

- 1p 21 “Ethics and fair trade isn’t always at the top of shoppers’ minds, but we’ve seen how this understanding can grow.” (alinea 6)
→ Welke zin verderop in de tekst maakt duidelijk wat Tony’s Chocolonely hoopt dat klanten concreet gaan doen?
Citeer (= schrijf over uit de tekst) de eerste twee woorden van deze zin.
- 1p 22 Why does Morey mention Divine and Ben and Jerry’s (paragraph 7)?
A to explain why he believes Tony’s will become popular
B to make clear Tony’s standpoint is not a unique one
C to stress that he prefers local companies over Tony’s
D to wonder if Tony’s will become profitable in England

Tekst 7

- 1p 23 What becomes clear about Nakayama in paragraphs 1 and 2?
A She felt relieved when she decided to stop being a model for fashion magazines.
B She realised she prefers a more neutral appearance over an explicitly feminine one.
C She thought dresses and long hair were required to become a successful model.
- 1p 24 What point is made about Nakayama’s decision in paragraph 3?
A It did not have a long lasting negative effect on her professional life.
B It made her very popular with a more internationally oriented public.
C It meant she had to find a new employer.
D It was clearly an impulsive move.
- 1p 25 Kies bij 25 in alinea 4 het juiste antwoord uit de gegeven mogelijkheden.
A hardly a new trend in fashion
B mostly a style adopted by musicians
C typically a temporary phenomenon
- 1p 26 What is the point made about Nakayama in paragraph 5?
A She feels obliged to pay attention to fans contacting her.
B She has had to close down all her social media accounts.
C She is using her fame to start an online career as influencer.
D She likes the fact that she is starting to become famous.
- 1p 27 What becomes clear about Nakayama in paragraph 6?
A Her professional appearance does not reflect her personality.
B Her social skills have improved as a result of the work she does.
C She has found ways to fight the boredom of long photoshoots.
D She thinks photographers deserve to be treated respectfully.

- 1p 28 “The androgynous look has been great for my career, but what’s more important than that is the fact that I feel comfortable” (alinea 7)
→ In welke alinea zegt Nakayama **voor het eerst** dat ze haar nieuwe uiterlijk als positief ervaart?
Noteer het nummer van deze alinea.

Tekst 8

- 2p 29 ‘in the next phase of the campaign’ (alinea 1)
Geef van de volgende maatregelen aan of ze al in een **eerdere** fase zijn genomen volgens alinea 2.
Omcirkel ‘wel’ of ‘niet’ achter elk nummer in de uitwerkbijlage.
- 1 extra belasting heffen op koffiebekertjes
 - 2 het gebruik van microplastics verbieden
 - 3 laten betalen voor plastic tasjes
 - 4 statiegeld vragen voor plastic flessen
- 1p 30 ‘to get Britons to change their present, polluting habits’ (alinea 2)
→ In welke zin **eerder** in de tekst wordt een voorbeeld gegeven van gedrag dat slecht is voor het milieu?
Citeer (= schrijf over uit de tekst) de eerste twee woorden van deze zin.
- 1p 31 What becomes clear about the plastic bag charge in paragraph 3?
- A It has still not resulted in a significant reduction of plastic waste.
 - B It only became successful when offenders where fined for ignoring it.
 - C It was generally accepted due to a successful awareness campaign.
 - D It was introduced after environmentalists explained the need for it.
- 1p 32 What can be concluded from paragraph 4?
- A China and India are the world’s main environmental polluters.
 - B It is difficult for the UK to get rid of its own garbage locally.
 - C People only change their behaviour if their health is at risk.
 - D The economy of Asia will get a boost from a ban on plastics.
- 1p 33 How does the final sentence round off this article?
- A by explaining why money is needed for a clean-up
 - B by giving some hopeful news related to the topic
 - C by pointing out that a plastics ban is ineffective
 - D by stressing that pollution should be tackled locally