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# 2

91279MR



NEW ZEALAND QUALIFICATIONS AUTHORITY  
MANA TOHU MĀTAURANGA O AOTEAROA

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

## Tikanga ā-lwi, Kaupae 2, 2020

91279M Te whakaatu i ngā mōhiotanga ki ngā tautohe ka ara ake i ngā whakapono me ngā whakaaro ā-ahurea rerekē

2.00 i te ahiahi o Tūrei, te 8 o Tihema, 2020  
Ngā whiwhinga: E whā

**TE PUKAPUKA RAUEMI**

Tirohia tēnei pukapuka hei whakaoti i ngā tūmahi mō Tikanga ā-lwi 91279M.

Tirohia kia kitea ai e tika ana te raupapatanga o ngā whārangi 2–23 kei roto i tēnei pukapuka, ka mutu kāore tētahi o aua whārangi i te takoto kau.

**E ĀHEI ANA TŌ PUPURI KI TĒNEI PUKAPUKA HEI TE MUTUNGA O TE WHAKAMĀTAUTAU.**

## TE ĀHUA ME TE PŪTAKE O TE TAUTOHE E PĀ ANA KI TE PŪWERU TERETERE

### Ngā whakaaro tikanga ā-iwi e hāngai ana

<b>Kaihaupū rawa</b>	He tangata e aro ana ki te whakatipu hua mā te haumi pūtea, mā te tuku pūtea rānei ki ngā hinonga pakihi.
<b>Kaitiaki taiao</b>	He tangata e whakapono ana ki te manaaki me te tiaki i te taiao.
<b>Haepapa ā-pāpori</b>	He pekanga mātauranga e pā ana ki te whakatairanga i ngā painga whānui e ū ana ki te mātāpono katoa ngā tāngata i puta ōrite mai, ā, me ōrite hoki te mana me ngā kōwhiringa.
<b>Kaiwhakatūtū</b>	He tangata ka mahi ki te tautoko, ki te whakahē rānei i tētahi taha o tētahi take whakawehewehe.

### HE KUPU WHAKATAKI

I mua, i hokohoko kākahu te tangata i ētahi wā, arā i ētahi wā o te tau, i te huringa o ngā wāhanga o te tau, i ngā wā rānei i nui rawa tātou mō ngā kākahu i a tātou. Engari e 20 ki te 30 tau ki muri nei ka huri tētahi mea. I iti ake te utu mō ngā kākahu, i tere ake ngā huringa tāera, ā, i huri hoki te hokohoko hei tūmomo whakangahau. Nau mai te pūweru teretere.

Ka whakamāramatia pea te pūweru teretere ko ngā pūweru iti te utu, e whai ana i ngā tāera o te wā, e whakamātau ana i ngā whakaaro nō te papa whakaatu kākahu, nō te ahurea tangata rongonui rānei, ā, ka tere hurihia hei kākahu mō ngā toa kei te pūtahi hokohoko. Ināianei, ka whakaputa ngā waitohu pūweru teretere i ōna “wāhanga moroiti o te tau” e 52 i te tau. Nō reira kāore e iti iho i te “huinga kākahu” kotahi i ia wiki.

# THE NATURE AND CAUSE OF THE CONFLICT SURROUNDING FAST FASHION

## Relevant social studies perspectives

<b>Capitalist</b>	A person who focuses on making a profit by investing money and / or financing business ventures.
<b>Environmentalist</b>	A person who believes in looking after and protecting the environment.
<b>Social justice</b>	A branch of knowledge concerned with promoting the common good based on the principle that all people are created equal and deserve equal rights and opportunities.
<b>Activist</b>	A person who takes action in support of, or in opposition to, one side of a controversial issue.

## INTRODUCTION

Clothes shopping used to be an occasional event – something that happened a few times a year when the seasons changed, or when we outgrew what we had. But 20–30 years ago, something changed. Clothes became cheaper, trend cycles sped up, and shopping became a form of entertainment. Enter fast fashion.

Fast fashion can be defined as cheap, trendy clothing that samples ideas from the catwalk or celebrity culture, and turns them into garments in high street stores at breakneck speed. Nowadays, fast fashion brands produce about 52 “micro-seasons” a year. This means at least one new “collection” every week.

## TE RAUEMI A: I pēhea te putanga mai o te pūweru teretere?

I mua i te rautau 1800, kāore i tere te huri o ngā pūweru. I mate koe ki te tiki i ōu ake papanga pēnei i te wūru, i te kirikau rānei, ka whakarite ai, ka whatua ai hoki, kātahi koe ka hanga i ngā kākahu. I puta mai ētahi hangarau hou i te Huringa Ahumahi, pēnei i te pūrere tuitui. Ka māmā ake, ka tere ake, ka iti ake hoki te utu ki te hanga i ngā kākahu. I puta mai ngā toa hanga kākahu hei whakarato kākahu ki te hunga āhua whai rawa nei. He nui ēnei toa hanga kākahu i whakamahi i ētahi rōpū kaituitui kākahu, rōpū kaimahi rānei i mahi i te kāinga. Nō tēnei takiwā i puta mai ai ngā whare kākahu me ētahi take haumaruru e mōhiotia ana. I puta mai te aituā tuatahi i tētahi wheketere kākahu i te muranga o te ahi i te Wheketere o Triangle Shirtwaist i Te Āporo Nui i te tau 1911. 146 ngā kaituitui kākahu i mate i te aituā, tokomaha rātou he manene wahine, he taiohi hoki.

Putā noa i te ao, e 60% te pikinga ake o ngā kākahu i hokona ai e te kirihoko noa nei i te tau 2014 i ērā i hokona ai i te tau 2000, engari i poroa tētahi haurua o te wā e puritia ana aua kākahu.

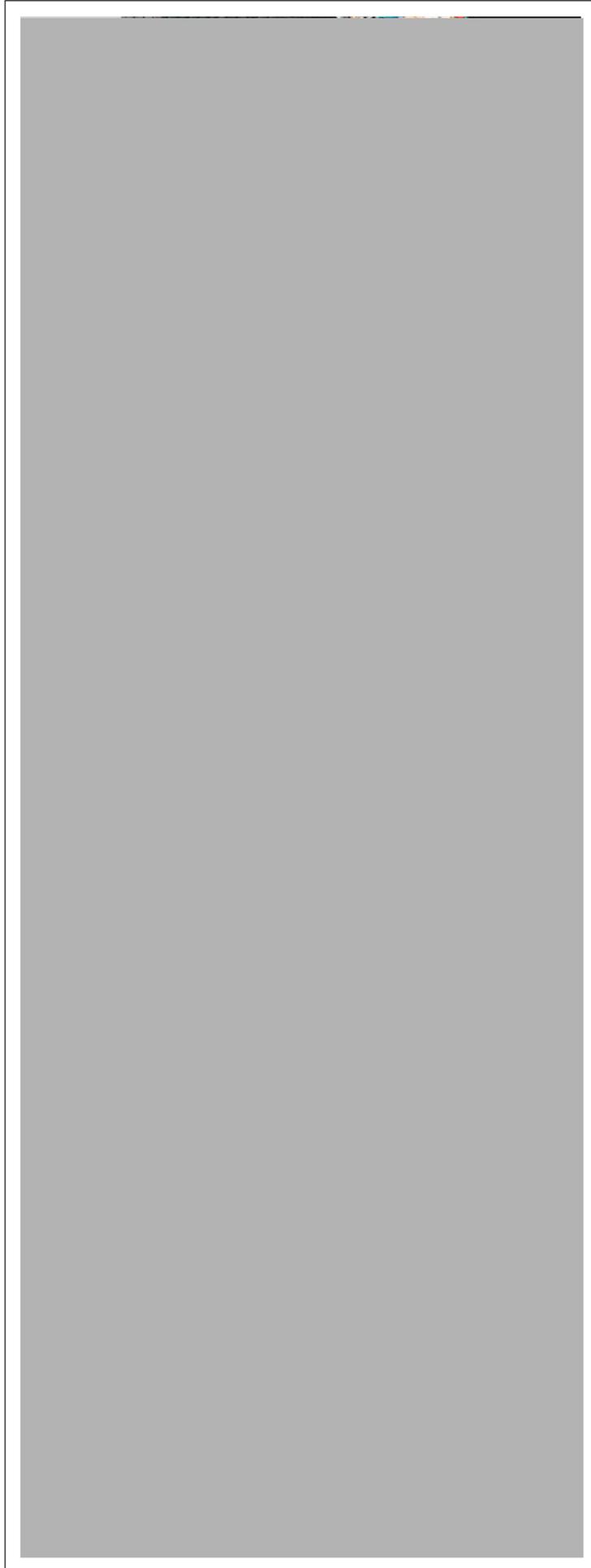
**RESOURCE A: How did fast fashion happen?**

Before the 1800s, fashion was slow. You had to source your own materials like wool or leather, prepare them, weave them, and then make the clothes. The Industrial Revolution introduced new technology – like the sewing machine. Clothes became easier, quicker, and cheaper to make. Dressmaking shops emerged to cater for the middle classes. A lot of these dressmaking shops used teams of garment workers or home workers. It was around this time that sweatshops emerged, along with some familiar safety issues. The first major garment factory disaster was when fire broke out in New York’s Triangle Shirtwaist Factory in 1911. It claimed the lives of 146 garment workers, many of whom were young, female immigrants.



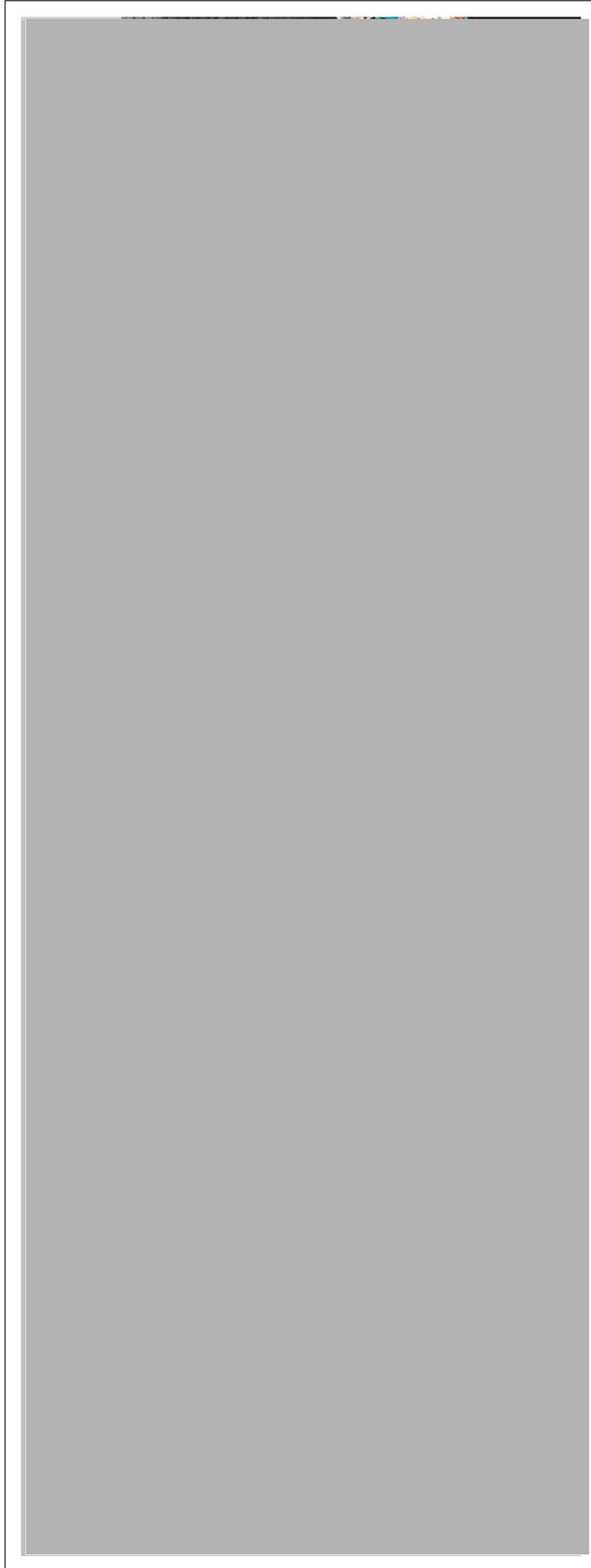
Worldwide, the average consumer bought 60% more garments in 2014 than in 2000 but kept them for half as long.

**TE RAUEMI B: Te whakaahua whānui**



Te huringa whakaputanga pūweru teretere.

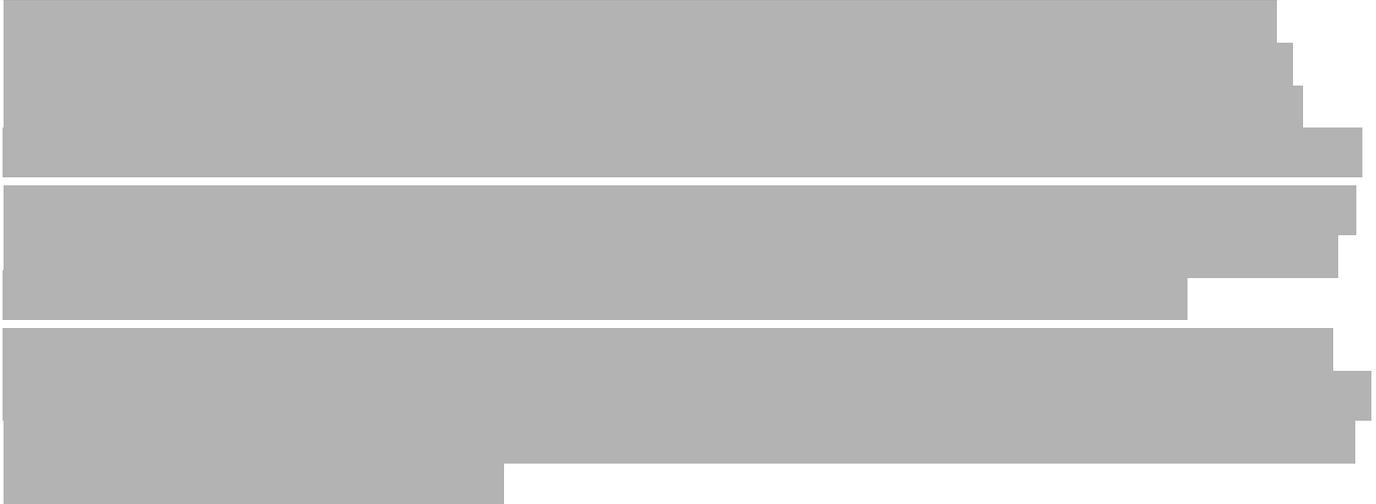
**RESOURCE B: The big picture**



The fast fashion production cycle.

**TE RAUEMI C: Kei te āwhina te pūweru teretere i ngā kaiaru pūweru he iti nei te moni whiwhi**

Ko tā te kākahu he huna i te tūranga pāpori, ā, mā te pūweru teretere e māmā ake ai te noho ā-pāpori. Ka pōkea te kirihoko e ngā tāera pūweru teretere, engari nā te nui whakaharahara o ngā tāera me te pai o te utu e wātea ai ngā kaihoko, he iti te moni whiwhi, ki te piri ki tētahi, ki ētahi rānei o ēnei tāera.



He mea nui te pūweru hunahuna. Ahakoa te kino o te kōrero nei, he mana nui tō te āhua o te tangata. I tēnei ao o te huhunu, mā te pūweru teretere e māmā ake ai pea te oke kia rangatira ake te noho.

**RESOURCE C: Fast fashion is helping low-income fashionistas**

Clothing is a camouflage of social class, and fast fashion is making it easier to stay afloat socially. Fast fashion drowns consumers in trends, but such a large number of trends, at a reasonable price, allows low-income shoppers to cling to at least one of these trends.

[REDACTED]

[REDACTED]

[REDACTED]

Camouflage is important. Appearances, no matter how brutal it sounds, matter. In a world of injustice, fast fashion can help ease the fight for upward mobility.

## NGA TIROHANGA, NGĀ UARA ME NGĀ WHAKAARO O NGĀ TĀNGATA TAKITAHĪ, O NGĀ RŌPŪ RĀNEI KUA ĀTA WHAI WĀHI ATU KI TE TAUTOHE

### TE RAUEMI D: Te pānga o te pūweru teretere

#### Te āhua o tā te pūweru teretere tūkinō i te ao

E whakapono ana a Dana Thomas, tētahi mātanga kaikawe kōrero nāna i tuhi a *Fashionopolis: The Price of Fast Fashion and the Future of Clothes*, he mate te pūweru teretere, arā ngā kākahu iti te utu, ka porowhiua, ka tikanga kore, ka kaikā hoki te hangaia e ngā kamupene i runga i te whakaaro kore ki te taiao me ngā āhuatanga mahi, me te aha, kua noho te ao me tōna iwi hei papa.

Nō te pātaitanga ōna he aha tētahi o ngā mea tino whakaohore i mau i a ia nōna e kawē kōrero ana mā *Fashionopolis*, ka mea a Thomas:

“Kua pānui kōrero ahau mō te āhua o tētahi awa kua mate, kua kitea ā-whakaahuatia hoki, engari nō te taenga ki tētahi wheketere i rukea

ai e rātou ngā wai rere noa e mau ana ngā matū tāngari ki te awa me te kore i whakatika atu i te wai, ka kitea e au, ka hongia e au, tata tonu au ka ruaki, inā kē te whakarihariha. Koirā tētahi o ngā mea manihoko katoa kua tūpono au i tōku ao. Wetiweti ana te kite i ēnei taiohi i tētahi whare pākārukaru e hanga ana i te tāngari kikorangi mō ngā waitohu kua mōhiotia e koe i tēnei whare ka wawe te kainga e te ahi kia wātea noa iho ai tātou ki te hoko i ngā tarau 10, tē hoko ai i tētahi tarau kotahi. Ki te tū tonu ngā whare makihuhunu kaitui kaka, ā, kāore he waeture me ētahi mātaitanga pono, ā, ki te kore hoki e kaha ki te kī taurangi e hangaia ana ngā kākahu i ngā wheketere tika e utua ai ngā kaimahi ki tētahi utu kaimahi whai oranga me āki tātou i te ahumahi mā te mana o te pāhi, o te wāreti rānei”.

Te utu ā-tangata o te pūweru teretere.

“Ko ngā tauira kino katoa o te parahanga i ngā awa kua kitea e au i ngā tau tata kua puta mai i te pūweru. ... Kia kite i ngā tāoke e ahu mai ana i tētahi mira pūweru nō Āhia e puta mai ana i ngā pūtautau o tētahi pea mā nō Amerika ki te Raki, ka taka te mōhio he take ēnei me whakaaro nui e tātou katoa”.

Nā Mark Angelo, nā tētahi kaiwhakatūtū mō ngā awa nō Kānata

## POINTS OF VIEW, VALUES AND PERSPECTIVES OF THE INDIVIDUALS/GROUPS INVOLVED IN THE CONFLICT

### RESOURCE D: The impact of fast fashion

#### How fast fashion is destroying the planet

Dana Thomas, a veteran journalist who wrote *Fashionopolis: The Price of Fast Fashion and the Future of Clothes*, believes fast fashion – which is to say cheap, disposable clothing, made indiscriminately, imprudently, and often without consideration for environmental and labour conditions by companies – is a disease, and both the planet and its people are paying the price.

When asked what one of the most surprising things was that she learnt during her reporting for *Fashionopolis*, Thomas said: “I had read about what a dead river was like and seen pictures, but when I went to a factory where they had dumped denim chemical run-off straight into a river without treating it, and I saw and smelled that, I nearly vomited on the spot, it was so vile. It was one of the nastiest things I’ve encountered in my life. To see all these young people in a shoddy building, making blue jeans for brands you’ve heard

of in this fire trap, just so we can buy 10 pairs of jeans instead of one pair, was shocking. As long as there are sweatshops and there isn’t serious regulation and inspection and they can’t guarantee the clothes are made in correct factories [with workers] getting paid a living wage, we have to pressure the industry through the power of the purse or wallet”.

The human cost of fast fashion.

“The worst river pollution examples I’ve seen in recent years have related to fashion. ... When you start to see toxins from an Asian textile mill showing up in the tissue of a North American polar bear, you start to realise that these are issues we should all care about”.

*Mark Angelo, a Canadian river activist*

## He tirohanga pai ake ki te pūweru teretere: Ōna painga ki te ōhanga, ki te ao whānui hoki

Hei tā Emily Parrish, hei tā tētahi kaikawe kōrero mā *Bear Market Review*, he rite tonu te tirohia kinotia o te pūweru teretere, engari ina rerekē te aronga, i ētahi atu tirohanga hoki, he nui ngā painga e pikitia ana e ngā kaiwhakatūtū. Ko te ahumahi pūweru tētahi o ngā ahumahi kaha katoa ki te whakaputa rawa i te ao, i Amerika hoki, nā te pekanga pūweru teretere. Ka ākina te kirihoko e te pūweru teretere ki te hoko tonu, me te aha, ka pakari ake te ōhanga, waihoki he nui ngā tūranga mahi ka whakaritea i ngā whenua e whanake tonu ana. Ahakoa te whakaaro nui kāore e tika ana te utua o ngā kaimahi mō ā rātou mahi, me titiro te āhua ā-ōhanga o te whenua, ā, me whakaū hoki e whai ana ngā kamupene ki te whakapai ake i ngā utu kaimahi kia pai ake ai te oranga o te kaimahi me te whenua hoki.

E hangaia ana te nuinga o ngā kākahu pūweru teretere i tāwāhi, pēnei i ngā whenua o Āhia e whanake tonu ana. Ahakoa e mōhiotia nuitia ana kāore ngā utu kaimahi i aua whenua e whanake tonu ana e eke ki te paerewa ao whānui (i pēnei ai nā te āki kia whakataetae atu ki ētahi atu whare whakaputanga iti te utu i Āhia), ka tohe pea te tangata e āwhina kē ana te ahumahi pūweru ki te whakapiki i te utu kaimahi mōkito a ērā kaimahi. I hono tētahi kamupene pūweru teretere me ētahi atu waitohu, ki te tautoko i ngā kaimahi o tētahi whenua i Āhia ki te Tonga-mā-rāwhiti kia nui ake ai te utu kaimahi e whiwhi rā rātou, ā, i te tau 2013, i whakapikihia te utu kaimahi mōkito ki te \$80 Amerikana i te marama. E rima tau i muri i tērā, i te tau 2018, ka whakapikihia te utu kaimahi mōkito ki te \$170 Amerikana i te marama, nā ērā kamupene i pērā ai. Ahakoa te here kia whakatauhia e ngā kaimahi ngā tonu nui, kua huri ngā whare mahi pūweru ki te whakahāngai i ngā utu kaimahi kia tika ake, ā, ki te āta tautoko hoki i ngā kaimahi, me te aha, e āwhinatia ana ngā whenua. Hei tauira, neke atu ana i te haurua miriona ngā tūranga mahi i te rāngai kākahu kei tētahi whenua i Āhia ki te Tonga-mā-rāwhiti, waihoki e whakaputa ana tērā rāngai i tētahi hautoru o te tapeke o ngā hua ā-motu.

### **Fast fashion in a better light: Its benefits on the economy and across the world**

Emily Parrish, a reporter for *Bear Market Review*, suggests fast fashion is often viewed very negatively, but when seen in a different light and from various angles, there are many benefits that activists choose to overlook. The fashion industry is one of the strongest and highest wealth-producing industries in the world and especially in the US, particularly due to the fast fashion branch. Not only does fast fashion encourage consumers to buy more, boosting our economy, but it also presents many jobs in developing countries. Despite the popular notion to view the workers as being underpaid for their work, it is important to look at the specific country's economic state and to recognise how companies are aiming to improve wages, bettering workers' lives and the country.

Most fast fashion clothing is being made abroad, more specifically in developing Asian countries. Although it is widely felt that wages in these developing countries remain low by international standards (largely because of pressures to compete with other low-cost Asian production centres), it can be argued that the fashion industry is in fact helping boost the minimum wage for those workers. One fast fashion company, along with additional brands, came together to support the workers of a south-east Asian country to receive a higher wage, and in 2013, the minimum wage was raised to US\$80 a month. Fast-forward five years to 2018, and the minimum wage was raised to US\$170 a month, thanks to those companies. Despite the requirement for workers to meet high demands, fashion chains are beginning to align their pay more fairly and are purposely vouching for the workers, in turn helping the countries overall. For example, one south-east Asian country's garment sector is home to as many as half a million jobs and generates a third of the country's GDP.

# NGĀ ĀKINGA Ā-PĀPORI KUA WHAI PĀNGA KI TE TAUTOHE ME NGĀ PĀNGA KUA PUTA MAI

## TE RAUEMI E: Ngā kaiwhakaaweawe pae pāhopori

### TE WHAKATAIRANGA A TE KAIWHAKAAWEAWE I TE TAU 2018

#### NGĀ WAITOHU E 5 KEI TE TIHI, E EKE KATOA ANA

- Te tōpū o ngā tohu e whakaatu ana i te painga o ngā pōhi e whakahua ana i te waitohu i ngā marama tōmua e 5 o te tau 2018
- Te tōpū o te wāriu ā-pāpāhotanga kua whakaūngia mō te waitohu i ngā marama tōmua e 5 o te tau 2018 (ā-tāra Amerikanā)

#### FASHION NOVA

#### LIKETOKNOW.IT

#### ZARA

#### H&M

#### KKW BEAUTY

Te raraunga: Influencer DB: Paeāhua

Kei te āki ngā kaiwhakaaweawe pae pāhopori i te whāinga o te pūweru teretere, ā, e nui ake ana tōna whakarereanga i taua ākinga.

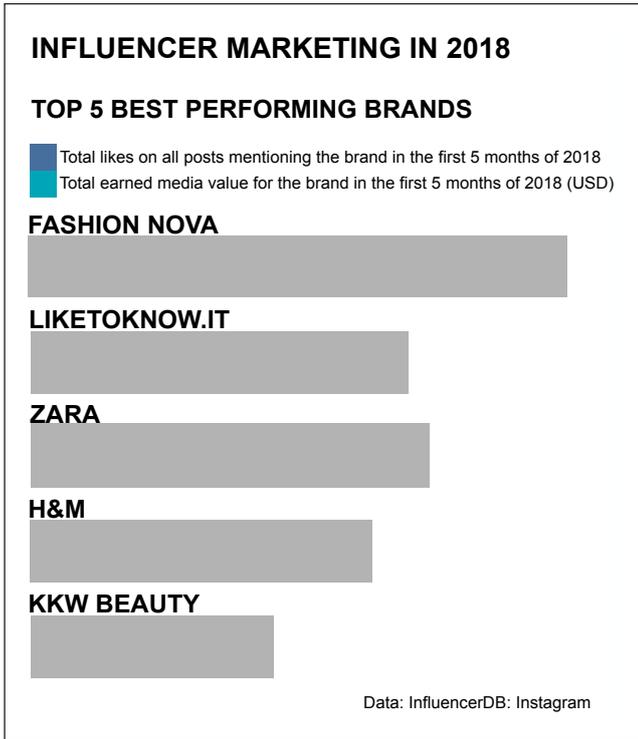
Ngā waitohu e tino eke ana i te tau 2018 (e hāngai ana ki te wāriu o ā rātou pāpāhotanga).

Ko Cardi B i te whakarewanga o Fashion Nova i te tau 2018.

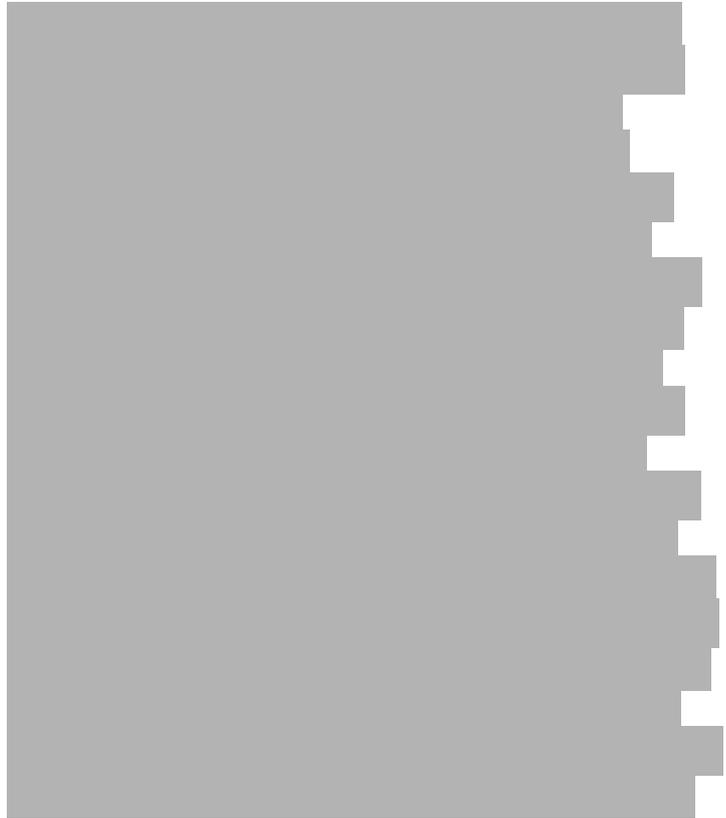
Kua puta mai tētahi atu tūmomo kaiwhakaaweawe i te kaupapa pūweru teretere. Kei te hiahia mōhio ngā kaiwhakamahi i ngā pae pāhopori me ngā pae tukutuku, pēnei i te Reanga Z, me pēhea e whakaaro nui ai, e matatika ai hoki tā rātou hokohoko, me te aha, ka huri rātou ki ngā kaiwhakaaweawe pūweru pōturi kia mārama ai rātou ki ngā mea hei hoko mā rātou, (ki te ara hoki hei hoko). Ka whakaaro nui ngā waitohu pūweru pōturi ki te taiao me ngā painga pāpori i ā rātou mahi whakaputa me ngā tukanga tuku haere. E kī nei tā rātou pepeha, “kia pai tō āhua nōu e mahi tika ana”.

# SOCIAL FORCES THAT HAVE CONTRIBUTED TO THE CONFLICT, AND THEIR EFFECTS

## RESOURCE E: Social media influencers



Social media influencers are behind the rise, and, increasingly, the fall of fast fashion.



Best performing brands 2018 (based on the value of their media).



Another kind of influencer has grown out of the fast fashion movement. Social media and web users, in particular, Gen Z, want to know how they can shop consciously and ethically, and therefore turn to slow fashion influencers to help them understand what (and how) to buy. Slow fashion labels put the environment and social good first throughout their production and distribution process. Their motto is “look good while doing good”.

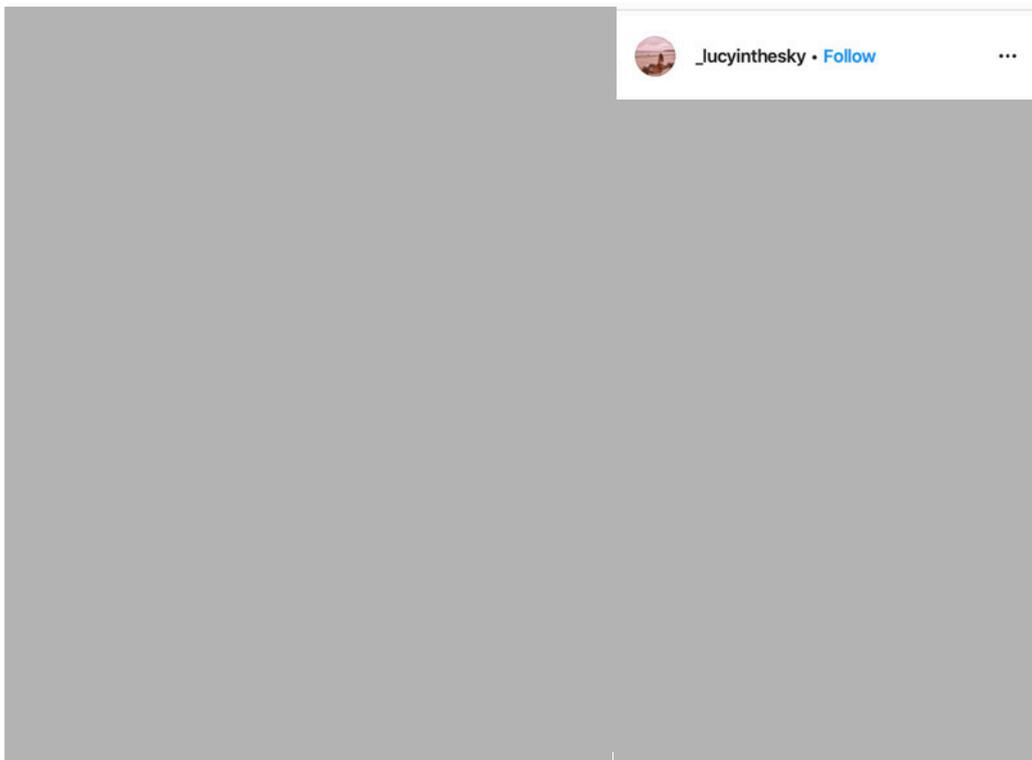
Cardi B at the Fashion Nova Launch in 2018.

Nā Paeāhua me ngā kaiwhakaaweawe i rongonui ai ngā waitohu whakaaro nui ki te pāpori e rongonui haere nei i tēnei wā. I mea a Lauren Bravo, i pau te tau kāore ia i hoko kākahu, “Kua mutu taku whai i ngā waitohu me ngā kaiwhakaaweawe kua whakawai pea i a au, ā, kua riro mā ngā kaitautoko pūweru pōturi pēnei i a Jade Doherty (@notbuyingnew) rāua ko Hanna Rochell (@EnBrogue) e whakarite mai te āhua hou o tāku e kite ai i taku pae. I te ao e kuhuna kotahitia ai ngā kākahu, [e whakaaweawe nei tō rāua kaha ki te whakaatu tonu i aua kākahu tonu rā i aku kōwhiringa ināiane]”.



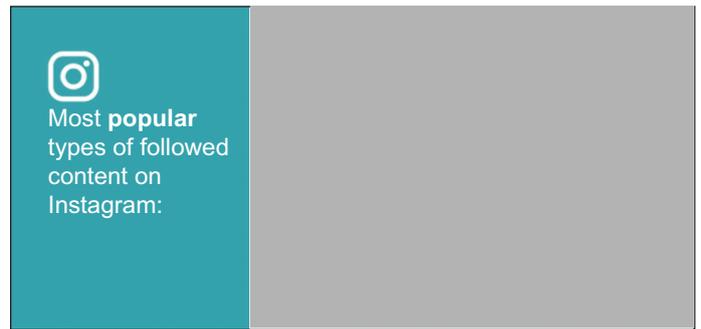
Ngā marau me ngā pae e paingia ana.

Kua eke tonu ki te kotahi miriona te apataki o te waitohu pūweru o Spell, ā, e hia mano ōna kaitautoko taiea e whakaaro nui ana ki te taiao, huri i te ao. Kua tohu hoki te waitohu, e whakaputahia matatikahia ana, e takoha nei hoki i tētahi ōrau o ngā whiwhinga pūtea ki ngā whakahaere āwhina tamariki me ngā kaupapa tiaki moana, i te whai wāhitanga o Miley Cyrus rātou ko Vanessa Hudgens, ko Megan Fox hei kirihoko rongonui mōna. Hei tā Isabella Briedis, hei tā te kaiwhakatū i a Spell, “Ko te pae pāhopori tā mātou pakihi. Ko te kaikōkiri matua i ngā hokonga ko Paeāhua me Pinterest, ā, koinei te wāhi e hono ai, e whakaaweawe hoki ai mātou i ā mātou kirihoko, e hono ai mātou ki ngā kaiwhakaaweawe mā rātou e horapa ai te kōrero mō tō mātou waitohu. Mei kore ake te pae pāhopori e ora nei mātou.”



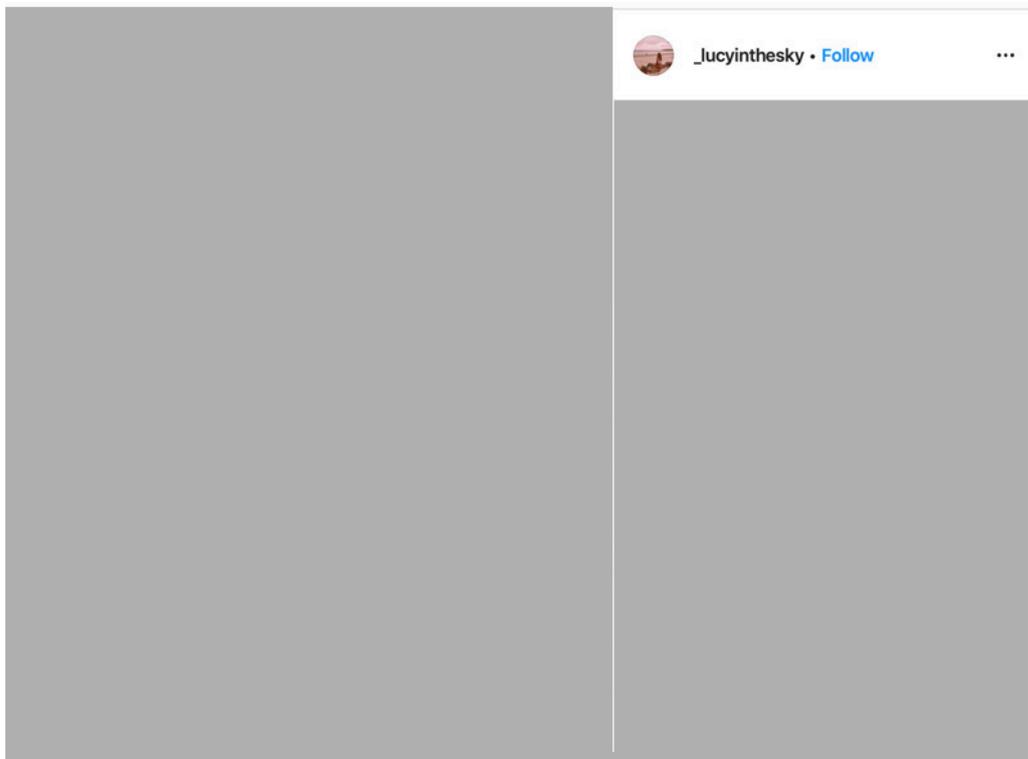
E mau ana tētahi kaiwhakaaweawe i ngā kākahu a Spell.

Many of the socially conscious labels blowing up right now can, in part, thank Instagram and influencers for their success. Lauren Bravo, who went a year without buying any clothes, said, “I’ve unfollowed every brand and influencer that might have led me into temptation, and let slow fashion advocates like Jade Doherty (@notbuyingnew) and Hannah Rochell (@EnBrogue) set a new pace on my feed. In a galaxy of single-wear wardrobes, their willingness to show off the same items again and again is [really influencing my choices now]”.



Content and platform preferences.

Fashion label Spell has almost one million followers and thousands of well-dressed, environmentally conscious supporters across the planet. The brand, which is not only produced ethically but also donates a percentage of proceeds to children’s charities and ocean conservation projects, also counts Miley Cyrus, Vanessa Hudgens, and Megan Fox among its high-profile customers. Isabella Briedis, the founder of Spell, said, “Social media is our business. Our biggest driver to sales is Instagram and Pinterest, and it is where we connect with and inspire our customers, where we connect to influencers who help spread the word about our brand. We simply wouldn’t exist without it.”



An influencer wearing Spell clothing.

## TE RAUEMI F: Ngā whakatūtūnga pāpori

“Arā tētahi paki nō tētahi wāhi i te ao e mea ana ka mōhio koe ki te wāhanga o te tau mā te titiro ki te tae o ngā awa”. Ko te hiakai ki te hokohoko pūweru teretere i te rā nei te pūtake o tēnei whakakinotanga ā-taiao. I tētahi whenua i Āhia, e whakapaetia ana kua tāhawahawatia tētahi 70% o ngā awa me ngā roto e ngā wai para e 2.5 piriona karani e ahu mai ana i te ahumahi pūweru. I rite tonu te tukua o ngā matū whakamōrearea e aukatia ana i Ūropi me Amerika, pēnei i te alkylphenol ethxylates (APEs), i ngā wheketere pūweru teretere i ētahi atu whenua.



Ngā parahanga tae i te ahumahi pūweru teretere.



He nui tonu ngā mahi kei mua i ētahi kamupene. I hāpaitia ake te wero tangotāoke e ētahi waitohu me ētahi kaiwhakarato e 80, pūweru mai, kaka hākinakina mai, kaka rangatira mai, ngā kaihoko huhua me te rāngai taiao. Ko ētahi o ngā waitohu, ko C&A, ko Levi Strauss, ko Puma, ko Nike, ko Adidas, ko Burberry, ko G-Star, ko ManMango, ko Benetton, ko H&M, ko Zara, ko Primark, ko Valentino, ko Esprit, ko Limited Brands, me te maha atu anō.



He kōrero nā ngā waitohu pūweru mō te whakatairanga tangotāoke a Greenpeace.

## RESOURCE F: Social activism

“There is a joke in a certain area of the world. It is that you can tell the colour of the season by looking at the colour of the rivers”. Today’s consumer appetite for fast fashion is a cause of this environmental degradation. In one Asian country, it is estimated that 70% of the rivers and lakes are contaminated by the 2.5 billion gallons of wastewater produced by the textile industry. Hazardous chemicals restricted in the EU and US, such as alkylphenol ethoxylates (APEs), were routinely discharged in the fast fashion factories of some other countries.



Dye pollution from the fast fashion industry.



Some companies have come a long way. The detox challenge was taken up by around 80 brands and suppliers, from fashion and sportswear, to luxury, multiple retailers and the outdoor sector. Among the brands are C&A, Levi Strauss, Puma, Nike, Adidas, Burberry, G-Star, ManMango, Benetton, H&M, Zara, Primark, Valentino, Esprit, Limited Brands, and many more.



Comments from fashion brands about Greenpeace’s detox campaign.

“Kua kaha mātou ki te whakakore haere i ngā matū whakamōrearea e takakino nei i ngā arawai me te taiao. Kua tino huri ngā tikanga i te ahumahi kākahu, he mea whakaaweawe nā te whakatairanga Tangotāoke, kua tiaki ināiane i tā rātou e whakaputa nei, tē tiaki noa iho ai i ā rātou hua,” tā Bunny McDiarmid, tā te Kaiwhakahaere o Greenpeace International.

I tēnei wā, e whā ngā karangatanga “tangotāoke” mō ngā kamupene:

1. Kei mua ngā kamupene ‘Para-Huarahi’ e haere ana, e ū nei hoki rātou ki te whakatutuki i ō rātou herenga tangotāoke. Kua rāhui ēnei kamupene i ngā matū whakamōrearea i ā rātou mahi whakaputa, kua whakaputa hoki rātou i ngā raraunga wai para me ngā rārangi kaiwhakarato. Kei tēnei karangatanga a Zara, a H&M, a Benetton hoki.

4. Kei te karangatanga o ‘Wara Tāoke’ ngā kamupene he rite tonu tā rātou whakahē i ngā here tangotāoke. E kī nei ēnei kamupene, “Kāore e whaihua tā Greenpeace e whai nei. Kāore e taea e tētahi kamupene pūweru i te ao whānui te whakakite kia mārama te mahinga o ā rātou pūweru me te rāhui i ngā matū tāoke katoa i ngā wāhanga katoa o te whakaputanga.

Kua āki a Greenpeace i ngā kaihoko pūweru ki te tangotāoke i tā rātou whakamahinga o ngā matū whakamōrearea i ngā mahi whakaputa.

“We have made great progress in phasing out hazardous chemicals that pollute our waterways and environment – there has been a major paradigm shift in the clothing industry triggered by the Detox campaign, which now takes responsibility for their production instead of just their products,” said Bunny McDiarmid, Executive Director of Greenpeace International.

[Redacted]

There are currently four “detox” groupings for companies:

1. ‘Avant-Garde’ companies are ahead of the curve and on track to meet their detox commitments. These companies have banned hazardous chemicals from their production, published wastewater data, and published lists of suppliers. These include Zara, H&M, and Benetton.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

4. ‘Toxic Addicts’ is the category referring to companies that continually refuse to make a commitment to detox. These companies say, “It’s not feasible what Greenpeace wants us to do. No global fashion company can make their supply chains fully transparent and ban all toxic chemicals from all steps of production”.

[Redacted]

Greenpeace has lobbied fashion retailers to detox their use of hazardous materials in production.

**He mihi**

He mea whakahāngai ngā kōrero nō ngā mātāpuna e whai nei hei whakamahinga i tēnei whakamātautau (he mea tiki i te 11 o Hune, i te tau 2020).

**He Kupu Whakataki**

Te tuhinga: <https://www.thegoodtrade.com/features/what-is-fast-fashion>

**Te Rauemi A**

Te tuhinga: <https://www.thegoodtrade.com/features/what-is-fast-fashion>

**Te Rauemi B**

Te whakaahua: Greenpeace, 'Destination Zero: Seven years of detoxing the clothing industry', <https://www.greenpeace.org/international/publication/17612/destination-zero/>.

**Te Rauemi C**

Te tuhinga: <https://studybreaks.com/culture/fast-fashion/>

**Te Rauemi D**

Ngā tuhinga: <https://www.vox.com/2019/9/12/20860620/fast-fashion-zara-hm-forever-21-boohoo-environment-cost>, <https://goodonyou.eco/what-is-fast-fashion/>, <https://www.stuff.co.nz/life-style/fashion/92004245/an-ethical-guide-to-fast-fashion>, <https://www.forbes.com/sites/celeshatzman/2019/10/04/fashionopolis-author-dana-thomas-on-how-fast-fashion-is-destroying-the-planet-and-what-you-can-do-about-it/#582d20853b97>, <https://www.burnabynow.com/news/burnaby-s-mark-angelo-releases-film-on-fashion-pollution-1.2349675>, and <https://bearmarketreview.wordpress.com/2018/06/23/fast-fashion-in-a-better-light-its-benefits-on-the-economy-and-across-the-world/>.

Te whakaahua: <https://www.sarahbeekmans.com/key-issues-in-the-fast-fashion/>

**Te Rauemi E**

Ngā tuhinga: [https://www.huffpost.com/entry/fast-fashion-influencers-instagram-fashion-nova-waste-climate-change\\_n\\_5c5aeffe4b0871047598750](https://www.huffpost.com/entry/fast-fashion-influencers-instagram-fashion-nova-waste-climate-change_n_5c5aeffe4b0871047598750), <https://www.euronews.com/living/2019/05/03/ethical-fashion-influencer-sustainable-man>, <https://businesschicks.com/spell-gypsy-collective-elizabeth-abegg/>, <https://www.agilitypr.com/pr-news/public-relations/psychology-following-social-influencers-impact-purchasing-behavior/>, and <https://www.businessoffashion.com/articles/news-bites/influencer-marketing-lessons-from-fashion-nova-and-zara>.

Ngā whakaahua: <http://www.zimbio.com/pictures/IF9TKznTuBK/Fashion+Nova+x+Cardi+B+Collection+Launch+Party/FJxquqYkQBK>, <https://www.businessoffashion.com/articles/news-bites/influencer-marketing-lessons-from-fashion-nova-and-zara>, <https://www.agilitypr.com/pr-news/public-relations/psychology-following-social-influencers-impact-purchasing-behavior/>, and <https://stylecaster.com/slow-fashion-influencers/>.

**Te Rauemi F**

Ngā tuhinga: Greenpeace, 'Destination Zero: Seven years of detoxing the clothing industry', [https://storage.googleapis.com/planet4-international-stateless/2018/07/destination\\_zero\\_report\\_july\\_2018.pdf](https://storage.googleapis.com/planet4-international-stateless/2018/07/destination_zero_report_july_2018.pdf), <https://www.ecowatch.com/fast-fashion-riverblue-2318389169.html>, <https://buddhajeans.com/encyclopedia/greenpeace-detox-catwalk-campaign/>, <https://us.fashionnetwork.com/news/greenpeace-inditex-benetton-and-h-m-lead-2020-detox-program,710835.html>, <https://www.latimes.com/business/story/2019-11-03/fast-fashion-sustainable>, <https://coombscrisiscommunication.wordpress.com/2017/05/05/greenpeace-helps-hm-to-detox-paracrises-and-social-media/>, and <https://www.treehugger.com/sustainable-fashion/which-fashion-companies-are-track-detox.html>.

Ngā whakaahua: <https://images.squarespace-cdn.com/content/584738ff20099e6c2da92f74/1491990826537-VM2K9C9SQ9Y3T5WB0FOR/chinas-water-pollution.jpg?content-type=image%2Fjpeg>, Greenpeace, 'Dirty Laundry 2: Hung Out to Dry', <https://storage.googleapis.com/planet4-international-stateless/2018/01/f84f320c-dirty-laundry-report-2.pdf>, and <https://www.bbc.com/news/world-44968561>.

## Acknowledgements

Material from the following sources has been adapted for use in this examination (accessed 11 June 2020).

### Introduction

Text: <https://www.thegoodtrade.com/features/what-is-fast-fashion>

### Resource A

Text: <https://www.thegoodtrade.com/features/what-is-fast-fashion>

### Resource B

Image: Greenpeace, 'Destination Zero: Seven years of detoxing the clothing industry', <https://www.greenpeace.org/international/publication/17612/destination-zero/>.

### Resource C

Text: <https://studybreaks.com/culture/fast-fashion/>

### Resource D

Text: <https://www.vox.com/2019/9/12/20860620/fast-fashion-zara-hm-forever-21-boohoo-environment-cost>, <https://goodonyou.eco/what-is-fast-fashion/>, <https://www.stuff.co.nz/life-style/fashion/92004245/an-ethical-guide-to-fast-fashion>, <https://www.forbes.com/sites/ceciashatzman/2019/10/04/fashionopolis-author-dana-thomas-on-how-fast-fashion-is-destroying-the-planet-and-what-you-can-do-about-it/#582d20853b97>, <https://www.burnabynow.com/news/burnaby-s-mark-angelo-releases-film-on-fashion-pollution-1.2349675>, and <https://bearmarketreview.wordpress.com/2018/06/23/fast-fashion-in-a-better-light-its-benefits-on-the-economy-and-across-the-world/>.

Image: <https://www.sarahbeekmans.com/key-issues-in-the-fast-fashion/>

### Resource E

Text: [https://www.huffpost.com/entry/fast-fashion-influencers-instagram-fashion-nova-waste-climate-change\\_n\\_5c5ae8ffe4b0871047598750](https://www.huffpost.com/entry/fast-fashion-influencers-instagram-fashion-nova-waste-climate-change_n_5c5ae8ffe4b0871047598750), <https://www.euronews.com/living/2019/05/03/ethical-fashion-influencer-sustainable-man>, <https://businesschicks.com/spell-gypsy-collective-elizabeth-abegg/>, <https://www.agilitypr.com/pr-news/public-relations/psychology-following-social-influencers-impact-purchasing-behavior/>, and <https://www.businessoffashion.com/articles/news-bites/influencer-marketing-lessons-from-fashion-nova-and-zara>.

Images: <http://www.zimbio.com/pictures/IF9TKznTuBK/Fashion+Nova+x+Cardi+B+Collection+Launch+Party/FJxquqYkQBK>, <https://www.businessoffashion.com/articles/news-bites/influencer-marketing-lessons-from-fashion-nova-and-zara>, <https://www.agilitypr.com/pr-news/public-relations/psychology-following-social-influencers-impact-purchasing-behavior/>, and <https://stylecaster.com/slow-fashion-influencers/>.

### Resource F

Text: Greenpeace, 'Destination Zero: Seven years of detoxing the clothing industry', [https://storage.googleapis.com/planet4-international-stateless/2018/07/destination\\_zero\\_report\\_july\\_2018.pdf](https://storage.googleapis.com/planet4-international-stateless/2018/07/destination_zero_report_july_2018.pdf), <https://www.ecowatch.com/fast-fashion-riverblue-2318389169.html>, <https://buddhajeans.com/encyclopedia/greenpeace-detox-catwalk-campaign/>, <https://us.fashionnetwork.com/news/greenpeace-inditex-benetton-and-h-m-lead-2020-detox-program,710835.html>, <https://www.latimes.com/business/story/2019-11-03/fast-fashion-sustainable>, <https://coombscrisiscommunication.wordpress.com/2017/05/05/greenpeace-helps-hm-to-detox-paracrises-and-social-media/>, and <https://www.treehugger.com/sustainable-fashion/which-fashion-companies-are-track-detox.html>.

Images: <https://images.squarespace-cdn.com/content/584738ff20099e6c2da92f74/1491990826537-VM2K9C9SQ9Y3T5WB0FOR/chinas-water-pollution.jpg?content-type=image%2Fjpeg>, Greenpeace, 'Dirty Laundry 2: Hung Out to Dry', <https://storage.googleapis.com/planet4-international-stateless/2018/01/f84f320c-dirty-laundry-report-2.pdf>, and <https://www.bbc.com/news/world-44968561>.

*English translation of the wording on the front cover*

## **Level 2 Social Studies 2020**

**91279M Demonstrate understanding of conflict(s) arising  
from different cultural beliefs and ideas**

2.00 p.m. Tuesday 8 December 2020  
Credits: Four

**RESOURCE BOOKLET**

Refer to this booklet to answer the questions for Social Studies 91279M.

Check that this booklet has pages 2–23 in the correct order and that none of these pages is blank.

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