

Resource**Work Voices #15****Sara Bonomi – Marketing Trainee**

It is helpful to view one segment at a time

Context

Sara Bonomi is from Italy and has been living in San Francisco for a few months, having learned English by living abroad. She is a trainee in marketing at Type A Machines, a start up company in San Francisco that designs and makes 3D printers. Her job involves communicating and reaching out to potential customers and finding new external markets to sell printers. Customers include architects, industrial designers and engineers etc.

Sara describes the ways in which 3D printing incorporates green technology; it is between manufacturing technology and an environmentally sustainable type of business, which produces an object by using only the exact type and quantity of materials required. It involves an *additive process*, meaning successive layers of material are laid down in different shapes to make a three-dimensional solid object.

Sara explains that Type A Machines operates a green business model, sourcing materials as much as possible from local suppliers and running the whole operation at the Tech Shop in San Francisco. Their preferred type of material is PLA which is a type of bio-plastic that is non-toxic and recyclable, in that if it is left outside it eventually decomposes and goes back into the environment.

3D printing is an industry that is really growing and companies are looking to hire in this expanding market.

Preview activities/Introductory questions

Warm up questions

How would you apply the term “green” to your everyday life?

Are there ways you could be greener in your life?

What does sustainability mean to you? Give examples.

What is a start-up company?

Vocabulary

Start-up, printing, marketing, core values, target, engineers, technology, internship, innovation, sustainability, bio-plastic, self-starter.

Focus questions

- Where did Sara learn English?
- What type of visa does she have and why did she choose this visa?

- What is 3 D Printing? Can you describe the process?
- Why is Type A Machines an environmentally green company? Give examples from Sara’s interview.
- What materials do they use in this company? Why are these materials desirable?
- What does Sara’s job involve?

Discuss responses.

Post viewing

Research

a Training courses

- Investigate the different fields for employment in sustainability.
- Find training programs in one or two areas in green technology that you could choose.
- Find the information you would need to know if you wanted to work at Type A Machines.

b Job opportunities

- Look for job opportunities in the green and sustainable business field.
- Look for job opportunities in the field of 3D printing.

Summarize findings for a and b in two paragraphs to share and discuss with the class

Reflection

- Why does Sara recommend this work?
- What kind of personal qualities does she say would work well for this job?
- What personal qualities does she bring?

Write a short reflection paragraph in response to these questions

Contact assignment

Interview someone who works in an area of green technology that interests you. Record the interview if possible.

Post it to your class blog – if you have one.

Further resources

- Green and Sustainable Business Programs at [City College of San Francisco](#)
Green & Sustainable Business Certificate of Accomplishment
Green and Sustainable Small Business Certificate
- Classes at [TechShop San Francisco](#)
- KQED Education ESL [Eco-Literacy Resources](#)