



Economics, English for Sek II

Economy and society

Producing (11)

14:45 Minuten
Two-track audio

00:50 Andrea Hildebrand is a group leader at the Züriwerk Foundation. About 400 people with disabilities make various products here, such as belts from newspaper collages for 'Primecut'. Mass production is cheap and the techniques used are suitable for producing large quantities. But each of the belts for 'Primecut' is individually made.

02:56 Nicole Achermann, lecturer for business administration, illustrates value creation by means of bread making. Machines increase productivity and create additional value. This process of creating value can take place in all the three business sectors – agriculture, industry and services.

04:38 For the production of belts, the team at Züriwerk needs, on the one hand, materials such as newspaper and webbing, and on the other hand, equipment such as tools and machines. In addition, know-how and labour are needed. These are the production factors.

07:42 Traditional manual work was based on tools. The 19th century industrialisation brought in a new age: specialised professions emerged and new production facilities – the factories. Automation freed people from heavy labour while at the same time increasing productivity, the GDP (gross domestic product), and ultimately people's prosperity.

10:29 Züriwerk is not profit-oriented. It is partly subsidised by the state. Even so, productivity is an issue here, as well.

11:48 Overfished seas and tropical deforestation are just two of the downsides of high productivity. Sustainable production requires rules. Modern labour laws in developing countries could help prevent exploitation of workers. Züriwerk has strict rules – for example, group leaders are responsible for the employees' safety.

13:07 Companies constantly have to come up with new ideas to generate new business. New fields for products and services are emerging in the area of ecology – in battery and PET-bottle recycling, for example. A new market has emerged from the idea of preserving the environment.