THE CHALLENGE OF FER
The Challenge of FER

Lady Remei, the great queen bee and Fer’s granny, came back to the hive from the queen bees’ conference in Delta de l’Ebre. After a warm welcome with hugs and brushing stings, Lady Remei explained Fer how was the hive in the past.

- Dear Fer, the hive was a successful business of delicious honey. Our problem was that we need more than an excellent resource to succeed. The time went by and we lost our opportunities because we don’t know how to take advantage of them. Tell your friends about our experience and our conclusions. We need to learn from our mistakes and move forward without fear… Walker there is no path, you make the path as you go…

Granny Remei got her antennas crossed. She forgets things because of age. Even in these moments she shows her qualities: effort for learning, enjoying reading and knowledge. The lost of thread in her conversations carry out passages of tales, wonderful quotes, popular songs, short story from other times…

Fer and other members of the hive were listening carefully to Lady Remei. They enjoy her words without batting an eye. Suddenly, Lady Remei was in a lucid moment. Fer asked her granny: Why is the hive going to disappear? Fer was interested in the ideas of Lady Remei.

- My little granddaughter… You can explain to the members of our community the analysis of our mistakes. Maybe they can find a solution and build again a unique hive… slowly, future comes slowly… I remember the first times of Messi in Barcelona, when he had difficulties with his growth…

Again, Lady Remei gets her antennas crossed.

VOCABULARY AND EXPRESSIONS

Resource: a stock or supply of money, materials, staff, and other assets that can be drawn on by a person or organization in order to function effectively.

To succeed: achieve the desired aim or result.

Take advantage of: exploit for one’s own benefit.

Get her antennas crossed: become delirious.

Lost of thread: be lost in your thoughts.

Without batting an eye: paying attention.

Mistake: wrong act or decision.

Growth: process of development.
1. **LET'S FIND OUT**

Lady Remei talked about an excellent honey and about losing opportunities.

1. Talk with your family about what kind of resources (agriculture, fishing, etc.) were in the past in your region. Are they different from the resources we use now? Use the table to order the information.

<table>
<thead>
<tr>
<th>PAST RESOURCES</th>
<th>PRESENT RESOURCES</th>
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2. Chose one of the disappeared resources. Why do you think that it has disappeared? Investigate and write your conclusions.

2. **DISCONNECT THE ANTENNAS OF LADY REMEI**

1. Lady Remei gets her antennas crossed. In her conversations she recites verses of two important authors: Antonio Machado and Mario Benedetti. Read these texts aloud and talk with your classmates about the meaning of the poems.

   - **Piece of "Proverbios y cantares (XXIX)"**
     By walking  
     one makes the road,  
     and upon glancing behind  
     one sees the path  
     that never will be trod again.

     *Antonio Machado*

   - **Piece of "Lento pero viene"**
     (...)  
     Slowly but it comes  
     the real future  
     the same we inventent  
     us and random  
     everytime, more us  
     and les random

     *Mario Benedetti*

Use the words in the box to talk about Machado and Benedetti poems. Look for the meaning of the words if you need it.

- Persistence, challenge, effort, patience, aim, experience, learning, team.

2. Investigate the history of Lionel Messi and connect it with the concepts above.

3. **IN THE HIVE**

Play the game of the blind and deaf bee.
Let’s organize ourselves

Name: ___________________________ Group: ______________________

Fer want to **encourage** her college to **improve** the situation of the hive. The task was difficult but possible. The best friends of Fer wanted to help her with this **challenge**. **Teamwork** was very important in order to take advantage of all our qualities.

— Qualities? —asked Fer aloud.

— Yes, qualities! We all have qualities. We are all good at something —said Fer’s Granny.

— Granny, do you think that Zanga, Labora and Work could **sort out** our problems? —Fer thought that it was impossible for her and her friends to star again the business activity of the hive.

— Bee of little faith! Of course this is possible! It is important to use our qualities and work as a team. We must want to improve ourselves. A good team have clear **aims**… Casillas stops the penalty. The player passes the ball and combines with Xavi. Villa refuses amb Messi shoots the ball and GOOOOOOAALLLLLLLL!

Fer wrote in her notebook the qualities of her friends. Let’s meet them.

Zanga is a gentleman. He is able to sell ice to Eskimos. He likes being with people, talking and flirting with queen bees from other hives. He doesn’t like repetitive tasks. He is always arguing with Labora and Work.

Work is a skilled and handy bee. She knows how to repair any imperfection. She builds and cleans cells. She is an anti-social bee. Work to prefers to work alone in the hive or going out to lonely fields. Zanga drives her crazy.

Labora is a worker bee, as her friend Work. She is tidier than Work. They always argue about stupid things, if this royal jelly should be here or there, if daisy pollen is tastier than rose pollen, that if the nectar of the year 2008 was of more quality than the nectar of the year 2010…

Following her granny’s instructions, Fer met her friends and explained to them the necessities of the hive. When the meeting started Fer was a bit sad.

— We are here to look for solutions to recover the vitality of our hive. Years ago, we had **overpopulation** problems but now, we are only 10 bees. The queen bee, Lady Remei, arrived from the Catalan conference of queen bees. They discussed about the causes of this situation. They think that it is due to **pollution**, management problems, etc.
– Pollution, management… What are you talking about?

– Queen bees from Tarragona and Pyrenean heard their keepers talking about how dangerous are chemical products pollution for bees.

Fer also explained her friends other causes that queen bees told in the conference of Terres de l’Ebre.

– My granny and the queen bee of Conca de Barberà, think that the organisation of the hive can be one of the problems. Queen bees don’t get on well with bumblebee, there is also a bad organization of worker bees, etc.

– Oooh… Yes, the organization.

– Again Work and Labora agreed. At the end, Fer talked about management problems.

– Some queen bees from Ripollès and Catalunya Central warn problems about management. In particular, they notice that honey is not sold, as customers would like, that the accounts of the hive have some mistakes, that the storage is not right…

Labora thought Work is responsible of the management problems.

– I told you… we are not doing a good collecting task. Wax boxes go on the right side of the hive!!! –Told Labora to Work.

– Please don’t argue. This is not the way to solve our problems. We need to be a team to improve our hive. First of all, we need to organize ourselves. Then, we will decide about the management.

Fer putted all her hands on desk and gave tasks to her friends.

– Zanga, you will visit the shops where people can buy honey, royal jelly, wax or any product or service made in our hive. You will also help miss Api to sell the products we made.

– Labora, you will analyse the organisation of the hive. Please, observe the mistakes and think about new strategies. You will do the accounts and control the storage.
– Work, you are in charge of the production. You need to improve your relationship with Zanga and Labora. You will look for the information about clients, how much does the production of honey cost, offers from dealers…

Zanga asked about the task of Fer in the hive. She answered:

– I am the manager.


– The manager coordinates the members of the hive. I support Lady Remei in her task. She will give me all the important information based on her experiences.

**VOCABULARY AND EXPRESSIONS.**

**Encourage:** support someone in their decisions.

**Improve:** make something better.

**Challenge:** a difficult task.

**Teamwork:** cooperation.

**Sort out:** arrange, put in order.

**Aims:** choose a target.

**Overpopulation:** too many people.

**Fault:** responsibility.

**Pollution:** contamination.

**Dangerous:** perilous, risky.

**Bumblebee:** winged insect.

**Storage:** place for storing.

**Dealers:** a person who sells.
Let’s organize ourselves

1. LET’S FIND OUT

In this text Fer talked about some products made in the hive that we can buy in shops. Investigate and make a list of three of these products. Then, explain briefly their use and how they are commercialized.

2. DISCONNECT THE ANTENNAS OF LADY REMEI

The memory lapse of Lady Remei takes us to the goal of Iniesta and the good saves of Casillas in the world championship of South Africa 2010. We heard about the good atmosphere between the players.

In stories, tales, cartoons, etc. we can find examples of teamwork. We offer you various quotes in order to understand better the importance of teamwork: Toy Story, Finding Nemo, Cinderella, etc. Discuss with your classmates the advantages and disadvantages of work as a team.

1. Write one advantage and one disadvantage of working in a team.

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<tr>
<th>ADVANTAGES</th>
<th>DISADVANTAGE</th>
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2. Discuss with your classmates all your opinions.

3. IN THE HIVE

1. Think about a situation where you can see the advantages of work in a team. Do a role-playing and take photographs. Use them to make a collage for the classroom about the benefits of teamwork.

2. Remember your work in Bloc 1 about the problems and solutions of the hive. Contrast your answers with the problems and solutions explained by Lady Remei.

4. LET’S RUN OUR BUSINESS

Let’s build our own business. Follow the steps of Fer and her friends in the management of the hive to build your business.

Firstly, all the members of the team chose the kind of business you want to run. It is important that your business helps people or other business of your area with their problems. Think about your hobbies and passions or necessities in your region to take decisions about your company. Remember that this business is the main part of our work in the following units.

What is your business about?

Name of the company.

Secondly, write the characteristics of each member of your team. What is your best? Do you have any difficulty? Give a task to each member.

Chose the manager of the business.

Remember that your business is small and you will develop the tasks jointly, collaborating with your colleagues in all decisions made.
Analysing the market with Zanga

In the hive, everyone have a task. Fer met Lady Remei to discuss the conclusions of the queen bees’ conference. Lady Remei told Fer about one of the most important points: all hive are out of the market.

Granny, what do you mean by be out of market? –asked Fer.

Dear Fer, honey bees make goods that we sell. If costumers don’t buy our goods, miss Api and us, the bees, won’t have work.

But people always say that the honey from Catalonia is delicious –Said Fer.

You are right Fer, but miss Api and other beekeepers are doing something wrong.

Help me Granny!! I can’t fly!! –Fer hooked her leg in a tag of a honey jar. Her granny made fun of her.

What’s that? –Asked Fer after unhooked her.

This is an example of the things we need to improve for our costumers. Look at the tag of our honey jar. Miss Api wrote by hand: Honey from the Pyrenees in bulk. 2 kilograms of honey, more or less. Her writing is illegible. Now think about the quantity. Two kilograms are too many for a family. Families are smaller now than in the past. They buy smaller honey jars!

Fer called Zanga loudly. Fer wanted to give him new orders. Zanga arrived buzzing and singing…

Moving, all the people moving, one move for just one dream… Waka waka eh, eh… Look!!! I’m moving my hips Fer!

No doubts, Zanga is here.

Do you have information of our customers? –Asked Fer. Remember that Zanga was in charge of this task.
− Statistics, graphics, percentages, numbers… Which format do you prefer? Choose one and I’ll give you the information. I’m your market analyst.

− Oh please… You are a chatterbox.

− Your wish is my command, boss. Rosemary honey, orange–tree honey, honey sweets for kids and for this little girl……!! –Zanga was joking about the people who sell shouting in markets. He imitates their voices and shouts.

− Zangaaaaaaaaaaaaa! Stop!! –Fer lost her patience.

− Ok Fer. –Zanga said seriously –As the bee in charge of the market and marketing analysis I expose the results of my work. Firstly, I observe that families have changed: only 10 out of 100 have more than three members; 50 out of 100 have three members; only 25 families have two members and the rest are singles. I forgot the graphics in my cell, but this is an important issue to deal with.

− Good work Zanga!

− I have more information Fer! The jars where miss Api puts our honey are not suitable for our customers. I saw different honey jars in other shops. They are smaller and more useful for families.

− Please Zanga, can you give us more information about jars.

− I forget the report in my cell, sorry.

− I will wait for the report –said Fer.

− Wait Fer! Don’t go away! I have a suggestion to improve our sales. I have a draft of a new tag for our honey. The brand is: Honey Moon. The slogan: honey from high up. The logo is a circle. On one half painted in orange. On the other half there is an image of cells.

− Thank you Zanga. Good job!! I will talk to Lady Remei, Labora and Work about your ideas. We need their opinion, too.

It was the first time of Fer as a manager, processing the information of the team, motivating them, making decisions and coordinating tasks.

**VOCABULARY AND EXPRESSIONS**

**Out of market**: movement away from.

**Hooked her leg in**: be attached.

**Made fun**: laugh.

**Too many**: an excessive number.

**Be in charge of**: in control or with overall responsibility.

**Market analyst**: a person or company that assesses the conditions that affect a marketplace.

**Chatterbox**: a person who likes to chatter.

**Your wish is my command**: grant a wish.

**Lost patience**: be frustrated by waiting.

**Single**: only one.

**Suitable**: appropriate.

**Sales**: item or quantity sold.

**Draft**: provisional written version.

**Brand**: make, trademark.

**Good job**: success.
1. **LET’S FIND OUT**

   1. Lady Remei explains to Fer that families have fewer members. Discuss with your classmates the next questions:

      - How many members are in your family?

      ________________________________________________________________

      - How do your family organize the shopping?

      ________________________________________________________________

      - Do you think that shopping depends on the kind of family you are?

      ________________________________________________________________

2. **DISCONNECT THE ANTENNAS OF LADY REMEI**

   Fer and the queen bee, Lady Remei, talked in the text about some products made of honey. Look for a recipe or a product of your region that use honey as the main ingredient. Explain the recipe or how is the elaboration process of the product.

3. **IN THE HIVE**

   Let’s help Zanga to give Fer the information of his report. Let’s draw a barcode about the different kinds of families. First, fill table with the text information. Then, draw and colour the barcode. Use different colours according to each kind of family.

<table>
<thead>
<tr>
<th>KIND OF FAMILY</th>
<th>PERCENTAGES</th>
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<tbody>
<tr>
<td>Less than 3 members</td>
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<tr>
<td>3 members</td>
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<tr>
<td>2 members</td>
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<td>Single</td>
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</tbody>
</table>
Look for some images of products made by bees: honey, royal jelly and wax... Discuss about how is the packaging: the size, the material and the shape. After the discussion choose two packaging and compare them.

4 LET'S RUN OUR BUSSINES

Lady Remei thinks that beekeepers don’t use the best jar for their honey. The tag has the same problem: it hasn’t got the right information. Queen Remei told Fer that customers want something different.

Invent a brand, a slogan and a logo for you business. Listen to all team suggestions. After that you will decide one of the options. It can be a mix of different proposals.

Brand: 

Slogan: 

Logo: 

Design the packaging of your product. Individually, draw a draft of your packing. With your colleagues choose one of the designs. Then, make a prototype with different materials.

When you finish, prepare a presentation of your product. You have to explain to your class why is your packaging useful for your product.

Let’s improve! 🎯

During the presentation pay attention to your friend’s presentation. In pairs fill the evaluation box and give it to your friend. It will help him to improve.

Proposed improvements

<table>
<thead>
<tr>
<th>Contents</th>
<th>They explain few things about the topic.</th>
<th>They explain some of the part that we have worked.</th>
<th>They explain all and really well.</th>
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<tbody>
<tr>
<td>Organization of the content</td>
<td>I can understand the explanation but they don’t connect the ideas.</td>
<td>I understand the explanation. They connect the ideas.</td>
<td>They connect all the ideas. It was easy to understand.</td>
</tr>
<tr>
<td>Communication</td>
<td>Good tone of voice. The vocabulary was easy to understand.</td>
<td>Good tone of voice. They used the vocabulary learnt in the class.</td>
<td>They use a good tone of voice. They used the vocabulary learnt in the class. They used appropriate body language.</td>
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Packaging draw

Do you have any suggestion for friend to improve their presentation? Tell him.
Miss Api and the Holland Bank

Name: ___________________________  Group: ____________

Fer was very happy with the work done by Zanga, but there was a lot of work to do. Suddenly her granny called her.

– Come here Fer. Quickly! –called her grandmother.

Fer came into the hive in a rush.

– Silence Fer. Look! Do you know who is the person next to miss Api?

Miss Api was talking about something important with a well-dressed lady.

– Miss Api looks worried. Who is that lady? –Asked Fer.

– She is a bank manager. She works with miss Api.

– A bank? I don’t know what a bank is?

– Dear granddaughter, a bank is a place where people save their money.

– So, do banks give you money when you need it?

– It’s no so easy Fer. Banks ask you for a guarantee. That is if you have a job or properties... to be sure that you can return the money. If they give you a loan you will have to pay interest.

– What a mess. Guarantees, interest? –Fer didn’t understand all these new words.

– Banks lend you money if they trust on you, only if you give your house, a local, or your business as a guarantee.

– I get it! The bank needs to know if I can give back the money. –Fer seemed to understand the concept of guarantee.

– That’s it Fer! Would you lend money if you don’t trust on the person? –Asked granny.

– Granny... can you give me an example of what are the interest?
- It’s very easy. Imagine that the bank give you 10,000 € and you agree with the bank to give the money back in a year. We will give them 10,000 € and a bit more for their services, for example 100 € more. This additional money is the interest.

- I understand! Bank lends money to miss Api, and for the service the bank earn money. This money is the interest.

- Exactly Fer! –said Lady Remei happily.

-Where does the money of the banks come from?- Asked Fer

-Usually, it comes from people who save money. As well as you pay to your bank if they lend you money, the bank pay the people who save money in their bank. The bank is the intermediary between the people who save money and the people who ask for a loan.

- I think that I understand why miss Api is worried. I could read Holland Bank on the car of the women. The slogan of the bank is: Because of interest, I love you.

The bank manager visits miss Api to remember her that she owes a lot of money. Miss Api can’t pay the bank because the business don’t work well.

- Miss Api can lose the hive if she doesn’t pay to the bank. –Exclaimed Lady Remei with worried face.

- It’s a huge problem if she doesn’t pay the bank but why is she going to lose the hive, granny?

- The hive is the guarantee that she gave to the bank to get the money. If she doesn’t pay the bank will take the hive.

- Are these the famous mortgage that all people are worried about? –Said Fer.

- Yes, they are. Miss Api needs to earn money with our hive. We need to find solutions to our problems…
VOCABULARY AND EXPRESSIONS

In a rush: hurrying, making haste.

Bank manager: bank supervisor.

Save money: put aside money.

Trust on: have confidence in.

Loan: lend money.

Interest rate: the proportion of a loan that is charged as interest to the borrower, typically expressed as an annual percentage of the loan outstanding.

Lend: loan money.

Guarantee: a formal assurance (typically in writing) that certain conditions will be fulfilled, especially that a product will be repaired or replaced if not of a specified quality.

I get it: understand.

Earn: gain income.

Owe: be in debt to somebody.

Mortgage: a legal agreement by which a bank, building society, etc. lends money at interest in exchange for taking title of the debtor's property, with the condition that the conveyance of title becomes void upon the payment of the debt.

LET'S FIND OUT

How many banks are in your city? List the name of the banks.

1. ......................................................
2. ......................................................
3. ......................................................
4. ......................................................

Let's visit a bank! Go to a bank and ask about the interest rate of a loan. Compare the interest rate of the two banks. You can also use Internet to find the information.

Interest rate bank 1: ..........................
Interest rate bank 2: ..........................

Which is the better bank for you and your business?

..................................................................................................................................................................................
In France the interest rate of a loan is the 12%. In Catalonia the interest rate is the 5%. Imagine that you need a loan of 100.000€. To calculate the interest of your loan in Catalonia follows the next steps:

\[ 100.000 \times 5 = 500.000 \text{ €} \]
\[ 500.000 \div 100 = 5.000 \text{ €} \]

Interests: 5.000€
Total money to pay: 100.000€ + 5.000€ = 105.000€

Now it’s your turn. Calculate how much money is the interest rate in France for 100.000€.


2. **DISCONNECT THE ANTENNAS OF LADY REMEI**

Lady Remei speaks of 2 pesetas and euros. Find five European coins that were replaced by the euro.


3. **LET'S RUN OUR BUSINESS**

You have the name of your business, the brand, the slogan, the logo and the packaging. It’s time to think about how much money do you need to start your business and sell your products. You need to find out how much money will cost the production of you product.

Work with your family. Explain them your business and find out the next issues:

- How much does the local rent of you business cost? €/month
- Which is the salary of the workers? €/month
- How much does the packaging cost? €/month
- How much does electricity cost? €/month

How much money do you need every month to run your business?


Do you have enough money or do you need a loan? Tell us why.
Improving the organization of the hive with Labora and Work

No time to lose! We need the analysis of Labora and Work, in the same way that took account of market research of Zanga. Labora was on time to her meeting with Fer. Labora came with Work.

Dear manager, we studied the accounts of miss Api. We have important information about the hive. – Said Labora.

We earn money selling honey, royal jelly and renting hives for the pollination of fruit trees and vegetables. We have 22,800€ of incomes.

So… We earned 22,800€? – Asked Fer to Labora.

Not exactly, Fer. From the incomes we need to rest the money that we spend on the production of our products or services, the expenses. For example, the expenses of the production of honey or the expenses of renting the hives. – Answer Labora.

What are the expenses? – Asked Fer.

The expenses are the money we spend to produce our products and have incomes. For example, we have to pay electricity, phones, the interests’ rate to the bank… To produce and sell our honey, royal jelly or rent the hives we need to expend money before.

Fer was lost among all these numbers. She asked Labora to explain her again all the concepts, but slowly.

Work, can you help us to understand all these numbers? – Labora asked to Work.

Of course Labora! It’s easy – Work felt important. Fer, think about how the hive works and you will understand all the concepts. On one hand, on the left column, we have expenses. That is what we pay to make the hive work.

- The salary of miss Api. That is the money she earns for her work.
- Van trips of miss Api. We have to pay the car and the petrol.
- The electricity consumption and the office phone.
- The interest rate of miss Api’s loan.

On the other hand, on the right column, we have the incomes:

- The money we earn selling the honey.
Improving the organization of the hive with Labora and Work

\[ \text{Benefits} \quad \text{Losses} \]

Revenues \quad Expenses

Fer seemed to understand the concepts and start to think about the incomes and expenses of the hive.

– We have more expenses than incomes. That means we are losing money!

– Unfortunately you are right Fer, we are losing money. We spend more than we earn. We are losing 6.295€.

That is the difference between expenses (29.095€) and incomes (22.800€). –Summed up Labora.

– That’s it! We only have earnings if incomes are more than expenses. –Said Work.

**VOCABULARY AND EXPRESSIONS.**

**Was on time:** punctual.

**Renting:** pay someone for the use of [something, typically property, land, or a car].

**Pollination:** the transfer of pollen to a stigma, ovule, flower, or plant to allow fertilization.

**Income:** money received, especially on a regular basis, for work or through investments.

**Expenses:** the cost incurred in or required for something.

**Van:** a covered motor vehicle, typically without side windows, used for transporting goods or people.

**Summed up:** give a brief summary.

**Earnings:** money obtained in return for labour or services.
LET'S FIND OUT

Answer the next questions by your own.

- What is the jelly for?

- What is the relation between the concept of salary and the word salt?

Labora and Work have found that the income statement are two blurry figures and more you found this information in the office of miss Api.

Expenses
- Cost of raw materials to manufacture each packaging of 2kg of honey: 0.52€ each
- Cost of raw materials to manufacture each packaging of 1Kg of royal jelly: 2.50€ each

Incomes
- Selling price of a jar of 2 kg of honey: 2€
- Selling price of 200 g of royal jelly: 4€

PLEASE, HELP LABORA AND WORK TO CALCULATE:

• Which are the costs of raw materials honey?

• Which are the costs of raw materials royal jelly?
2 LET’S RUN OUR BUSINESS

Do you remember how much does the production of your product cost in a month? (See Unit 4). Keep it in mind and think about the questions. Be creative. There are a lot of good answers.

- Monthly expenses: ..........
- If you want to have incomes, what is the minimum price of your products? ..........
- How many products do you need to sell to have incomes? ........

Put every item in the right place. Then, calculate your benefits.

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<th>Expenses:</th>
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Benefits:

You are a good entrepreneur! With your experience, help bees to think what can they do to have more incomes. Write two possible solutions.

........................................................................................................................................
Looking for solutions

Name: ___________________________ Group: ______________________

After **balance** the accounts, Labora and Work explained to Fer the conclusions of their investigation. Fer was worried about the situation of miss Api. She called all her friends and her granny. All the members of the team are necessary to look for solutions.

– Which were the results of the last year? –Asked Fer nervously.

– Dear manager, we have bad news.

– Last year the hive lost 6.295€. –Told Labora.

– The expenses were more than the incomes. In particular, 6.295 € more.

– The situation is worrying. How can we change these results? –Asked Fer to the team.

– I think the problem is that we need more incomes. –Zanga gave his opinion.

– Or may be we are spending too much! We have a lot of expenses. –Said Lady Remei.

– I agree with Zanga. The last five years we didn’t sell a lot of honey –Work took part in the conversation.

– Our honey is delicious! Why people don’t buy our honey? –Lady Remei was surprised. –We need to analyse the reasons of that.

After a long discussion all the team shared their ideas in order to solve the problems of the hive.

Zanga thinks that they have to change the packaging to sell more honey. Labora also explain their idea of cooperating with other hives and Work talked about improving environmental issues. Fer was very happy with the idea of cooperation. Lady Remei was proud of all the team and encourages them to **keep working hard**.

Fer was happy and optimist about getting a better hive.

Mr Ramon closed the book and asked his students to tell their mates about the characteristics of their business. All the school notices about the interesting story of Fer and her friends. All the students enjoyed helping Fer and Lady Remei.

**VOCABULARY AND EXPRESSIONS.**

**Balance:** a situation in which different elements are equal or in the correct proportions.

**To keep working hard:** continue working.
IN THE HIVE

At the end of the story Zanga, Labora and Work propose solutions.

Split the class into three groups. Every group will study one of the solutions proposed by Fer’s team: the solution of Zanga, the solution of Labora or the solution of Work. Investigate and discuss the solution proposed. You will become an expert.

Now, make groups of three. The group must be formed by one expert of the solution of Zanga, one of the solution of Labora and one of the solution of Work. Share your ideas about the solutions and discuss which one is the best.

Write your conclusions individually.

Zanga’s solution

– Mrs Api packs honey in large cans. She sends them to a honey factory where they put the honey into jars. In the factory they mix our honey with worst honey of other hives.

– What is your proposal, Zanga? –Asked Fer.

– I think we can pack our honey into useful jars. Humans prefer smaller jars. Then, we can send our honey to the supermarket. In this way we will have more incomes.

– Amazing! Now we send large cans of 2 kg for 2 €. If we change the packaging we can send jars of 1 Kg for 2€.

– How is this possible?

– Because our honey is delicious and it is not mixed with other worst honeys –Answered Zanga.
Labora’s Solution

– In my opinion, we can reduce expenses if we work together with other beekeepers. – Said Labora

– How can we do this? – Asked Fer and Work

– Every new jar costs 0,23€. If all beekeepers buy together the jars, the price will be 0,13€ each jar. The price of the packaging will be lower, so the expenses too. – Said Work.

Work’s Solution

– We have to produce more honey. We need more bees in the hive. – Said Work

– Why do you think we are only 10 bees?

– There is a lot of pollution. The air is toxic. – Answered Work.

– Next to our hive there are peach trees, apple trees… The farmers use chemical products that are bad for us. We feel ill. The products are too strong for us.

– What is more, now there are a lot of cars near our hives.

– And also the mobile radiations are dangerous for us.

– To sum up, we need more worker bees. We have to talk with Miss Api to put our hive far away from the roads, peach trees or apple trees and pollution. – Explained Work.
2 LET'S FOUND OUT

Answer these questions in groups:

Zanga tells about different packaging for honey. Investigate in groups how CocaCola, Nesquik, Bombo and Oreo make different packaging. Discuss which are the differences and similarities between the packaging of every brand. Why do you think the packaging changed?

Work talks about environmental problems. Why are bees despairing? Which are the causes and the consequences? Look for the information. Now, work with your group. Every member of the group will write one reason and one solution. Every member will take part of the investigation.

3 LET'S RUN OUR BUSINESS

Let’s cooperate! In groups, think about the way to cooperate with other groups in order to improve both businesses. Each member of the business has to explore and propose a cooperative activity to her/his company. Share your ideas with your group and decide a cooperative proposal. Propose to the other business your ideas. Prepare a presentation to help you.
We have our business! Let’s summarise all our process in the next table. It will help us to explain our business to other people.

<table>
<thead>
<tr>
<th>WHO?</th>
<th>WHAT?</th>
<th>HOW?</th>
<th>HOW MUCH?</th>
<th>WITH WHO?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name of the company</td>
<td>Product or service</td>
<td>Brand</td>
<td>Expenses</td>
<td>Cooperation proposal</td>
</tr>
<tr>
<td>Members</td>
<td>Slogan</td>
<td>Incomes</td>
<td></td>
<td>Cooperative partners</td>
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<td>Task Distribution</td>
<td>Logo</td>
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<td></td>
<td>Packaging</td>
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