NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2020

CONSUMER STUDIES
MARKING GUIDELINES

Time: 3 hours 200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

IEB Copyright © 2020

SECTION A FOOD AND NUTRITION AND CONSUMER-RELATED ISSUES

QUESTION 1 MULTIPLE CHOICE

1.1 A D E (any order) (3)R

1.2 B (1)R

1.3 B C E (any order) (3)R

1.4 D (1)R
[8]

QUESTION 2 MATCH THE COLUMNS

2.1 G

2.2 A

2.3 D

2.4 F

2.5 B **[5]**U

QUESTION 3

3.1 *Define the health condition* obesity.

Obesity is an abnormal accumulation of body fat relative to a person's height. ✓
Obesity is a condition of excessive fatness to the extent it increases the risk of illness/ has a harmful effect on health✓.
A person is said to be obese if his/her body weight is at least 20% more than his/her ideal body weight. ✓
Obesity is a condition when a person's weight exceeds a standard based on height. ✓ (Any 2)R

3.2 *Explain why type 2 diabetes is often associated with obesity.*

Type 2 diabetes is more likely to occur in obese people as excess fat makes body cells resistant to insulin ✓ and the pancreas can no longer produce enough insulin ✓ to overcome the resistance. Instead of moving the glucose into the cells and changing it into energy, glucose builds up in the bloodstream, ✓ rapidly raising blood glucose levels. ✓ (2)ANA

IEB Copyright © 2020

3.3 *Name four symptoms of type 2 diabetes.*

- Excessive/increased hunger ✓
- Excessive thirst ✓
- Frequent urination ✓
- Fatigue/tiredness ✓
- Irritability ✓
- Poor eyesight/blurred vision ✓
- Slow wound healing ✓
- Regular infections ✓
- Poor digestion ✓
- Tingling or numbness in fingers and toes. ✓ (4)R

3.4 *Identify two lifestyle changes that a person can make to manage type 2 diabetes.*

- Exercise regularly. ✓
- Avoid stress. ✓
- Maintain a healthy weight. ✓
- Stop smoking. ✓
- Limit/avoid alcohol. ✓
- Follow a healthy diet. ✓ (2)R

[10]

QUESTION 4

4.1 *Identify the following logo:*



The Heart Mark ✓ (1)APP

4.2 *This logo is beneficial to people suffering from certain nutrition-related health conditions. Name two of these conditions.*

- High blood cholesterol ✓
- High blood pressure ✓
- Coronary heart disease ✓
- Atherosclerosis ✓
- Diabetes ✓
- Constipation ✓ (2)APP

4.3 *Explain the health risks if food that is high in cholesterol is consumed regularly.*

Too much cholesterol in the blood increases the risk of heart diseases. ✓ A high level of cholesterol in the blood can cause a build-up of fatty plaque on the inner walls of arteries, obstructing the blood flow ✓ through the arteries. When the heart doesn't receive sufficient oxygen-rich blood the risk of a heart attack increases. ✓
A decreased blood flow to the brain can also cause a stroke. ✓ (4)U

IEB Copyright © 2020

4.4 *Identify and describe the two types of cholesterol.*

Low-density lipoprotein cholesterol (LDL-C) ✓ is the "bad" cholesterol ✓ that builds up on the inner walls of arteries and is known as plaque; ✓ it hardens and narrows the arteries in a process known as arteriosclerosis. ✓

High-density lipoprotein cholesterol (HDL-C) ✓ is the "good" cholesterol ✓ that carries excess cholesterol to the liver where it is broken down to be excreted. ✓ (2 × 2 = 4)ANA

[11]

QUESTION 5

Differentiate between the eating disorders anorexia nervosa *and* bulimia nervosa *by completing the table below:*

	Anorexia	**Bulimia**
Description **(4)**	An eating disorder causing people to obsess about weight and what they eat. ✓ Anorexia is characterised by a distorted body image, with an unwarranted fear of being overweight. ✓ A psychological condition (emotional issues) of voluntary self-starvation and emaciation. ✓ (2)	A serious eating disorder marked by bingeing, ✓ followed by methods to avoid weight gain. ✓ Most commonly, this means vomiting (purging). But it can also mean excessive exercising or fasting. ✓ (2)
Symptoms **(4)**	Refusal to eat enough to maintain their body weight for their age and height. ✓ Secrecy and denial. ✓ Intense fear of gaining weight. ✓ Body image distortion/low self-esteem. ✓ Amenorrhea (menstruation stops and might not return for years); ✓ this can lead to osteoporosis and infertility. ✓ Dry skin ✓ and brittle, dry hair on their cheeks, back of the neck, arms and legs. ✓ Cold feet and hands. ✓ Constipation. ✓ (2)	Fear of becoming fat, influenced by a distorted image of what shape and size they are. ✓ Kidney problems and oedema. ✓ Muscle weakness. ✓ Constipation. ✓ Headaches brought on by loss of potassium and chloride caused by vomiting. ✓ Sore throat. ✓ Swollen salivary glands. ✓ Tiredness. ✓ Dental problems. ✓ Bad breath. ✓ (2)
Management **(2)**	Regain a healthy weight. ✓ Stick to the treatment plan. ✓ Identify situations that might trigger bad eating habits. ✓ Join a support group. ✓ Maintain a healthy body weight and obtain information about healthy nutrition. ✓ Psychotherapy. ✓ Medication such as antidepressants. ✓ Hospitalisation in serious cases. ✓ (2)	

[10]

QUESTION 6

6.1 *Identify the malnutrition-related conditions that Lebo and Michaela are suffering from.*

Lebo – kwashiorkor ✓
Michaela – marasmus ✓ (2)ANA

6.2 *Name the main cause(s) of each of these conditions.*

Kwashiorkor – protein deficiency ✓
Marasmus – protein/adequate energy deficiency ✓ (2)R

6.3 *Advise parents how to manage and prevent these conditions.*

Management:

- Treat symptoms like diarrhoea immediately or get help. ✓
- While kwashiorkor is a condition related to malnutrition, merely feeding a child will not correct all the deficiencies and effects of the condition. ✓
- If a child has gone without sufficient protein and nutrients for a long time, eating food containing these nutrients can be a shock to the child's system if they are not introduced carefully. ✓ It may take a week or more to safely reintroduce these food types.
- Many children with kwashiorkor will also develop lactose intolerance. As a result, they may need to avoid milk products or take enzymes so that their bodies can digest milk. ✓
- Additionally, if a child's condition is so advanced that they are in shock with low blood pressure and a high heart rate, they may need to take medication to support their blood pressure. ✓

Prevention:

- Ensure they do not have a health condition that makes it difficult to absorb or process nutrients correctly. ✓
- Parent should be educated regarding nutrition and the importance of including complete protein sources in a toddler's diet. ✓
- Ensure that they are not consuming the wrong nutrients or too much of one and not enough of another. ✓
- Ensure that these children are eating enough nutrient-dense foods. ✓

(6)E
[10]

IEB Copyright © 2020

QUESTION 7

Differentiate between functional and nutraceutical foods and give two examples of either one.

Functional Foods

Food and food components that provide more benefits than just normal basic nutrition. ✓
These foods provide essential nutrients for normal growth, repair and maintenance, but they also include biologically active components. ✓
These foods are claimed to improve health or well-being. ✓
Components other than traditional vitamins and minerals are included, such as phytonutrients or bioactive substances. ✓
Functional foods are foods that have an ingredient with health-promoting properties over and above their nutritional value. ✓ **(Any 3)**

Nutraceutical Foods

A food or a nutrient believed to have some curative ✓ properties.
Food is used as medication.✓ These food sources contain extra health benefits. ✓
General well-being, controlling symptoms and the prevention of malignant processes are promoted through non-specific biological therapies. ✓
Nutraceuticals are foods that are used for their health-promoting, disease-preventing and medicinal properties. ✓ These foods contain natural bioactive compounds. ✓
Functional foods can be used as nutraceutical foods. ✓ **(Any 3)**

Examples

probiotic yoghurts
tomatoes – lycopene
raspberries – ellagic acid
kale – lutein
broccoli – sulforaphane
fortified – calcium-fortified orange juice (bone health)
enriched/enhanced – folate-enriched breads (proper foetal development)
infant foods
hypoallergenic foods such as gluten-free foods, lactose-free foods
weight-loss foods
bananas
dark chocolates
almonds

(Any 2)
[8]ANA

IEB Copyright © 2020

QUESTION 8

Discuss how organic foods may contribute to successful sustainable farming.

For a farm to be sustainable, food must be grown without depleting natural resources. ✓ The nutrients taken from the soil must be replaced using natural methods. ✓ For food to be certified as organic, soil needs to be fed naturally by using good, natural compost, together with manure. ✓ This will reduce the amount of greenhouse gases emitted as these well-cultivated fields will retain them ✓ resulting in a healthier environment. These healthy soils will have a better defence against pests and diseases, reducing the need for herbicides and pesticides ✓ and ensuring a healthier environment. When implemented, this efficient use of resources will lead to natural controls and bio-cycles expected from sustainable farming. ✓ Organic food is sold at much higher prices than conventionally grown food. Thus, growing organic food might lead to a profitable business ensuring economic equity for these growers ✓ leading to economic sustainability, and sustainable farms should be economically viable. ✓ As organic food is a labour-intensive agricultural practice, jobs will be created and social sustainability will result. As organic foods are cultivated or reared without the use of chemical pesticides, herbicides, fertilisers or GMOs, ✓ foods are natural, reducing health risk, ✓ (e.g. cancer, which is linked to chemicals ✓) and thus contributing to environmental and economic sustainability✓.

[8]CR

70 marks

SECTION B CLOTHING

QUESTION 9

9.1 B (1)R

9.2 C D (any order) (2)U

9.3 A C D (any order) (3)R

9.4 C (1)U
[7]

QUESTION 10

10.1 C

10.2 A

10.3 F

10.4 E **[4]**R

QUESTION 11

11.1 *Identify the four reasons for fashion change and give two examples of each.*

Economic factors ✓	Recession ✓ Depressions ✓ Inflation ✓ Wealth ✓ Poverty ✓	**(any 2)**
Social factors ✓	Famous personalities/influential people✓ Different market segments ✓ (age/disabilities/ethnic or religious group) Geographical segments ✓ (city vs rural) Higher education levels ✓ Cross-cultural contact ✓ Cultural festivals ✓ Current events ✓ Lifestyle influences ✓	**(any 2)**
Technological factors ✓	The development of synthetic fibres ✓ New finishing processes ✓ Improvement of fabric properties ✓ New production methods ✓ Mass media/communication ✓ Marketing/advertising ✓ Improved distribution methods ✓	**(any 2)**
Political and legal factors ✓	Legislation/Law✓ Trade relations between countries ✓ Demographics ✓	**(any 2)**

(12)R

11.2 *State five advantages of corporate wear.*

- Staff members are easily identified. ✓
- There is less stress about what to wear to work. ✓
- It may be cheaper than buying work clothes. ✓
- A basic standard of appearance is created. ✓
- It projects the image or identity of the company. ✓ (5)R

11.3 *Discuss the importance of first impressions during an interview.*

First impressions can have a lasting impact on peoples' feeling about you as an employee, ✓ so the first 30 seconds to 4 minutes of an interview are arguably the most important. Making a good first impression will show that you are confident ✓ in your abilities. Making sure you are dressed smartly and professionally ✓ is the first step towards making your first impression count and winning your interviewer around. A bad impression can rarely be remedied. ✓ When it comes to making a good first impression, you must take the time to perfect a look (includes clothing, personal hygiene, body language and facial expression); be sure of the image you want to project – this will depend on the market in which you circulate. ✓ Choose smart clothes that will flatter your shape, and dress for work, rather than play; consider accessories and your personal grooming, as well as the outfit that you'll wear. ✓ Competition in the world of business is fierce; making a good first impression is vital, and can be the difference between impressing your potential boss, or being left out in the cold. ✓ Improving on your personal image is a simple way to enhance a potential employer's first opinion of you, and can reinforce your reliability ✓ and competence ✓ in your field. Thus, a person who is dressed appropriately and smartly for an interview will give the impression that that he/she is confident, ready to learn and ready to do a good job. ✓ On the other hand, if you arrive at an interview and do not look the part it might take time before your colleagues and boss realise your potential and capability. ✓ (5)E

11.4 *Give an example of an outfit that will make a positive first impression during an interview as a doctor at a private hospital.*

Woman	Man
Skirt or trousers in neutral colour ✓ White blouse/top ✓ Jacket to match bottom ✓ Pair of neat shoes ✓ Minimal accessories ✓ **(Any suitable outfit for an interview)**	Trousers in a neutral colour ✓ White shirt ✓ Jacket ✓ Neat shoes ✓ Tie/belt ✓ **(Any suitable outfit for an interview)**

(4)R

11.5 *Identify and discuss the steps to follow for successful wardrobe planning.*

Determine your needs ✓	Plan your wardrobe according to your lifestyle. ✓ Different facets of your life will require different types of clothing. ✓
Evaluate your existing wardrobe ✓	Determine what you have in your wardrobe ✓ and what you wear frequently. To determine what you want to keep, take your career plans, personality and lifestyle into account. ✓ Get rid of clothing you no longer wear. ✓
Examine your available resources ✓	Clothes are expensive✓ and fashions change every season. ✓ Your budget will determine what clothes you can buy. ✓
Compile a list of items that will complement your current wardrobe ✓	Compare your work clothes to a basic working wardrobe. ✓ Make a list of the clothing items you need to complete a basic working wardrobe. ✓ This will help to avoid unnecessary purchases. ✓

(4)R + (4)APP

11.6 *Choose either wardrobe A or B and analyse its suitability for a Grade 4 teacher. His/her job description includes the teaching of Physical Education (PE).*

Wardrobe A:

- This teacher does not have any sport clothes in her current wardrobe. ✓
- Her shoes will work for meetings or other formal occasions at school, but will not work if she has to do any physical activities. ✓ She will need sport shoes (sneakers/takkies) to run with the kids. ✓
- She needs a tracksuit for winter sport classes. ✓
- T-shirts and sport shorts ✓ will have to be added to her wardrobe for different activities.
- If the school has a swimming pool, she will need a swimming costume. ✓
- The denim short is inappropriate for a schoolteacher and should rather be replaced with shorts that is more appropriate for physical activities✓.
- The wardrobe will be appropriate for normal school day class activities✓.
- Candidates may select items from chosen wardrobe and analyse whether it is suitable or not. (Maximum of two (2) marks if items are merely listed.)

IEB Copyright © 2020

Wardrobe B:

- This teacher does not have any sport clothes in his current wardrobe. ✓
- His shoes are appropriate ✓ for his job as a grade 4 teacher as he will be able to wear the sport shoes (sneakers/takkies) for lessons and the formal shoes for meetings and formal occasions. ✓
- He has an informal jacket for colder days, ✓ but will benefit from having a tracksuit in his wardrobe. ✓
- He also needs t-shirts and shorts✓ in his wardrobe for daily physical education lessons. ✓
- If the school has a swimming pool, he will need a swimming costume. ✓
- Shirts, jackets, jeans and chinos are appropriate for meetings and daily class activities. ✓
- Suit can be worn at prize-giving ceremonies and formal occasions. ✓
- Candidates may select items from chosen wardrobe and analyse whether it is suitable or not. (Maximum of two (2) marks if items are only listed.)

(5)ANA
[39]

50 marks

IEB Copyright © 2020

SECTION C HOUSING AND FURNISHINGS AND CONSUMER-RELATED ISSUES

QUESTION 12

12.1 A D F (any order) (3)R

12.2 D (1)R

12.3 C D E (any order) (3)R
[7]

QUESTION 13

13.1 G

13.2 I

13.3 H

13.4 B

13.5 C

13.6 E

13.7 K

13.8 F

13.9 D

13.10 A **[10]**U

QUESTION 14

14.1 *Distinguish between full-title and sectional-title property ownership and give two examples of each. Tabulate your answer.*

Full-title Ownership	Sectional Title Ownership
The person who buys the property becomes the legal owner of the entire property, ✓ meaning the land and the structures on it. ✓ (2)	The buyer becomes the legal owner of a section (unit) of the housing complex. ✓ The units belong to individual homeowners, but common areas are jointly owned. ✓ (2)
Example: Free standing/detached/ residential houses (single dwellings) ✓ Cluster housing with private garden ✓ Vacant land ✓ Vacant land within a security estate ✓ Small holdings ✓ Farms ✓ **(any 2)**	Example: Flats ✓ Townhouses ✓ Simplex ✓ Stacked simplex ✓ Duplex ✓ Semi-detached house✓ **(any 2)**

(8)U

14.2 *State two advantages of owning a full-title property.*

- Structural changes can be made to the outside of the building, subject to approval by the local municipality. ✓
- Quieter and more private than sectional title as there is usually a garden. ✓
- It is a good investment or asset. ✓
- Bequeath in will. ✓
- Use as security for a loan. ✓
- Can be sold to make profit when the market is favourable. ✓ (2)R

14.3 *Explain the relationship between inflation, interest and a home loan.*

Inflation means that the price of goods (homes) and services are increasing and that your money has less buying power. ✓ Whereas we pay interest when we make use of some credit facility, ✓ in this case a home loan where the applicant of the home loan borrows money from the bank to buy the property as they do not have enough cash. ✓ This means an increase in inflation rates will directly influence the kind of house the person is interested in ✓ as they will need to apply for a home loan which means they will need to check the interest rate ✓ to ensure they are able to afford the monthly repayments. ✓ Inflation influences the interest rate directly as interest rates will increase and if the buyer did not negotiate for a fixed interest rate their monthly repayments will increase. ✓ Rising inflation results in a decrease in purchasing power. ✓ (6)ANA

14.4 *Discuss the contractual responsibilities when renting property.*

A contract must be signed when renting by both the owner (lessor) and the tenant (lessee). ✓ This is an agreement between these two parties in which the tenant takes on the lease of the property for a minimum period of time at a fixed rental. ✓ A lease is a contract in which the conditions of the lease, ✓ as well as the rights and responsibilities ✓ of both parties are set out. The tenant and owner must both comply with the terms and conditions of the lease at all times. ✓ If any party does not keep to the terms of the contract, it is a breach of contract ✓ and this may have legal implications. ✓ (5)APP

[21]

QUESTION 15

15.1 *Outline the criteria for buying energy-efficient household appliances.*

- Buy appliances with energy-efficient labelling✓ to ensure the most energy-efficient appliance is purchased. ✓
- Class A+ = excellent, Class A–C = good, Class D = average and Class E–G = poor. ✓ Thus, appliances with an A rating are highly efficient, whereas a G rating is the least efficient and uses a lot of energy. ✓
- Compare the energy-efficiency rating of appliances before making a choice✓.
- Buy appliances with economic cycles.✓ These cycles are short cycles specifically aimed at saving energy. ✓ Cheaper models are usually not energy efficient and will thus cost more in the long term✓. (3)U

15.2 *Predict the possible environmental impact if consumers do not take energy efficiency into account when buying household appliances.*

Environmental impact occurs when appliances are in use, ✓ therefore consumers must ensure that they purchase the most energy-efficient ✓ appliances. Appliances with a label rating class of A ✓ are the most efficient and so these are the ones consumers should buy to save energy and reduce pollution ✓ and help conserve natural resources. ✓
By not taking into account energy efficiency, energy usage is increased ✓ contributing to pollution✓ in the area and, on a larger scale, to greenhouse gases✓. Buying appliances without thinking will not be sustainable and will not conserve and protect the environment for future generations. ✓ Household appliances can have an impact on the environment during manufacturing, ✓ during use ✓ and after disposal. ✓ Burning coal and other fossil fuels to generate electricity causes air pollution. ✓ The carbon dioxide that is released contributes to the greenhouse effect and global warming. ✓ Water is also a valuable commodity, therefore, use appliances with the best water consumption. ✓ (4)E

[7]

QUESTION 16

16.1 *Explain the following transfer costs when buying a property.*

16.1.1 *Transfer duty*

This is tax collected by the Receiver of Revenue on behalf of the government. The tax is paid to SARS every time a property changes hands. It is the government tax that needs to be paid when the ownership of the property is transferred to the buyer. ✓✓ (2)U

16.1.2 *Conveyance fees*

Fees paid to conveyancer/conveyancing attorney for generating the necessary documents required to transfer the property into the buyer's name./Register the sale of the property. ✓✓ (2)U

16.1.3 *Deeds office fees*

These fees are charged by the deeds office for registering the mortgage bond/loan and the title deed. The fee is based on the purchase price and regulated by the government. ✓✓ (2)U

IEB Copyright © 2020

16.2 *Justify the important role an estate agent plays when buying a home/ property.*

- The estate agent gives information ✓ about schools, medical facilities, shops, amenities, crime levels and the nature of the real estate market in the community.
- The estate agent will advise on the fair market value of the property. ✓
- Will help the buyer to find a suitable property for his/her needs and financial resources. ✓
- The estate agent will assist the buyer with documents required for the purchase, such as the 'offer to purchase'. ✓
- Negotiation for the price of the property will be done by the estate agent. ✓
- The estate agent will be able to assist the buyer with his/her home loan application. ✓
- The estate agent will disclose all facts of the property, including any defects he/she is aware of. ✓
- The estate agent will ensure that all money received is receipted and paid into the correct accounts. ✓

Thus, the estate agent plays a very important role when buying a home/ property as they will be giving advice, co-ordinate and manage the entire buying process. ✓ (4)E

16.3 *Critically analyse how the role of the estate agent has changed with the introduction of social media.*

Social media has connected people from all over the world. ✓ Thus, any person will be able to look at photos of a property and contact the owner directly. ✓ Virtual tours of a house are available thus the buyer does not need to physically be taken to a house by the estate agent. ✓ Potential buyers are able to do their own research and compare different homes. ✓ This makes it easy for people from different countries to buy homes anywhere in the world ✓ without the use of an estate agent.
Estate agents will also benefit from social media as buyers can now do their own research and will not waste time as they know their housing needs. ✓
Estate agents will be able to use social media to advertise new listings and show houses and this might increase their sales. ✓
Bad service from an estate agent can be shared on social media so this will ensure that they provide the best possible service to their clients. ✓ (5)ANA

[15]

60 marks

SECTION D EXTENDED WRITING RESPONSE

QUESTION 17

Using the article [in the paper] as well as your own knowledge, discuss the impact of fast fashion on the environment and local economies, and formulate strategies to reduce the impact.

Study the rubric to guide your response.

[20]CR

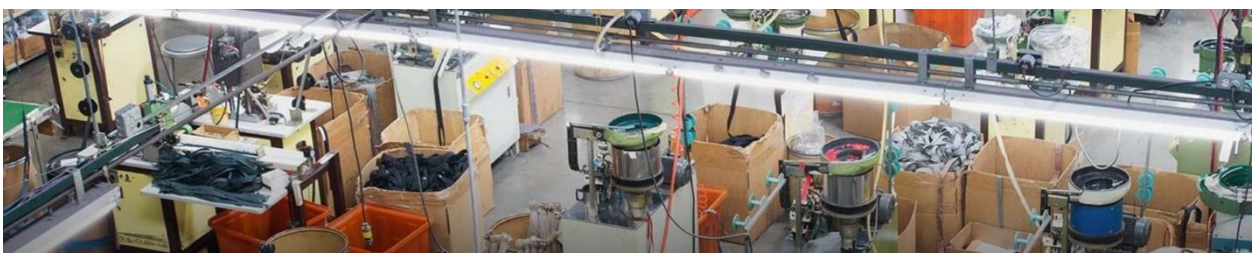
Style that's sustainable: A new fast-fashion formula

Stylish, affordable clothing has been a hit with shoppers. Now companies are trying to reduce their social and environmental costs.

Fast fashion is the term used to describe clothing designs that move quickly from the catwalk to stores to meet new trends. The collections are often based on designs presented at Fashion Week events. Fast fashion allows mainstream consumers to purchase trendy clothing at an affordable price.

Fast fashion became common because of cheaper clothing, an increase in the appetite for fashionable clothing, and the increase in purchasing power on the part of consumers. Because of all this, fast fashion is challenging new fashion lines that are introduced on a seasonal basis by traditional fashion houses. In fact, it's not uncommon for fast-fashion retailers to introduce new products multiple times in one week to stay on trend.

The early 21st century has been good to the apparel industry. Thanks to falling costs, streamlined operations, and rising consumer spending, clothing production has increased drastically in the past decade and the number of garments purchased each year by the average consumer has increased significantly year on year. Fast fashion has been a particularly hot segment and a source of enviable growth for some clothing companies. By compressing production cycles and turning out up-to-the-minute designs, these businesses have enabled shoppers not only to expand their wardrobes but also to refresh them quickly. Across nearly every apparel category, consumers keep clothing items about half as long as they did 15 years ago. Some estimates suggest that consumers treat the lowest-priced garments as nearly disposable, discarding them after just seven or eight wears.



IEB Copyright © 2020

Criteria	Performance Indicators				
Impact of fast fashion on the environment and local economies.	**6 marks**	**4-5 marks**	**2–3 marks**	**1 mark**	**0 marks**
	Response shows a thorough understanding of the impact of fast fashion on both the environment **AND** local economies. No factual errors.	Response shows a good understanding of the impact of fast fashion on both the environment **AND** local economies. Minor factual errors.	Response shows an understanding of the impact of fast fashion on either the environment **OR** local economies. Some important information is missing/incorrect in one or the other.	Response shows weak understanding of the impact of fast fashion on both the environment **AND** local economies. Some important information is missing/incorrect in both.	Response shows a poor or no understanding of the impact of fast fashion on both the environment and local economies.
Strategies to reduce the impact of fast fashion on the environment and local economies.	**6 marks**	**4-5 marks**	**2–3 marks**	**1 mark**	**0 marks**
	Response provides at least 5 effective and clear strategies to reduce the impact of fast fashion on both the environment **AND** local economies.	Response provides at least 4 strategies to reduce the impact of fast fashion on both the environment **AND** local economies. Some lack of appropriateness, clarity or detail.	Response provides at least 3 strategies to reduce the impact of fast fashion but they are flawed in their effectiveness and clarity with regard to the environment and/or local economies.	Response attempts to provide strategies to reduce the impact of fast fashion but they are mostly inappropriate or vague with regard to the environment and/or local economies.	Response provides no strategies that would be effective.
Use of information			**2 marks**	**1 mark**	**0 marks**
			Information in the article well integrated with own knowledge.	Integration of information in the article with own knowledge was attempted.	Information in the article was not used.
Quality of the discussion	**4 marks**	**3 marks**	**2 marks**	**1 mark**	**0 marks**
	Discussion is clear and concise. Flow is logical. Focus is consistently maintained. Use of terminology is accurate.	For the most part, the discussion is clear, the flow is logical, the focus is maintained, and the use of terminology is accurate. There are minor lapses.	Response has some flaws relating to clarity, reasoning, focus and terminology, which affect the quality of the discussion.	Discussion is often vague, lacking cohesion, rambling or repetitive. Terminology used is often incorrect.	The discussion is meaningless.
Presentation			**2 marks**	**1 mark**	**0 marks**
			Response is organised with well-constructed paragraphs, an engaging introduction and clear conclusion. Language and tone are appropriate. Minor flaws are evident.	Response is organised but flawed in several respects.	Response is flawed in all or almost all aspects of presentation.

IEB Copyright © 2020

The essay is marked holistically using the IEB's source-based essay rubric with the following guidelines.

Impact of fast fashion on the environment and local economies:
Environment – possible impacts:
85% of all textiles go to the dump each year. Washing some types of clothes sends thousands of bits of plastic into the ocean. According to some estimates, the clothing industry is second only to the oil industry as a polluter. Between the carbon emissions resulting from the production of so much clothing and the pollution from dyes and chemicals used for synthetic fabric, fast fashion is anything but green.

The environmental impact of this behaviour is significant:
- The clothing and textile industry are depleting non-renewable resources, emitting huge quantities of greenhouse gases and using massive quantities of energy, chemicals and water.
- Factories indiscriminately dump poisonous wastewater into rivers and pump out millions of tons of greenhouse gases, only to make clothing that ends up in landfills, oceans or burned into our atmosphere.
- It is emitting large quantities of greenhouse gases that contribute to global warming and climate change which impact all life (plant, animal, human). Relevant examples accepted here.
- It is using massive quantities of energy, chemicals and water. The wastewater emitted from factories flows into our waterways and seeps into our agricultural systems and is a serious threat to aquatic life.
- The synthetic fibres often favoured by fast-fashion brands, such as polyester, nylon and acrylic, take centuries to biodegrade and this occupies space in landfills.
- A single synthetic garment can generate more than 1900 microplastic fibres in one washing machine cycle. Small creatures such as plankton eat the microfibers, which then make their way up the food chain to fish and shellfish eaten by humans.
- Fast fashion contributes to pollution, poor workmanship, and poor working conditions in developing countries, where much of the clothing is manufactured.
- The production of fast fashion uses 8 000 different synthetic chemicals, many of which are known to cause cancer and other diseases in humans. These toxic chemicals are found in the dyes that colour the clothing, in the corrosive finishing and bonding agents, and in the synthetic textiles themselves and often end up in rivers and oceans.

Local economies:
- The clothing is made overseas, contributing to a decline in local manufacturing, resulting in job losses.
- The clothing is cheaply made in a style that will change very quickly. The cheaper clothing, and the instant availability of credit leads to more debt, resulting in a low credit score and the possibility of been blacklisted.
- Industry is emitting large quantities of greenhouse gases that contribute to global warming and climate change which impacts business directly and indirectly involved in food and textiles. Relevant examples accepted here.

IEB Copyright © 2020

Strategies – possible responses:

- Recycle or revamp or upcycle your old clothing – a thorough response should give examples or explain what recycling, revamping or upcycling is.
- Choose quality over quantity – avoid cheap garments made from synthetic fabrics.
- Support local 'Proudly South African' brands that are committed to an uplifting ethos that promotes social and economic change and progress, makes a meaningful contribution to building South Africa's economy, alleviates unemployment and retains existing employment opportunities.
- Support Fair-Trade practices (ensuring people work under good, safe conditions and are paid fairly).
- Participate in clothes swap events or renting or exchanging old clothing with friends and family.
- Buy less and wear more for example the mix and match wardrobe, buying classic styles.
- Read the labels – petroleum-based synthetic fibres like polyester require less water and land than cotton, but they emit more greenhouse gases per kilogram. But bio-based synthetic polymers made from renewable crops like corn and sugarcane release "up to 60% less carbon emissions, partly due to the crops creating carbon sinks". Labels should show whether clothes are made using recycled polyester (rPET).
- Choose organic cotton – increasing organic cotton production could minimise the environmental impact of the fashion industry, as it would reduce the use of chemical fertilisers and pesticides, and water.
- Choose fibres with lower water consumption such as hemp and wool.
- Watch your washing – think twice before you wash something you've only worn once. Washing at a lower temperature uses less energy, and adopting simple habits, like turning clothes inside out, will increase wearability.
- Buy clothes that are made from sustainable textiles such as organic cotton and silk.
- Develop corporate sustainability strategies and trade policies and embrace the role of the consumer.
- Lobby the government to introduce more stringent import policies and legislation through activist organisations, such as the South African Clothing and Textile Workers' Union (SACTWU), to grow local industry.

The candidate must provide at least five impacts that cover both environment and local economies. To earn 6 marks the student cannot only name the impact, e.g. the clothing and textile industry are emitting large quantities of greenhouse gases but must also explain what those greenhouse gases do – they must answer the question thoroughly / deeply not just mention impact, e.g. which contribute to global warming. For example – the clothing and textile industry is emitting large quantities of greenhouse gases which contribute to global warming. This contributes to climate change which affects food production, water availability, destroys habitats, etc. and ultimately the food and textile industry as it is will not be sustainable.

20 marks

Total: 200 marks

IEB Copyright © 2020