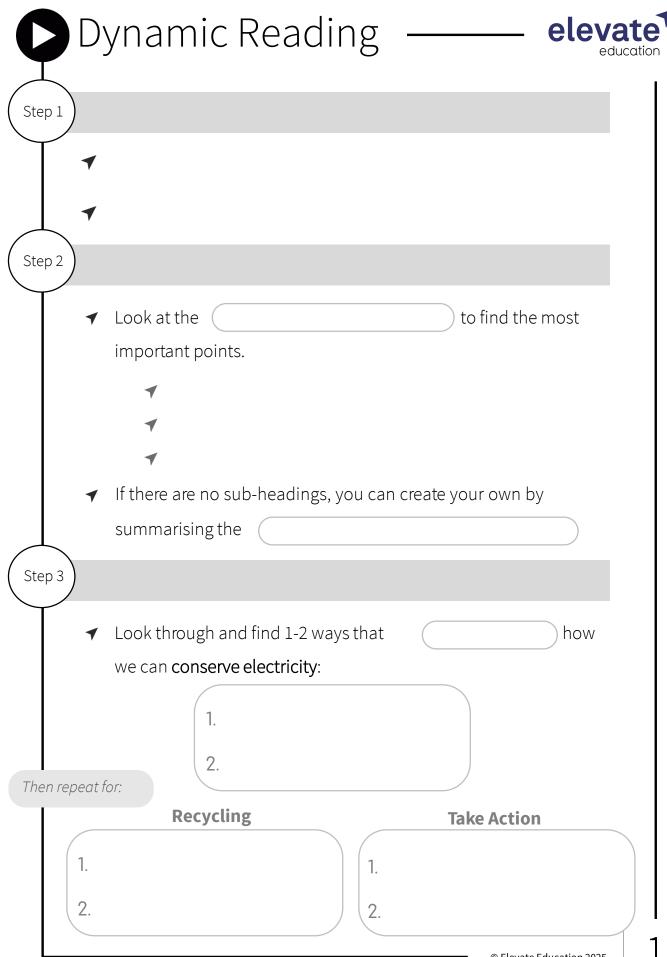
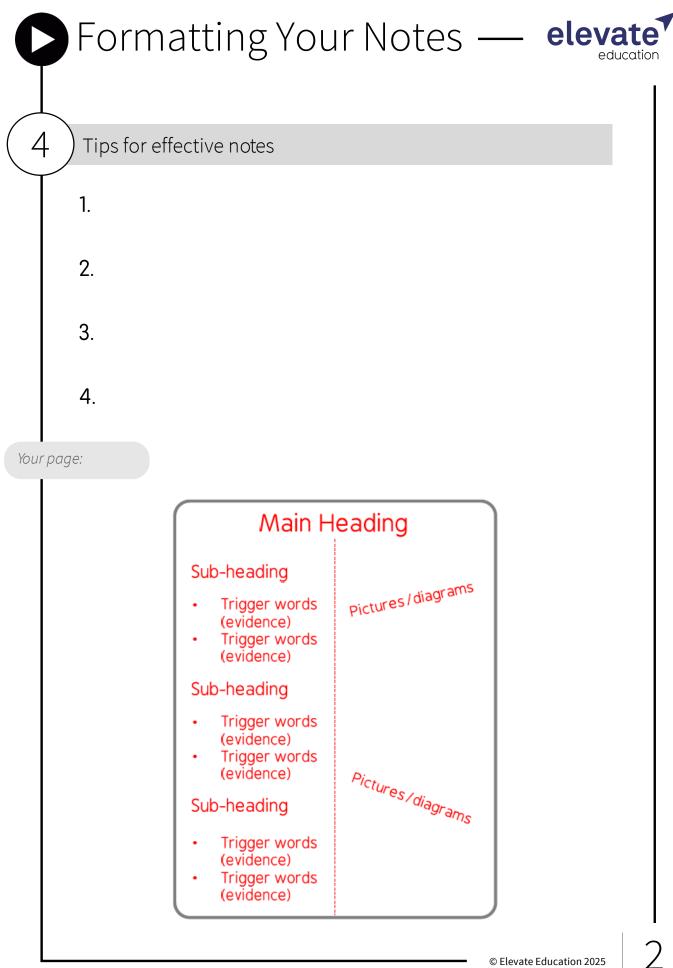
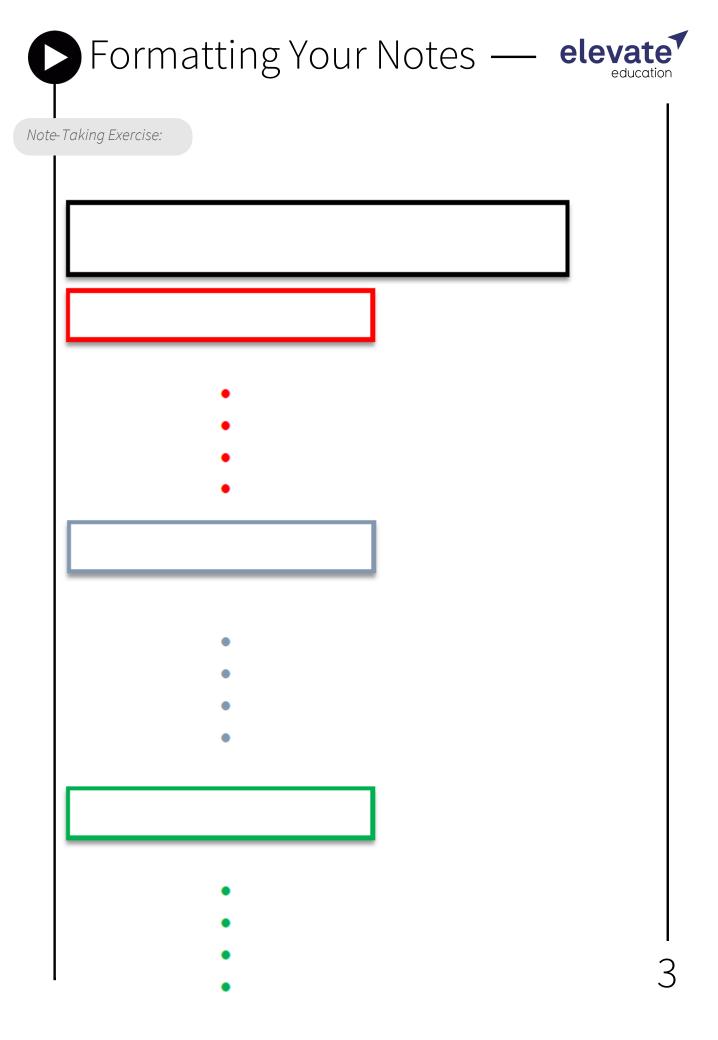


rondo

# STUDY SKILLS KICK START







### Which notes are easier to memorise?

#### Sneaker Culture

The sneaker culture is worth billions of dollars worldwide. The market, which is driven by 'sneakerheads' (people who collect and trade sneakers as a hobby), and hip-hop and lifestyle cultures continues to grow rapidly. A 2017 report by Transparency Market Research expects the global footwear market to reach\$220 billion by 2024. Sneakers have the power to transcend boundaries of gender, age and socio-economic status. What was once an underground street culture has turned into a mass consumer movement.

#### Sneaker Culture

#### <u>Market = \$ billions</u>

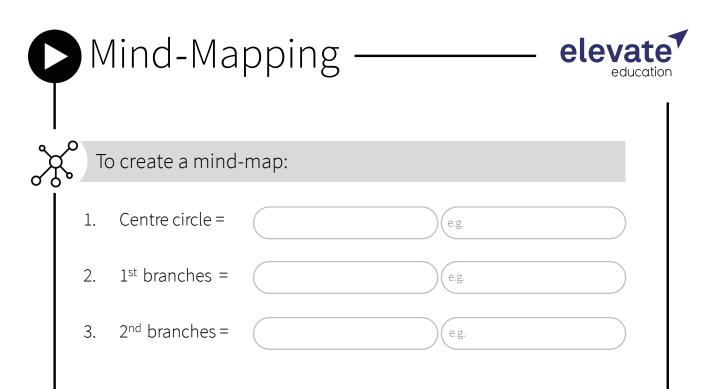
Driven by...

- Sneakerheads > collect+trade
- Hip-hop culture
- \$220 billion by 2024
- Transcend gender, age, socioeconomic
- Underground > mass consumer

#### Regular notes: 79 words

Key word notes: 20 words

Key word notes allow us to condense a large body of information into a few key phrases or words. In doing so, we reduce how much we write down and increase how much we can remember.



Mind-Mapping Exercise:

## What can we do about — elevate climate change?

You would have been living under a rock if you hadn't heard the growing protest and concern about climate change. Climate change has gone from being an issue only scientists discussed, to being a leading social issue. The problem is, with all of this talk of Global Warming, many people get lost or overwhelmed. Many people are left pondering the question, "What can I do? I am only 1 person. What kind of difference can I make?" The good news is that every single person makes a difference. You don't need to be a government or a big corporation. We can all make small changes, which, when added up, become giant leaps in saving our planet. Here are a few small things we can all do.

#### **Conserve Electricity**

Conserving electricity could have a major impact on our ability to beat climate change. Global warming means that the temperature of the earth's atmosphere is increasing. Scientists believe that the principle cause of this increase in temperature is the increase in greenhouse gases. There are a number of greenhouse gases, but the important one is Carbon Dioxide or CO2. CO2 enters the atmosphere every time we burn fossil fuels such as coal in order to make electricity. And the problem for the world is, the more energy we need to live our lives, light our homes, cook, travel etc. the more fossil fuel we need to burn and more CO2 is released into the atmosphere. The solution seems quite simple then. Reduce the amount of energy we use, then we reduce the amount of coal we burn and presto -reduce the amount of Carbon Dioxide entering the atmosphere. And this is a really easy thing for anyone to do, because at the end of the day, we all know we have been guilty of needlessly wasting electricity. So, why not use the washing line instead of using a dryer? By switching off our dryers it is estimated we would save 700 million pounds of Carbon dioxide every year. How about this for a simple action tip: switching off appliances at the wall. Even though your computer or TV may be turned off, if it is on standby, it is still consuming electricity. It is estimated that 5% of total energy consumption goes into powering appliances that are off but plugged in! By unplugging these appliances we would save 18 million pounds of carbon dioxide a year. And when we buy appliances, why not only buy appliances with only the highest energy rating? If everyone in the US bought the most energy efficient appliances it is estimated that the US would save 175 million pounds of carbon dioxide a year.

#### Recycling

Recycling is another effective way to cut down the amount of energy used to produce the goods we need. By simply keeping a regular bin and a recycling bin and taking the time to sort our plastics and paper from the normal rubbish we can make a big difference. Recycling plastic reduces the amount of energy needed to make a drink bottle by 40% and recycling paper cuts down the energy needed to make an exercise book by 70% as compared to using raw materials. We can also support recycling by purchasing recycled goods wherever available.

#### Take Action

Finally we can all make a change by taking action. Taking action doesn't have to mean joining a protest or chaining yourself to a tree. We can take action by choosing to support environmentally aware companies where ever possible. A lot airlines let you pay to carbon off-set flights, so for a few extra dollars, your flight is carbon neutral. Why not take action, by voting green. Vote for the party you think will do the most to reduce greenhouse emissions, search for clean energy sources etc. Finally, take action by making a noise. Speak to your friends and speak to your family.