

91039R



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD  
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

## Level 1 Social Studies, 2015

### 91039 Describe how cultures change

2.00 p.m. Thursday 12 November 2015  
Credits: Four

## RESOURCE BOOKLET

Refer to this booklet to answer the questions for Social Studies 91039.

Check that this booklet has pages 2–10 in the correct order and that none of these pages is blank.

**YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.**

## SUSTAINABLE CONSUMERISM

### Introduction

One of the world's most pressing issues is that we are consuming beyond our means. Over the last

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See: <http://www.osgoodsustain.com>  
and  
<http://www.gdrc.org/sustdev/concepts/22-s-consume.html>*

- to re-use, repair, swap, barter, borrow, or scavenge.

### Definition

Sustainable consumerism can be defined as the practice of purchasing products and services produced in a way that minimises social and/or environmental damage, while avoiding products and services believed to have a negative impact on society and/or the environment.

#### WORD BOX

Consume / consumerism / consumption – buying, spending, using goods and services.

Sustainable – able to be maintained long-term without running out.

Green – being environmentally careful.

Renewable – able to be used again.

Source of Definition (adapted): <http://www.igd.com/our-expertise/Sustainability/Ethical-social-issues/3429/Ethical-Consumerism>

## CHANGE IN SUSTAINABLE CONSUMERISM FOR DIFFERENT GROUPS

(Resources A–C)

### RESOURCE A

#### Change in sustainable consumerism for the global community

National Geographic has surveyed many countries' progress toward sustainable

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See: <http://www.oecd.org/greengrowth/40317373.pdf>*

#### Australia

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See: <http://theurbantechnologist.com/2012/11>*

#### Recycling bins in Australia

#### China

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See: <http://vitalvitality.net/cycling-in-kunming-china>*

#### Cycling in China

this problem.”

**RESOURCE B****Change in sustainable consumerism for New Zealanders**

New Zealand has seen a general increase in the use of recycling bins for organic matter (food and garden waste) and inorganic products (paper, cardboard, glass, metal, and plastic containers). In Christchurch, inorganic waste has generally seen an increase from 1998, with the amount of recycled paper, cardboard, glass, metal, and plastic containers dropping off from 2011. The city water and waste authority in Christchurch said: "On average, 73% of properties presented wheelie bins with inorganic waste for collection in 2012 / 13. That's a great effort from the community to be more sustainable."

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See: <http://www3.ccc.govt.nz>*

The volume of Christchurch's organic waste collected has shown a general increase, dropping off significantly in 2011 but recovering in 2012 and 2013. "I really feel that recycling of organic waste needs to be pushed more by the council. It's all well and good people recycling the easy stuff like cardboard and bottles, but we need to focus on getting people to recycle their scraps and weeds. There is far too much still going into the general household rubbish wheelie bins," said Ralph Denton, a Department of Conservation worker who lives in Christchurch.

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See: <http://www3.ccc.govt.nz>*

**RESOURCE C****Change in sustainable consumerism for businesses**

There has been an explosion of businesses catering for the sustainable living market. In 2002,

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See: <http://www.med.govt.nz/sectors-industries/environment/pdf-docs-library/green-growth-discussion-document-30june.pdf>  
and  
[http://www.nzherald.co.nz/business/news/article.cfm?c\\_id=3&objectid=10816101](http://www.nzherald.co.nz/business/news/article.cfm?c_id=3&objectid=10816101)  
and  
<http://www.ethicalcorp.com/business-strategy/management-spotlight-mike-barry-marks-spencer>*

<b>Company</b>	<b>Environmental benefit</b>
Earthwise	Uses / supplies renewable resources.
Stonewood Homes	Saves energy, uses renewable resources.
Solar City	Reduces greenhouse gas emissions, uses renewable resources.
Worms R Us	Uses / supplies renewable resources.
Westpac Green Home Loans	Discounts on eco-friendly products – solar heating, eco light bulbs.
The Buy Kiwi Made campaign	Promotes local products through <a href="http://www.buykiwimade.govt.nz">www.buykiwimade.govt.nz</a>

about sustainable consumerism at all.”

## PROCESSES THAT LED TO THE CHANGE, AND IMPORTANCE OF THE PROCESS FOR SOCIETY (Resources D–H)

### RESOURCE D

#### Process: Labelling

Consumer demand for more sustainable products has driven producers to provide evidence

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See: <http://www.energyrating.gov.au/>

and

<http://en.wikipedia.org/wiki/Ecolabel>

and

<http://www.energywise.govt.nz/sites/all/files/new-energy-rating-label-11-05-2010.pdf>

conditioners, and televisions in all Australian states and New Zealand.

#### Importance: Technology developments

Improving product energy efficiency has significant environmental and economic benefits,

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See: <http://www.energyrating.gov.au/>

and

[http://www.energyrating.gov.au/wp-content/uploads/Energy\\_Rating\\_Documents/Newsletters/General/Efficiency-Standard-Summer-2012.pdf](http://www.energyrating.gov.au/wp-content/uploads/Energy_Rating_Documents/Newsletters/General/Efficiency-Standard-Summer-2012.pdf)

Collins, General Manager, Products for New Zealand's Energy Efficiency and Conservation Authority.

**RESOURCE E****Process: Advertising campaigns**

Television and radio commercials, flyers, magazines, and billboards are usually aimed at

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*See: <http://www.oecd.org/greengrowth/40317373.pdf>*

*and*

*[http://www.energyrating.gov.au/wp-content/uploads/Energy\\_Rating\\_Documents/Newsletters/General/Efficiency-Standard-Summer-2012.pdf](http://www.energyrating.gov.au/wp-content/uploads/Energy_Rating_Documents/Newsletters/General/Efficiency-Standard-Summer-2012.pdf)*

makes for more competitive businesses, protects our environment, and reduces our carbon emissions.”

**RESOURCE F****Importance: Advertising campaigns**

Advertising is now a \$500 billion-per-year worldwide industry aimed at growing consumer

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*See: <http://www.wellstobias.com/blog/what-generation-y-candidates-are-really-looking-for-in-their-next-job/>*

**Generation Y**

*For copyright reasons, this resource cannot be reproduced here. See:*

*<http://www.csrwire.com/blog/posts/602-sustainable-consumption-a-new-role-for-advertising>*  
and

*[http://en.wikipedia.org/wiki/Sustainability\\_advertising#cite\\_ref-30](http://en.wikipedia.org/wiki/Sustainability_advertising#cite_ref-30)*

and

*[http://www.nzherald.co.nz/element-magazine/news/article.cfm?c\\_id=1503340&objectid=11171514](http://www.nzherald.co.nz/element-magazine/news/article.cfm?c_id=1503340&objectid=11171514)*

and

*<http://www.theguardian.com/sustainable-business/blog/rise-generation-y-sustainable-marketplace>*

preserving our way of life for the next generation and beyond. Being sustainable is the choice of Gen Y.”



**RESOURCE G****Process: Education**

Throughout the world, education systems are beginning to reflect the change in thinking

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reproduced here.*

*See: <http://www.transitiontownkinsale.org/wp-content/uploads/2012/07/1-ed-for-sust-1.jpg>*

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**Learning to grow food  
locally in New Zealand**

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[http://www.nzherald.co.nz/sustainablebusiness/news/article.cfm?c\\_id=1503533&objectid=11148054](http://www.nzherald.co.nz/sustainablebusiness/news/article.cfm?c_id=1503533&objectid=11148054)*

*and*

*<http://efs.tki.org.nz/EfS-in-schools/Secondary-schools>*

*and*

*[http://www.iscchina.org/how\\_weve\\_helped/20111003](http://www.iscchina.org/how_weve_helped/20111003)*

*For copyright reasons,  
this resource cannot be  
reproduced here. See:  
<http://www.inheritingourplanet.com/wp-content/uploads/2013/06/recycled-grocery-bags-560x391.jpg>*

**Learning to re-use bags  
in China**

greenhouse gas emissions.

**RESOURCE H****Importance: Education**

Education about sustainable consumerism provides people with the knowledge, skills,

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*[http://i.dailymail.co.uk/i/pix/2011/02/28/article-0-06722D810000044D-253\\_468x352.jpg](http://i.dailymail.co.uk/i/pix/2011/02/28/article-0-06722D810000044D-253_468x352.jpg)*

**Fairtrade bananas**

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*<https://profile.theguardian.com/user/id/11429277>*

*and*

*[http://www.fairtrade.net/latest-news.html?&no\\_cache=1&tx\\_ttnews%5Bpointer%5D=43&cHash=55cd4355066f1eda9f0e698ad624bde1](http://www.fairtrade.net/latest-news.html?&no_cache=1&tx_ttnews%5Bpointer%5D=43&cHash=55cd4355066f1eda9f0e698ad624bde1)*

*and*

*<http://www.fairtrade.net/single-view+M530e7589557.html?&L=1>*

*and*

*<http://stoppres.co.nz/blog/2011/02/all-s-fair-in-love-and-war-and-increasingly-trade>*

as the biggest-selling Fairtrade certified product.



