advantages are enhanced security (because no one can copy a fingerprint
compared to using a code number) and increased flexibility (because you can control the
parts of the building or computer systems that people have access to).
5

1  a  There are two main benefits of using … / The biggest potential benefit of … / This means that … / Another advantage is that … / The other major advantage of … is … / And this is another great thing about …
   b  With your current system …, they can … / However, with … they won’t be able to … / At the moment, you can only … whereas in the future, you’ll be able to … as well

2  a  So, is everything clear so far?
   b  … now I’d like to move on to …

Practically speaking

1

Someone has visited a company.
Someone has copied a document.
Someone has bought a guest lunch.
Two people have had a meeting.
Someone is starting a presentation.
Someone is allowing someone else to do something first.

2

<table>
<thead>
<tr>
<th>Thank someone</th>
<th>Formal</th>
<th>Informal</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Thank you for having me.</td>
<td>Thanks a lot</td>
</tr>
<tr>
<td></td>
<td>Thank you very much for lunch.</td>
<td>Thanks for your time</td>
</tr>
<tr>
<td></td>
<td>I’d like to thank you for inviting me here today.</td>
<td>this morning.</td>
</tr>
<tr>
<td>Respond</td>
<td>It’s a pleasure.</td>
<td>No problem.</td>
</tr>
<tr>
<td></td>
<td>It was good to see you.</td>
<td>That’s OK.</td>
</tr>
<tr>
<td></td>
<td>You’re welcome.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thank you for coming.</td>
<td></td>
</tr>
</tbody>
</table>

3

… it was a really interesting visit. / … it was good to see you.
I appreciate it. / … any time.
… it was delicious. / I really enjoyed it.
… it was good of you to come in. / … thanks for your help.
… we’re glad you could be here.

Language at work

1

It’s a specialist Internet service provider that provides wireless Internet access at all the major marinas in the country.
They can only access it on land or they have to have the right technology.
They’ll be able to access the Internet from their boats for a basic monthly fee.
They have exclusive contracts in all the major marinas in the country for the next seven years.

Possible responses

1 They could borrow money from a variety of sources, e.g. governments or funding bodies for NGOs, wealthy relatives, banks or private investors. The key point to remember is that if someone invests they will want a percentage of any future profits.

2 Potential investors might want to know more about how it will be marketed and distributed. We also don’t know the future manufacturing costs and whether, after testing, the idea will work in reality. All of this information will probably be given to investors in the form of a business plan.