ADDENDUM A GREENWASHING

Greenwashing: What is it and how to avoid it

By Khanyi Mlaba: August 20, 2021

In the worlds of fashion, beauty, tourism and lifestyle, saving the planet and leading an ecofriendly life are new trends. Businesses and brands have begun to advertise ecofriendly products and services to promote their awareness of their industry's role in climate change.

Shoes and couches are being made of faux (fake) leather, cars are being branded as 'ecofriendly', and more and more food packaging is becoming recyclable.

While this is a great step forward, it's not all good news. Branding something as ecofriendly, does not mean that it always is. 'Greenwashing' is a phenomenon that several corporations have participated in, whether knowingly or unknowingly. What is greenwashing? It falls into the space between labelling something as good for the environment, and it actually being so.

The way we consider our consumption habits is entirely changing due to the world facing an undoubtable climate crisis. The products we purchase and the services we rely on have almost all had their effect on the environment. The food industry has also been guilty when it comes to greenwashing.

Other industries that have been guilty of greenwashing include the automotive industry, and the hospitality industry where hotels are eagerly advertising sustainability awards, despite the award being for a single slight improvement in operations.

What is the definition of greenwashing?

Greenwashing refers to companies and organisations misleading their consumers or audiences by making them believe that a product, service they provide, or the organisation itself is environmentally friendly or sustainable, when it is not. It is a marketing strategy that misleads consumers into believing that a company cares for the environment despite its actions.

What impact is it having?

The problem with greenwashing is that it is a marketing tool used to drive profit, rather than to take environmental responsibility. With the climate crisis as severe as it is, consumers, especially Gen Z consumers, are more cautious about buying into products or services that do not keep environmental interests in mind.

They're also more likely to spend the extra amount of money it takes to make sure that they buy ecofriendly goods. So, if a company increases the price of a product and labels it as sustainable, it could make a lot more money off it than if it had not been marketed that way.

This is a huge issue as this way of doing business may not decrease the pollution and environmental damage that an industry inflicts on the planet.

[Adapted from: <https://www.globalcitizen.org/en/content/greenwashing-what-is-it-and-how-to-avoid-it/>]

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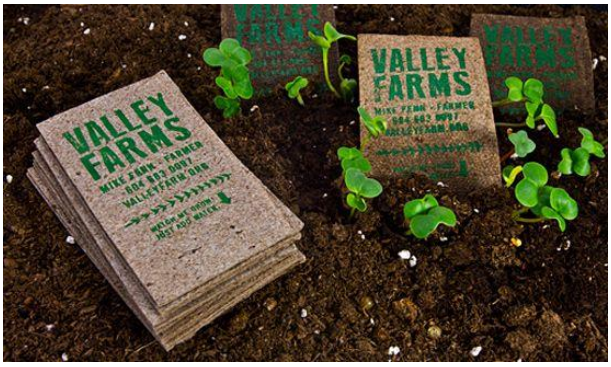
ADDENDUM B FIRST IMPRESSIONS

First impressions are extremely important when it comes to advertising for your business, and the most common first impression is your business card. These cards can be planted directly into the soil. One can literally watch a business 'grow' as the seeds embedded in the cards sprout when watered.



[Source: <https://www.thoughtspacedesigns.com/blog/post/22-beautiful-business-cards-for-inspiration/>]

There is a high demand for clever and ecofriendly food packaging systems, as the consumption of fast food and ready-made meals are on the rise. The packaging materials and leftovers of these meals are straining the environment like never before as non-renewable materials are being used. But Michal Marko, a designer from Ruzemborok, Slovakia, has designed this biodegradable food bowl that might revolutionise the food packaging design world.



Each package has the description written on the label, telling the consumer what to do with the package after usage. It instructs you to peel off the label on top, and find seeds hidden underneath. Plant the seeds in the bowl with some gravel, wait a week, remember to water it and herbs should start growing. After a while you can plant the whole bowl in the ground, so the package itself will degrade but the herbs will flourish. Such a simple yet clever idea!

[Adapted from: <https://www.thoughtspacedesigns.com/blog/post/22-beautiful-business-cards-for-inspiration/>]

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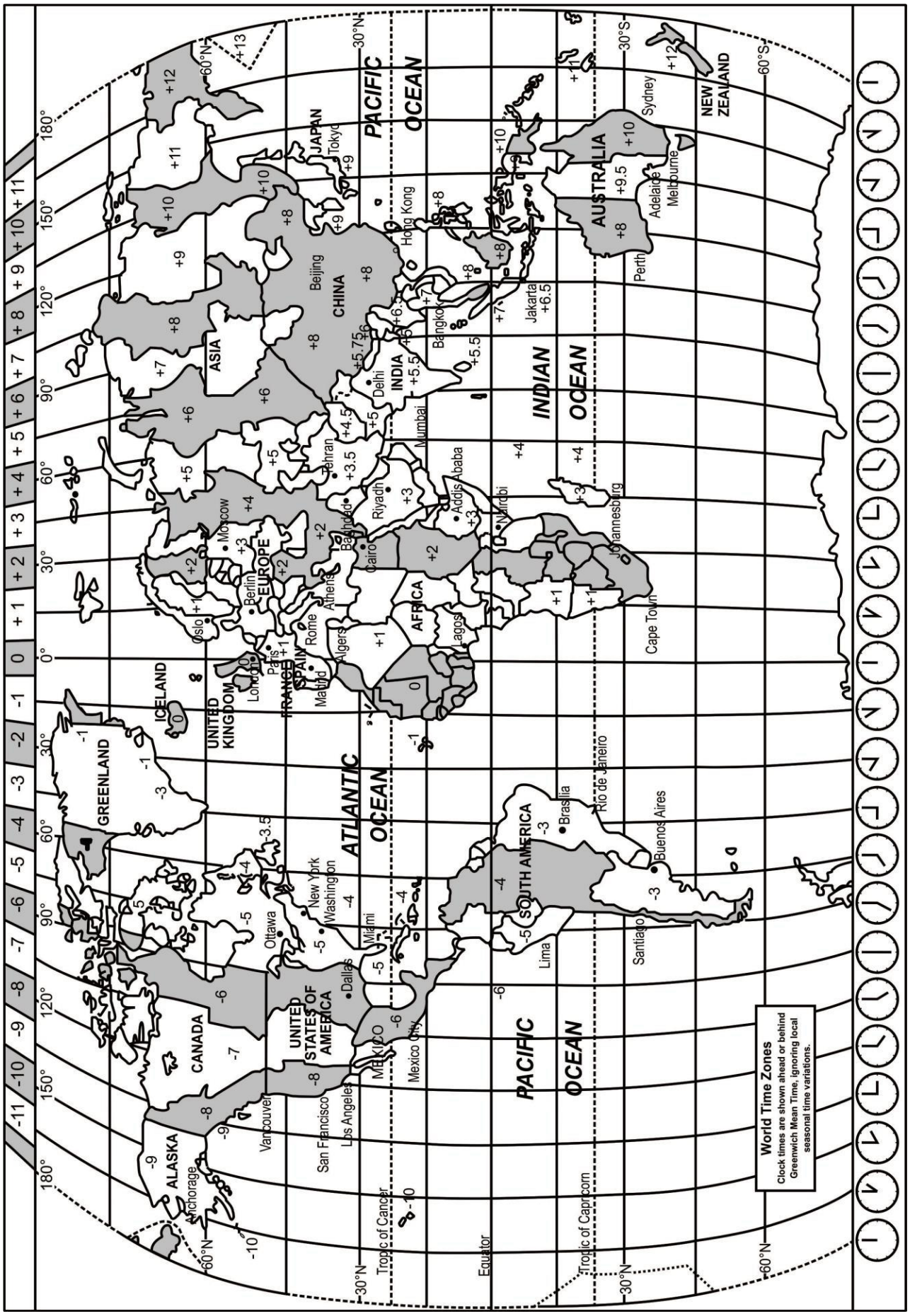
ADDENDUM C WORLD TIME ZONE MAP



ADDENDUM D RUBRIC FOR MARKING THE CONCEPT MAP

Criteria	4	3	2	1	0	Possible score
Title sums up the graph interpretation		Accurate interpretation of the data represented on the graph, in the title.	Interpretation of the data represented on the graph, one aspect missing from the title.	An attempt at interpretation of the data made, 2 aspects missing from the title.	No or incorrect interpretation. No title.	**3**
Accurate interpretation of the emerging trend			Accurate interpretation of the emerging trend.	Fair interpretation of emerging trend.	Poor interpretation or trend not mentioned.	**2**
Global situation identified, impact on tourism analysed		Correct identification, positive and negative impacts on tourism analysed.	Correct identification, analysis may lack sufficient detail, or only positive or only negative impacts discussed.	Incorrect identification OR no analysis, only positive or only negative impacts explored.	Incorrect identification, poorly discussed impacts.	**3**
Evaluate the impact of the sustainable and responsible practices on tourism and the TBL on the triple bottom line (TBL)	Sophisticated understanding of the impact on tourism AND all 3 pillars of the TBL candidate has provided positive and negative impacts. X2	Clear understanding of the impact on the TBL, or on tourism, but not in depth enough to earn level 7 for this point. Positive and negative factors have been considered. X2	Candidate has either omitted positive or omitted negative impacts, or has not addressed impact on tourism, or one pillar of the TBL has not been addressed OR addressed in poor detail. **2 × 2**	Candidate has either omitted positive or omitted negative impacts, and/or more than one of the pillars has not been addressed/ and or impact on tourism is omitted.	No attempt to answer this bullet point. **0**	**8**
4 characteristics of successful businesses identified, prediction of change in criteria prioritised	4 characteristics of successful businesses identified, prediction of change in criteria prioritised, discussed.	3 characteristics of successful businesses identified, or brief prediction of change in criteria prioritised, discussed.	2 characteristics of successful businesses identified, or poor attempt to predict change in criteria prioritised.	Only 1 characteristic of successful businesses identified, and no prediction discussed.	Point not addressed.	**4**
Key and links made illustrates relationship's complexities of the links between concepts		All possible links made and key shows understanding of the complexities of the interrelationships between concepts. X2	Some links made and/or key is poorly constructed. Candidate was not able to demonstrate understanding of complex interrelationships. X2	Poorly linked concepts, links haphazard and non-sensical, no explanations given, or no key.	No links and no key.	**6**

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ADDENDUM E RUBRIC FOR MARKING THE ESSAY

CRITERIA	4	3	2	1	0	Possible score: 30
Definition of the multiplier effect			Correct and thorough explanation demonstrating a thorough understanding.	An attempt to answer but lacks insight and or insufficient explanation.	No attempt or incorrect response.	2
Relationship b/w service and the multiplier effect discussed	An excellent response shows a deep grasp of the importance of excellent service to the successful multiplier.	A thorough response shows a good grasp of the importance of excellent service to the successful multiplier.	Response shows a fair grasp of the importance of excellent service to the successful multiplier effect.	Poor attempt to address this point, no evidence of a grasp of the link between good service and the ME.	No response.	4
Impact of the multiplier effect on economic growth and community development	A superior response showing a thorough understanding and addressed both points. **X2**	A good response but not quite level 7. **X2**	A fair response but did not address to both points. **X2**	A weak response and lacks understanding. **X2**	No attempt or incorrect response.	8
Discussion of the role of teamwork in the provision of good service		Accurate discussion of the link between good teamwork and good service.	Fair connection made between service and teamwork.	Point addressed but poor explanation.	Not addressed.	3
Benefits of good teamwork to the staff, the business and the customers		An excellent response which includes benefits for business, staff and customers. **X2**	A fair response but only referred to 2 of the points. **X2**	Only one point addressed. **X2**	No attempt or incorrect response.	6
Strategies to achieve and maintain quality service	A superior response with 4 strategies mentioned.	A good response but only 3 strategies mentioned.	A fair attempt to answer but only 2 strategies mentioned.	Only 1 strategy mentioned.	No attempt or incorrect response.	4
Suitable title and organisation of information with correct grammar and spelling		Good title, no mistakes and information laid out well.	Either no title and or few mistakes	No title and or with many grammatical and spelling errors.	No title with many grammatical and spelling errors. Poor layout.	3

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