

# Unit 2 Lesson 7A

## Writing a Formal Email

Lesson Exercises  
Express Problem/ Solution  
Using Persuasive Writing



## Exercises 4,5 and 6

- Features of Formal Email
- Persuasive Writing Techniques
- Formal Writing Language Features

### 4 Complete the Writing box.

#### WRITING | A formal email

##### Greeting and signing off

- If you know the name of the person,
- If you don't know the person's name,
- If you start a letter Dear Sir/Madam,
- If you start a letter with a name,

- end the letter *Yours sincerely*.
- start the letter *Dear Sir or Madam*.
- start the letter *Dear Mr/Mrs/Ms Haddad*.
- end the letter *Yours faithfully*.

##### Structure of the email (or letter)

- In the introduction,
  - In the main paragraphs,
  - In the final paragraph,
  - Before you sign off,
- ask the recipient of the email/letter to take some action.
  - state the problem(s) and offer solutions.
  - mention that you expect a reply.
  - state your reasons for writing.

##### Formal writing conventions

- Don't use contractions, e.g.
  - Avoid using phrasal verbs, e.g.
  - Make points less personal/direct by using passives, e.g.
  - Make your tone less direct by using hypothetical constructions, e.g.
- use *reduce* rather than *cut down on*.
  - use *We are told that* rather than *Some people say*.
  - use *I would ask you to* rather than *Please ...*
  - use *I am writing* not *I'm writing*.

### 5 Read the email again. Match the underlined phrases A-D to the categories.

- Making a point forcefully
- Call to action/asking for action
- Giving your reasons for writing
- Explaining why the issue is important

### 6 Rewrite the sentences in a more formal style using the words in brackets.

- I heard that sea plastic is harming over 600 species. (estimated)
- It's important to look after nature. (vital)
- You've got to stop using plastic! (urge)
- All the best, Ibrahim. (faithfully)
- I'm really bothered by the amount of plastic we use. (concerned)
- Get rid of plastic packaging! (banned)
- I'm writing to tell you how bothered I am about ... (express)
- You should look into other options. (ask/investigate)
- It's important to do this right away. (essential/action)
- You must do it now. (done/urgency)

### 7 WRITING TASK Write a formal email to a coffee shop chain in your country. Describe the problem of disposable cups and urge the chain to take action.

- 🗺️ Use the Graphic Organiser to help you plan your writing.



## Ex. 4 Features of Formal Email

### 4 Complete the Writing box.

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## Features of Formal Email

## خصائص البريد الإلكتروني الرسمي

Greeting and Signing Off		تحية وخاتمة
1	If you know the name of the person, <b>start the letter Dear Mr/Mrs/Ms Haddad.</b>	إذا كنت تعرف اسم الشخص، ابدأ الرسالة <b>Dear Mr/Mrs/Ms Haddad. :-</b>
2	If you don't know the person's name, <b>start the letter Dear Sir or Madam.</b>	إذا كنت لا تعرف اسم الشخص، ابدأ الرسالة <b>Dear Sir or Madam. :-</b>
3	If you start a letter Dear Sir/Madam, <b>end the letter Yours faithfully.</b>	إذا بدأت الرسالة بـ Dear Sir/Madam، <b>اكتبها :- Yours faithfully.</b>
4	If you start a letter with a name, <b>end the letter Yours sincerely.</b>	إذا بدأت الرسالة بالاسم، <b>اكتبها :- Yours sincerely.</b>

### 4 Complete the Writing box.

#### WRITING | A formal email

##### Greeting and signing off

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b start the letter **Dear Sir or Madam.**  
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##### Structure of the email (or letter)

- 5  In the introduction,
  - 6  In the main paragraphs,
  - 7  In the final paragraph,
  - 8  Before you sign off,
- e ask the recipient of the email/letter to take some action.  
f state the problem(s) and offer solutions.  
g mention that you expect a reply.  
h state your reasons for writing.

##### Formal writing conventions

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  - 12  Make your tone less direct by using hypothetical constructions, e.g.
- i use **reduce** rather than **cut down on**.  
j use **We are told that** rather than **Some people say**.  
k use **I would ask you to** rather than **Please ...**  
l use **I am writing** not **I'm writing**.

From: Farid Asmar  
To: Customer Service  
Subject: Reduce plastic!

yesterday at 8.13 p.m.

If you don't know the person's name, **start the letter Dear Sir or Madam**

Dear Sir or Madam,

<sup>A</sup> I am writing to draw your attention to a pressing problem to which your stores are contributing significantly by their use of non-biodegradable plastic packaging.

Like many others, <sup>B</sup> I am deeply concerned by the huge quantity of plastic used to package items which simply do not require it. We are told that since the 1950s the world has produced more than eight billion tonnes of plastic, of which around 80 percent has been thrown into a landfill or left as waste in the general environment. <sup>C</sup> It is essential that we all take immediate action to prevent this.

Much of this plastic is a result of unnecessary packaging. It is vital that this is reduced as much as possible. Some supermarkets have managed to cut the amount of plastic packaging by using sustainable cardboard instead of plastic, or simply by removing unnecessary plastic from tissue boxes, pizza boxes and other items. I would ask you to investigate alternative forms of packaging for your products as a matter of urgency.

In the meantime, perhaps the quickest way to start to tackle this problem would be to sell fruit and vegetables without any extra packaging, creating a plastic-free aisle, where customers could use paper bags or their own reusable containers. Around a third of consumers say that they base their buying decisions on ethical practices, so providing an opportunity to buy fruit and vegetables plastic-free could help you to win over a large number of new customers.

<sup>D</sup> I urge you to consider these possible solutions very seriously, and do everything in your power to reduce the amount of plastic you use in packaging, to protect the planet.

I look forward to your response.

Yours faithfully,

Farid Asmar

**Features of  
Formal Email:  
Greeting and  
Sign Off**

If you start a letter Dear Sir/Madam, **end the letter Yours faithfully.**

## Features of Formal Email

## خصائص البريد الإلكتروني الرسمي

Structure of the Email		هيكل واضح
5	In the introduction, <b>state your reasons for writing.</b>	في المقدمة، اذكر سبب كتابتك للرسالة.
6	In the main paragraphs, <b>state the problem(s) and offer solutions.</b>	في الفقرات الأساسية، وضح المشكلة أو المشكلات واقترح حلولاً.
7	In the final paragraph, <b>ask the recipient of the email/letter to take some action.</b>	في الفقرة الأخيرة، اطلب من المستلم اتخاذ إجراء.
8	Before you sign off, <b>mention that you expect a reply.</b>	قبل إنهاء الرسالة، اذكر أنك تتوقع ردًا.

### 4 Complete the Writing box.

#### WRITING | A formal email

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## Features of Formal Email: Structure

From: Farid Asmar  
To: Customer Service  
Subject: Reduce plastic!

yesterday at 8.13 p.m.

In the introduction, **state your reasons for writing**

في المقدمة، اذكر سبب كتابتك للرسالة

Dear Sir or Madam,

<sup>A</sup> I am writing to draw your attention to a pressing problem to which your stores are contributing significantly by their use of non-biodegradable plastic packaging.

Like many others, <sup>B</sup> I am deeply concerned by the huge quantity of plastic used to package items which simply do not require it. We are told that since the 1950s the world has produced more than eight billion tonnes of plastic, of which around 80 percent has been thrown into a landfill or left as waste in the general environment. <sup>C</sup> It is essential that we all take immediate action to prevent this.

In the main paragraphs, **state the problem(s) and offer solutions.**

قم بتوضيح المشكلة أو المشكلات، ثم قدم الحلول المقترحة

Much of this plastic is a result of unnecessary packaging. It is vital that this is reduced as much as possible. Some supermarkets have managed to cut the amount of plastic packaging by using sustainable cardboard instead of plastic, or simply by removing unnecessary plastic from tissue boxes, pizza boxes and other items. I would ask you to investigate alternative forms of packaging for your products as a matter of urgency.

In the meantime, perhaps the quickest way to start to tackle this problem would be to sell fruit and vegetables without any extra packaging, creating a plastic-free aisle, where customers could use paper bags or their own reusable containers. Around a third of consumers say that they base their buying decisions on ethical practices, so providing an opportunity to buy fruit and vegetables plastic-free could help you to win over a large number of new customers.

In the final paragraph, **ask the recipient of the email/letter to take some action.**

اطلب من المستلم اتخاذ إجراء مناسب لمعالجة المشكلة

<sup>D</sup> I urge you to consider these possible solutions very seriously, and do everything in your power to reduce the amount of plastic you use in packaging, to protect the planet.

Before you sign off, **mention that you expect a reply.**

اذكر أنك تتوقع ردًا، ثم اختم الرسالة بشكل مناسب.

I look forward to your response.

Yours faithfully,

Farid Asmar

## Features of Formal Email

## خصائص البريد الإلكتروني الرسمي

Formal Writing Conventions /Language Features		قواعد الكتابة الرسمية
9	Don't use contractions, e.g. <b>use I am writing not I'm writing.</b>	لا تستخدم الاختصارات، اكتب <b>I am writing</b> بدلاً من <b>I'm writing.</b>
10	Avoid using phrasal verbs, e.g. <b>use reduce rather than cut down on.</b>	تجنب استخدام الأفعال المركبة، واستخدم <b>reduce</b> بدلاً من <b>cut down on.</b>
11	Make points less personal/direct by using passives, e.g. <b>use We are told that rather than Some people say.</b>	اجعل الجمل أقل مباشرة باستخدام المبني للمجهول، مثل <b>We are told that</b> بدلاً من <b>Some people say.</b>
12	Make your tone less direct by using <b>hypothetical constructions</b> , e.g. <b>use I would ask you to rather than Please...</b>	اجعل نبرة الكتابة أقل حدة باستخدام تراكيب افتراضية، مثل <b>I would ask you to</b> بدلاً من <b>Please...</b>

### 4 Complete the Writing box.

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# Formal Writing Conventions in the Email

## قواعد الكتابة الرسمية في البريد الإلكتروني

### 1. No Contractions (■)

These sentences use full forms instead of contractions:

- I am writing to draw your attention...
- I am deeply concerned by the huge quantity of plastic...
- It is essential that we all take immediate action...
- It is vital that this is reduced...
- I look forward to your response.

✓ Avoids informal forms like “I’m,” “it’s,” “don’t,” etc.

### 2. Avoids Phrasal Verbs (■)

Formal verbs are used instead of casual phrasal verbs:

- reduce (instead of cut down on)
- remove (instead of take out / get rid of)
- ✓ Makes the writing more academic and professional.

### 3. Passive Voice for Objectivity (■)

Used to sound less personal and more neutral:

- We are told that since the 1950s the world has produced...

✓ Avoids direct phrases like “Some people say.”

### 4. Hypothetical Constructions (■)

Polite and indirect suggestions using “**would,**” “**could,**” or “**urge**”:

- I would ask you to investigate alternatives...
- Perhaps the quickest way... would be to sell fruit without packaging.
- Customers could use paper bags...
- I urge you to consider these solutions...

✓ Sounds respectful and persuasive without being demanding.

Dear Sir or Madam,

■ **I am writing** to draw your attention to a pressing problem to which your stores are contributing significantly by their use of non-biodegradable plastic packaging.

Like many others, ■ **I am deeply concerned** by the huge quantity of plastic used to package items which simply do not require it. ■ **We are told that** since the 1950s the world has produced more than eight billion tonnes of plastic, of which around 80 percent has been thrown into a landfill or left as waste in the general environment. ■ **It is essential that** we all take immediate action to prevent this.

Much of this plastic is a result of unnecessary packaging. ■ **It is vital that this is reduced** as much as possible.

Some supermarkets have managed to ■ **reduce** (instead of phrasal verb **cut down on**) the amount of plastic packaging by using sustainable cardboard instead of plastic, or simply by ■ **removing** (**take out / get rid of**) unnecessary plastic from tissue boxes, pizza boxes and other items. ■ **I would ask you to** investigate alternative forms of packaging for your products as a matter of urgency.

In the meantime, **perhaps** the quickest way to start to tackle this problem ■ **would be** to sell fruit and vegetables without any extra packaging, creating a plastic-free aisle, where ■ **customers could** use paper bags or their own reusable containers. Around a third of consumers say that they base their buying decisions on ethical practices, so providing an opportunity to buy fruit and vegetables plastic-free could help you to win over a large number of new customers.

■ **I urge you to consider** these possible solutions very seriously, and do everything in your power to ■ **reduce** (instead of phrasal verb **cut down on**) the amount of plastic you use in packaging, to protect the planet.

**I look forward to** your response.

**Yours faithfully,**  
**Farid Asmar**

# Persuasive Writing Techniques

## اساليب الكتابة الإقناعية

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- 1  Making a point forcefully
- 2  Call to action/asking for action
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## 3 Giving your reasons for writing

توضيح أسباب الكتابة

## 2 Call to action/asking for action

دعوة إلى اتخاذ إجراء / طلب اتخاذ إجراء

## 4 Explaining why the issue is important

شرح سبب أهمية المشكلة

## 1 Making a point forcefully

التعبير عن وجهة نظر بقوة

## 5 Read the email again. Match the underlined phrases A-D to the categories.

- Making a point forcefully **C**
- Call to action/asking for action **D**
- Giving your reasons for writing **A**
- Explaining why the issue is important **B**

## Practice Formal Language for Emails

### 6 Rewrite the sentences in a more formal style using the words in brackets.

- 1 I heard that sea plastic is harming over 600 species. (estimated)
- 2 It's important to look after nature. (vital)
- 3 You've got to stop using plastic! (urge)
- 4 All the best, Ibrahim. (faithfully)
- 5 I'm really bothered by the amount of plastic we use. (concerned)
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- 7 I'm writing to tell you how bothered I am about ... (express)
- 8 You should look into other options. (ask/investigate)
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# Formal Language for Emails


	Informal Sentence	Formal Sentence
1	I heard that sea plastic is harming over 600 species.	It is <b>estimated</b> that sea plastic is harming over 600 species.
2	It's important to look after nature.	It is <b>vital</b> to <b>look after</b> nature.
3	You've got to stop using plastic!	I <b>urge</b> you to stop using plastic.
4	All the best, Ibrahim.	<b>Yours faithfully</b> , Ibrahim (+ surname).
5	I'm really bothered by the amount of plastic we use.	I am <b>deeply concerned</b> by the amount of plastic we use.
6	Get rid of plastic packaging!	Plastic packaging should be <b>banned</b> .
7	I'm writing to tell you how bothered I am about ...	I am writing to <b>express</b> my concern about ...
8	You should look into other options.	I would <b>ask</b> you to <b>investigate</b> other options.
9	It's important to do this right away.	It is <b>essential</b> to take <b>immediate action</b> .
10	You must do it now.	This must be done as a matter of <b>urgency</b> .

## 6 Rewrite the sentences in a more formal style using the words in brackets.

- 1 I heard that sea plastic is harming over 600 species. (estimated)
- 2 It's important to look after nature. (vital)
- 3 You've got to stop using plastic! (urge)
- 4 All the best, Ibrahim. (faithfully)
- 5 I'm really bothered by the amount of plastic we use. (concerned)
- 6 Get rid of plastic packaging! (banned)
- 7 I'm writing to tell you how bothered I am about ... (express)
- 8 You should look into other options. (ask/investigate)
- 9 It's important to do this right away. (essential/action)
- 10 You must do it now. (done/urgency)

No.	Informal Sentence	Formal Sentence (with key changes)	
1	I heard that sea plastic is harming over 600 species.	It is <b>estimated</b> that sea plastic is harming over 600 species.	من المقدّر أن البلاستيك في البحار يضر بأكثر من 600 نوع.
2	It's important to look after nature.	It is <b>vital</b> to look after nature.	من الضروري العناية بالطبيعة.
3	You've got to stop using plastic!	I <b>urge</b> you to stop using plastic.	أحثّك على التوقف عن استخدام البلاستيك.
4	All the best, Ibrahim.	<b>Yours faithfully</b> , Ibrahim (+ surname).	وتفضلوا بقبول فائق الاحترام، إبراهيم (+ اسم العائلة).
5	I'm really bothered by the amount of plastic we use.	I am <b>deeply concerned</b> by the amount of plastic we use.	أشعر بقلق بالغ من كمية البلاستيك التي نستخدمها.
6	Get rid of plastic packaging!	Plastic packaging should be <b>banned</b> .	يجب أن يتم حظر التغليف البلاستيكي.
7	I'm writing to tell you how bothered I am about ...	I am writing to <b>express</b> my concern about ...	أكتب هذه الرسالة لـ أعبر عن قلقي بشأن...
8	You should look into other options.	I would <b>ask</b> you to <b>investigate</b> other options.	أود أن أطلب منكم دراسة خيارات أخرى.
9	It's important to do this right away.	It is <b>essential</b> to take <b>immediate action</b> .	من الأساسي اتخاذ إجراء فوري.
10	You must do it now.	This must be done as a matter of <b>urgency</b> .	يجب القيام بذلك على وجه السرعة.

**7 WRITING TASK** Write a formal email to a coffee shop chain in your country. Describe the problem of disposable cups and urge the chain to take action.

 Use the Graphic Organiser to help you plan your writing.

4 Complete the Writing box.

#### WRITING | A formal email

##### Greeting and signing off

- 1  If you know the name of the person,
- 2  If you don't know the person's name,
- 3  If you start a letter Dear Sir/Madam,
- 4  If you start a letter with a name,

- a end the letter *Yours sincerely*.
- b start the letter *Dear Sir or Madam*.
- c start the letter *Dear Mr/Mrs/Ms Haddad*.
- d end the letter *Yours faithfully*.

##### Structure of the email (or letter)

- 5  In the introduction,
  - 6  In the main paragraphs,
  - 7  In the final paragraph,
  - 8  Before you sign off,
- e ask the recipient of the email/letter to take some action.
  - f state the problem(s) and offer solutions.
  - g mention that you expect a reply.
  - h state your reasons for writing.

##### Formal writing conventions


- 9  Don't use contractions, e.g.
  - 10  Avoid using phrasal verbs, e.g.
  - 11  Make points less personal/direct by using passives, e.g.
  - 12  Make your tone less direct by using hypothetical constructions, e.g.
- i use *reduce* rather than *cut down on*.
  - j use *We are told that* rather than *Some people say*.
  - k use *I would ask you to* rather than *Please ....*
  - l use *I am writing* not *I'm writing*.

5 Read the email again. Match the underlined phrases A–D to the categories.

- 1  Making a point forcefully
- 2  Call to action/asking for action
- 3  Giving your reasons for writing
- 4  Explaining why the issue is important

6 Rewrite the sentences in a more formal style using the words in brackets.

- 1 I heard that sea plastic is harming over 600 species. (estimated)
- 2 It's important to look after nature. (vital)
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- 4 All the best, Ibrahim. (faithfully)
- 5 I'm really bothered by the amount of plastic we use. (concerned)
- 6 Get rid of plastic packaging! (banned)
- 7 I'm writing to tell you how bothered I am about ... (express)
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- 9 It's important to do this right away. (essential/action)
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**7 WRITING TASK** Write a formal email to a coffee shop chain in your country. Describe the problem of disposable cups and urge the chain to take action.  
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**GRAPHIC ORGANISER 2** **An email**  
2.7A WRITING (A formal email)

1 Make notes in the boxes for each paragraph.

**Paragraph 1**  
Greet the intended recipient of your email and state your reason(s) for writing:

**Paragraph 2**  
State the problem(s) and offer solutions:

**Paragraph 3**  
Ask the recipient to take some action:

**Paragraph 4**  
Mention that you expect a reply and then sign off:

ابدأ بتحيةة الشخص  
الموجه إليه البريد  
الإلكتروني، ثم وضح  
سبب أو أسباب كتابة  
الرسالة

قم بتوضيح المشكلة  
أو المشكلات، ثم قدم  
الحلول المقترحة

اذكر أنك تتوقع ردًا، ثم  
اختتم الرسالة بشكل  
مناسب.

اطلب من المستلم  
اتخاذ إجراء مناسب  
لمعالجة المشكلة.

## GRAPHIC ORGANISER 2

## An email 2.7A WRITING (A formal email)

1 Make notes in the boxes for each paragraph.

### Paragraph 1

I am writing to express concern about a large number of disposable cups used in your coffee shops.

These cups are often made of or lined with work-hally every year, making them difficult to recycle and harmful to the environment.

Dear Sir or Madam,

### Paragraph 2

Billions of disposable cups are used globally every year, and many end up in landfills or as litter in our streets, parks, and oceans.

This waste could be reduced if customers were encouraged to bring their own reusable cups. Some coffee chains offer discounts or loyalty points for this, while others use returnable cup systems. Another possible solution is to switch to biodegradable or compostable cups. Adding recycling instructions and reducing unnecessary lids or sleeves would also help.

These small changes could show customers that your company cares about sustainability.

### Paragraph 4

I look forward to your reply and then sign off:

### Paragraph 3

I urge you to consider these suggestions seriously and take steps to reduce disposable cup use in your stores. Doing so would make a positive difference to the environment.

Lina Khaled

## Example Email to a Coffee Shop Chain (Ex. 7)

**Dear Sir or Madam,**

I am writing to express my concern about the large number of disposable cups used in your coffee shops. These cups are often made of or lined with plastic, making them difficult to recycle and harmful to the environment.

Billions of disposable cups are used globally every year, and many end up in landfills or as litter in our streets, parks, and oceans. This waste could be reduced if customers were encouraged to bring their own reusable cups. Some coffee chains offer discounts or loyalty points for this, while others use returnable cup systems. Another possible solution is to switch to biodegradable or compostable cups. Adding recycling instructions and reducing unnecessary lids or sleeves would also help. These small changes could show customers that your company cares about sustainability.

I urge you to consider these suggestions seriously and take steps to reduce disposable cup use in your stores. Doing so would make a positive difference to the environment.

I look forward to your response.

**Yours faithfully,**

**Lina Khaled**

**عزيزي/عزيزتي موظف خدمة العملاء،**

أكتب إليكم لأعبر عن قلقي بشأن العدد الكبير من الأكواب ذات الاستخدام الواحد المستخدمة في مقاهيكم. غالبًا ما تُصنع هذه الأكواب من البلاستيك أو تُبطن به، مما يجعل من الصعب إعادة تدويرها ويسبب ضررًا للبيئة.

يتم استخدام مليارات الأكواب ذات الاستخدام الواحد حول العالم كل عام، وينتهي المطاف بالعديد منها في مكبات النفايات أو كقمامة في الشوارع والحدائق والمحيطات. يمكن تقليل هذا الهدر إذا تم تشجيع الزبائن على إحضار أكواب قابلة لإعادة الاستخدام. تقدم بعض سلاسل المقاهي خصومات أو نقاط ولاء لهذا الغرض، بينما تستخدم سلاسل أخرى أنظمة إعادة الكوب. حل آخر محتمل هو التحوّل إلى استخدام أكواب قابلة للتحلل أو التسميد. كما أن توفير تعليمات لإعادة التدوير وتقليل عدد الأغذية أو الأكمام غير الضرورية سيساعد أيضًا. هذه التغييرات الصغيرة يمكن أن تُظهر للعملاء أن شركتكم تهتم بالاستدامة.

أحثكم على أخذ هذه الاقتراحات على محمل الجد واتخاذ خطوات لتقليل استخدام الأكواب ذات الاستخدام الواحد في متاجركم. إن القيام بذلك سيحدث فرقًا إيجابيًا للبيئة.

أتطلع إلى رديكم.  
مع خالص التحية،  
لينا خالد

## Email to a Coffee Shop Chain (Structure) تطبيق الهيكل

### Paragraph 1 – Greet and state your reason for writing:

Dear Sir or Madam,

I am writing to express my concern about the large number of disposable cups used in your coffee shops. These cups are often made of or lined with plastic, making them difficult to recycle and harmful to the environment.

### Paragraph 2 – State the problem(s) and offer solutions:

Billions of disposable cups are used globally every year, and many end up in landfills or as litter in our streets, parks, and oceans. This waste could be reduced if customers were encouraged to bring their own reusable cups. Some coffee chains offer discounts or loyalty points for this, while others use returnable cup systems. Another possible solution is to switch to biodegradable or compostable cups. Adding recycling instructions and reducing unnecessary lids or sleeves would also help. These small changes could show customers that your company cares about sustainability.

### Paragraph 3 – Ask the recipient to take some action:


I urge you to consider these suggestions seriously and take steps to reduce disposable cup use in your stores. Doing so would make a positive difference to the environment and your brand image.

### Paragraph 4 – Mention that you expect a reply and sign off:

I look forward to your response.

Yours faithfully,  
Lina Khaled

**7 WRITING TASK** Write a formal email to a coffee shop chain in your country. Describe the problem of disposable cups and urge the chain to take action.

 Use the Graphic Organiser to help you plan your writing.

## Formal Writing Language Features

## تطبيق أساليب الكتابة الرسمية

Dear Sir or Madam,

I am writing to express my concern about the large number of disposable cups used in your coffee shops. These cups are often made of or lined with plastic, making them difficult to recycle and harmful to the environment.

Billions of disposable cups are used globally every year, and many end up in landfills or as litter in our streets, parks, and oceans. This waste could be reduced if customers were encouraged to bring their own reusable cups.

Some coffee chains offer discounts or loyalty points for this, while others use returnable cup systems. Another possible solution is to switch to biodegradable or compostable cups. Adding recycling instructions and reducing unnecessary lids or sleeves would also help. These small changes could show customers that your company cares about sustainability.

I urge you to consider these suggestions seriously and take steps to reduce disposable cup use in your stores. Doing so would make a positive difference to the environment.

I look forward to your response.

Yours faithfully,

Lina Khaled

Color	Feature (English)	خصائص استخدام اللغة الرسمية
Blue	No contractions	عدم استخدام الاختصارات
Brown	Formal greetings and closings	التحيات والخاتمة الرسمية
Yellow	Formal verbs (not phrasal verbs)	استخدام أفعال رسمية بدلاً من الأفعال المركبة
Green	Passive voice	استخدام المبني للمجهول لتقليل النبرة الشخصية
Orange	Hypothetical / polite constructions	استخدام تراكييب افتراضية غير مباشرة (مثال: I would ask you could, 'to might, urge you)



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LEARN**

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