




Name: _____

Social Studies 10-2

Unit Five Critical Challenge

30 marks

In business, the *bottom line* is the last line in a financial statement that shows the amount a company has earned. Earning money is the main goal of any business, but is it the only important goal? A mine may make a lot of money for shareholders while expecting workers to work for long hours in dangerous conditions while damaging the environment and causing health problems for the community. In today's globalizing world, business leaders sometimes refer to the **triple bottom line** that includes

- | | | |
|---------------------------------|--------|--|
| 1. Economic success | PROFIT |  |
| 2. Benefits the workers | PEOPLE |  |
| 3. Environmental Sustainability | PLANET |  |

These pillars are sometimes called the three Ps of **profit, people, and the planet**. In other words, does the venture make money? Is it responsible to the people who work there? Does it support environmental sustainability? Generally, these three factors are considered when making any business decision.

In this three-part assignment, you will look at some of the choices entrepreneurs face when making decisions.

1. In the first part of the assignment, you will look at some information and decide whether each is an economic, social, or environmental consideration.
2. In the second part of the assignment, you will use the information to help you make a decision.
3. In the final part of the assignment, you will compose a response to explain the factors that influenced your decision.

Part One

5 marks


A researcher has uncovered the following information. Decide if each factor is **mostly** about profits, people, or the planet. For each factor,

- paste the symbol indicating which pillar is indicated
- indicate whether the information leads you to choose **Canada or Bangladesh**

The first one has been done for you as an example.

Profit 	People 	Planet 
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Consider this from the point of view of **the factory owner!**

Pillar	Information	Canada or Bangladesh?	
		Single	Triple
	It will cost about \$1.00 per garment to ship it to Canada from Bangladesh and to pay import duties.	C	C
	The average wage for an Albertan working full time in the garment industry is \$1592/month and the average wage for a Bangladeshi working full time in the garment industry is \$67/month.		
	The typical garment worker in Bangladesh makes 14 cents for every shirt while the factory owner makes about 58 cents.		
	Alberta imposes strict environmental standards on all factories. Bangladesh has very few environmental standards.		
	About 5900 people die of air pollution in Canada every year. More than 50,000 people die from air pollution in Bangladesh every year.		
	Canadian workers can work a maximum of 12 hours/day. Bangladesh has no limits on the number of hours per workday.		
	Canadians are provided with some health and pension benefits by their employer. Bangladeshi workers have very few such benefits.		
	All businesses in Alberta must follow health and safety standards. Businesses in Bangladesh have very few health and safety standards, or if they do, these rules are often ignored.		
	In the past ten years, clothing imports from Bangladesh to Canada have doubled. In the same time period, the number of women who died in childbirth has dropped by 50%. Almost every child in Bangladesh is now vaccinated. More women can now afford to send their children to school.		
	In April 2013, nearly 2000 people were killed when the eight-storey Rana Plaza in Bangladesh collapsed. The top four floors of the building were built without a permit. Although cracks had appeared in the building the day before, garment workers were told to go to work or they would be fired or docked pay. The factories produced clothing for Canadian stores such as Wal-Mart and Superstore.		

Part Two

5 marks

To help you decide which country would be the better location for your factory, insert information from the list above into the chart below.

Top three reasons to put the factory in Canada...
1. _____
2. _____
3. _____
Top three reasons to put the factory in Bangladesh...
1. _____
2. _____
3. _____

Scoring Criteria: Evidence	<i>The student...</i>
Excellent	offers several relevant and important pieces of evidence 5 marks
Proficient	offers evidence that is clear and competent 4 marks
Satisfactory	offers evidence that is straightforward, conventional, and generally clear 3 marks
Limited	offers evidence that is incomplete or lacks depth 2 marks
Poor	offers little relevant evidence for each factor or evidence is disjointed, vague, or inaccurate 1 mark
/5	Comments:

Part Three

20 marks

Review the information in Part One and Part Two.

Using the information you have collected, explain **where you would put your factory**, providing reasons. Explain the factors that influenced your decision. (profits, people, planet)

and

Should Canadians consider the triple bottom line as entrepreneurs and as consumers?

Suggestions for writing:

- State clearly the country in which you will put your factory.
- Support your decision with sound reasons and concrete evidence taken from the chart and other sources.
- Organize your response to allow you to defend your position strongly.
- Answer **both** questions, referring to all three aspects of the *triple bottom line*.
- Edit and proofread your writing.

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page, leaving small margins at the top and bottom. There are no vertical margin lines, and the paper is otherwise completely blank.

[illegible]

Scoring Criteria	Defence of Position (10 marks)	Communication (5 marks)
Excellent E	The defence of position is based on one or more convincing, logical arguments. Evidence is specific and accurate and errors, if present, do not detract from the response. 9-10	The writing is fluent and effectively organized. Vocabulary is precise and effective. The writing demonstrates confident control of sentence construction, grammar, and mechanics. The occurrence of error is rare. 5
Proficient Pf	The defence of position is based on one or more sound arguments. Evidence is appropriate, but may contain some factual errors. 7-8	The writing is clearly organized. Vocabulary is accurate and appropriate. The writing frequently demonstrates effective control of sentence construction, grammar, and mechanics. The occurrence of error is infrequent. 4
Satisfactory S	The defence of position is based on one or more adequate arguments. Evidence is relevant, but general and/or incompletely developed. The evidence may contain errors. 5-6	The writing generally clear and functionally organized. Vocabulary is generally accurate, but not specific. The writing demonstrates basic control of sentence construction, grammar, and mechanics. Errors do not seriously interfere with communication. 3
Limited L	The defence of position is based on simple assertions and/or questionable logic rather than on supportive arguments. Evidence is superficial and may not always be relevant. The evidence may contain significant errors. 3-4	The writing is uneven and incomplete but is discernibly organized. Vocabulary is imprecise and/or inappropriate. The writing demonstrates faltering control of sentence construction, grammar, and mechanics. Errors hinder communication. 3
Poor P	The defence of position taken is difficult to determine and/or little or no attempt is made to defend it. Evidence, if present, is incomplete and/or marginally relevant. Significant errors are frequent. 1-2	The writing is unclear and disorganized. Vocabulary is ineffective and frequently incorrect. A lack of control of sentence construction, grammar, and mechanics is demonstrated. Errors impede communication. 1