

Commentary on candidate evidence

The candidate evidence has achieved the following marks for each section of the project.

Introduction (extract)

AIM – To assess the impact of Saudi Aramco’s ethics on the company itself, its stakeholders and the environment.

The candidate was awarded **(4 marks)** for the introduction.

- ◆ Clearly stating the aim of the project.
- ◆ Describing the core activity of the organisation.
- ◆ Giving two detailed reasons why the report is appropriate.

Analysis and evaluation (extract)

AIM – To explore the impact of BMW’s ethical activities on the business, stakeholders and the environment.

The candidate was awarded **(2 marks)** for an example of analysis that was followed up by evaluation.

- ◆ Switching to LED lighting leading to lower energy costs
- ◆ Lower energy usage leading to achieving sustainability goals

Analysis and evaluation (extracts)

AIM – To explore how Kraft Heinz’s ethics impacts itself, its stakeholders, and the environment.

In the ‘Product Health and Nutrition’ paragraphs, the candidate was awarded **(3 marks)** for examples of analysis and development.

- ◆ Reducing sugar in products leading to lower risk of tooth decay for consumers
- ◆ Better dental care leading to less work, sales and profits in the dental profession
- ◆ Better dental care leading to lower costs for the NHS allowing government spending elsewhere

In the 'Sustainability' paragraph, the candidate was awarded **(2 marks)** for an example of analysis and development.

- ◆ Reducing plastic waste through reusable and recyclable packaging
- ◆ Less packaging putting less pressure on the cost and use of landfill

Conclusions and recommendations (extracts)

AIM – To explore how Kraft Heinz's ethics impacts itself, its stakeholders, and the environment.

The candidate was awarded **(4 marks)** for three examples of conclusions that each drew together two elements of analysis and for one example of a justified recommendation.

- ◆ Environmental benefits from recyclable packaging and less use of landfill
- ◆ Health benefits derived from reduced sugar and non-battery farmed eggs
- ◆ Less discrimination from increased management positions for women and improved parental leave
- ◆ Suggesting an improved target for recycled packaging to benefit land and marine habitats.

Bibliography

AIM – To explore how Kraft Heinz's ethics impacts itself, its stakeholders, and the environment.

The candidate was awarded **(1 mark)** for the bibliography.

The bibliography is extensive as it is based on a wide range of up-to-date research. It is set out in a consistent and readable style.

The candidate may have used the useful 'references' function in Microsoft Word to create the bibliography whilst writing the project.