

# Globalization – Socially, Culturally and Ethically...Should We?

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## Appendix A

### Lesson 1 – What is Globalization? Multinational Companies

Company Name	Company Headquarters/origins	Countries where the products can be found

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### Appendix B

#### Lesson 1 – What is Globalization? Written Response Rubric

Student Name: \_\_\_\_\_

Criteria	Level R 0-49%	Level 1 50-59%	Level 2 60-69%	Level 3 70-79%	Level 4 80-100%
Selection of Evidence	Evidence not selected	Evidence selected with limited effectiveness	Evidence selected with considerable effectiveness	Evidence selected with considerable effectiveness	Evidence selected with a high degree of effectiveness
Relevance of Evidence	Evidence selected bears no relevance	Evidence selected bears limited relevance	Evidence selected bears moderate relevance	Evidence selected bears considerable relevance	Evidence selected bears a high degree of relevance
Explanations of Evidence to Answer Question	Explanation fails to answer question	Explanation answers question with limited effectiveness	Explanation answers question with moderate effectiveness	Explanation answers question with considerable effectiveness	Explanation answers question with a high degree of effectiveness.

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## Appendix C

### Lesson 2 – The Benefits and Drawbacks of Globalization – Case Study Options

#### Print:

From text “Transitions in Society, the challenge of change”

- pages 330-331 “Globalization and the Peasants in Costa Rica”
- pages 340-341 “The New Trade in Human Body Parts”

“Opposing viewpoints” have a full section on globalization, with multiple articles.

Globalization101 - Multiple case studies can be found at <http://www.globalization101.org>.  
Search under the tab “issue briefs”

#### Media

“Black Gold” – the coffee trade

“No Logo-brands, globalizations, resistance” (42 minutes)

“Global business: a case study of Volvo in Brazil” (18 minutes)

“Planet in Peril – shell” (approx. 15 minutes)

“Globalization – winners and losers” (42 minutes)

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## Appendix D

### Lesson 2 – The Benefits and Drawbacks of Globalization - Case Study Template

Geographic area: \_\_\_\_\_

Summary of Topic/Issue	
Pro/ Benefits	Cons/ Drawbacks

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### Appendix E

#### Lesson 3 – Solving the Problems? – Student Worksheet

Organization	Purpose/Goal	How do they do their work?	Effectiveness? Critiques of the successes and failures.
World Bank and the International Monetary Fund			
Free the Children			
Fair Trade Certification			
World Trade Organization			
Rainforest Alliance			
Non Government Organization of your choice: _____			

Other options can include: CorpWatch - <http://www.corpwatch.org/index.php>, Oxfam, Unicef, Microfinance –for example: Rotating Savings and Credit Association or ROSCA, CARE

## Appendix F

### Lesson 4 – Performance task instructions

#### *Unit Culminating Activity – Globalization, Consumption and Changing the World.*

##### **Introduction Overview:**

You will choose a transnational/multinational organization that interests you. No two people can do the same company/organization. You will research the various parts outlined below, compose a report and make an action proposal / persuasive argument in the form of a letter, petition, etc, for practical solutions to “righting” any of the “wrongs” that the company/organization causes. The purpose of all of this is to encourage change and activism in our community.

#### *Step One: Research Report*

You will use the internet and library to complete a report that investigates:

1. The products are made by the company / their purpose.
2. Where is the home office of this organization/company
3. What countries do they operate in and why.( cost effectiveness, labour pool, etc.)
4. From the perspective of the Company itself: How large it is, what they do, what their policies are in terms of labour, wages, working conditions, etc. Do they have a mission statement? Do they have criteria/objectives/standards for expansion? Do they have environment/wage/work condition/living condition policies?
5. The impact the company has on one area that it dominantly works in / established itself in. This could be good and bad. Remember, you should not be ethnocentric here – just because people do not meet our minimum wage or work at a younger age doesn’t mean that they are treated unfairly, exploited, “bad” – you need to look at the big picture of the standards of that particular country, resources and ability to work and help themselves. Here is where you consider what the company tells you and what the critics say.

You may not find all of this information, but overall, I want you to determine if the country/area is benefiting or not from the transnational organization being present. In particular, government agencies will not necessarily have a specific location, but they definitely have a purpose and areas that they deal with.

### **Appendix F continued.**

#### **Step Two: get others active**

Based on your findings create a piece of activists literature that serves to raise awareness and make a change, focussing on how the company can improve or encouraging people to support the company if they are already doing great things. This can take the form of a letter with or without a petition, petition (online or in print), “facebook” type group with a clear introduction/purpose, etc.

Regardless of the form of product you choose, all must include:

1. A clear introduction of the purpose of your piece which is aimed at motivating people to support your efforts.
2. At least 4 identified areas/practices that should be supported or changed.
3. At least 4 practical options/ solutions that may be done to support or improve the company’s practices and WHY.

#### **Step Three: Be Active**

You will present your proposal to the class then students will sign up to support those that they agree with / have an interest in.

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## Appendix G

### Lesson 4 – Performance Task – Report Rubric

#### Research Report : Multinational Corporations

Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
Organization (Communication)	Information is very organized with well-constructed paragraphs and subheadings.	Information is organized with well-constructed paragraphs.	Information is organized, but paragraphs are not well-constructed.	The information appears to be disorganized.
Amount of Information (Knowledge)	All topics are addressed and all questions answered	All topics are addressed and most questions answered.	All topics are addressed, and most questions answered	One or more topics were not addressed.
Quality of Information (Knowledge)	Information clearly relates to the main topic. It includes several supporting details and/or examples.	Information clearly relates to the main topic. It provides 1-2 supporting details and/or examples.	Information clearly relates to the main topic. No details and/or examples are given.	Information has little or nothing to do with the main topic.
Sources (Knowledge)	All sources (information and graphics) are accurately documented in the desired format.	All sources (information and graphics) are accurately documented, but a few are not in the desired format.	All sources (information and graphics) are accurately documented, but many are not in the desired format.	Some sources are not accurately documented.
Mechanics (Communication)	No grammatical, spelling or punctuation errors.	Almost no grammatical, spelling or punctuation errors	A few grammatical spelling or punctuation errors.	Many grammatical, spelling, or punctuation errors.



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### Appendix H

#### Lesson 4 – Performance Task – Public Awareness Campaign Rubric

#### Public Awareness Campaign : Globalization

Student Name: \_\_\_\_\_

CATEGORY	4	3	2	1
Research/Statistical Data (Thinking)	Students include many high-quality examples or pieces of data to support their campaign.	Students include a few high-quality examples or pieces of data to support their campaign.	Students include some examples or pieces of data to support their campaign.	Students include only 1 example or piece of data to support their campaign.
Brainstorming - Problems (Application)	Students identify more than 4 reasonable, insightful barriers/problems that need to change.	Students identify at least 4 reasonable, insightful barriers/problems that need to change.	Students identify at least 3 reasonable, insightful barriers/problems that need to change.	Students identify fewer than 3 reasonable, insightful barriers/problems that need to change.
Brainstorming - Solutions (Application)	Students identify more than 4 reasonable, insightful possible solutions/strategies to encourage change.	Students identify at least 4 reasonable, insightful possible solutions/strategies to encourage change.	Students identify at least 3 reasonable, insightful possible solutions/strategies to encourage change.	Students identify fewer than 3 reasonable, insightful possible solutions/strategies to encourage change.
Campaign/Product (Thinking)	Students create an original, accurate and interesting product that adequately addresses the issue.	Students create an accurate product that adequately addresses the issue.	Students create an accurate product but it does not adequately address the issue.	The product is not accurate.

## Appendix I

### Lesson 4 – Performance Task – Student Exemplar of a Level 4 Performance

#### **A REPORT BASED ON SHELL GAS COMPANY**

##### Products & Services

###### On the road

- Card Services
- Fuels
- Loyalty
- Oils
- Shell Station Locator
- Shops and Services

###### Solutions for Businesses

- Aviation
- Bitumen
- Chemicals
- Exploration and Production
- Fuels
- Gas and Power
- Global Solutions
- Lubricants
- Marine Products
- Shell Fuel Card
- Shipping
- Trading

##### Purpose of Shell

The objectives of the Shell Group are to engage efficiently, responsibly and profitably in oil, oil products, gas, chemicals and other selected businesses and to participate in the search for and development of other sources of energy to meet evolving customer needs and the world's growing demand for energy.

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## Location

The headquarters for Shell Gas is located in The Hague, Netherlands, with its registered office in London, United Kingdom.

Shell Gas Company has operation in more than a 110 countries around the world.

However its major operation sites are located in:

<a href="#">Argentina</a>	<a href="#">Germany</a>	Nigeria
<a href="#">Australia</a>	<a href="#">Greece</a>	<a href="#">Singapore</a>
<a href="#">Belgium (Dutch)</a>	<a href="#">Hong Kong</a>	<a href="#">Slovakia</a>
<a href="#">Belgium (French)</a>	<a href="#">Hungary</a>	<a href="#">South Africa</a>
<a href="#">Bulgaria</a>	<a href="#">India</a>	<a href="#">Sweden</a>
<a href="#">Canada</a>	<a href="#">Indonesia</a>	<a href="#">Switzerland (French)</a>
<a href="#">China</a>	<a href="#">Luxembourg</a>	<a href="#">Switzerland (German)</a>
<a href="#">Czech Republic</a>	<a href="#">Netherlands</a>	<a href="#">Turkey</a>
<a href="#">Denmark</a>	<a href="#">New Zealand</a>	<a href="#">United Kingdom</a>
<a href="#">Finland</a>	<a href="#">Norway</a>	<a href="#">United States</a>

All these companies have one thing in common, there in the stage of development and their rich in oil.

## **An in-depth look into the company**

The "Royal Dutch/Shell Group," commonly know as Shell, is an amalgam of over 1,700 companies all over the world. 60% of the Group is owned by Royal Dutch of the Netherlands, and 40% is owned by the Shell Transport and Trading Group of Great Britain. These two companies have worked together since 1903. Shell includes companies like Shell Petroleum of the USA (which wholly owns Shell Oil of the USA and many subsidiaries), Shell Nigeria, Shell Argentina, Shell South Africa, etc.

“Shell is a global group of energy and petrochemical companies. With 104,000 employees in more than 110 countries, we play a key role in helping to meet the world’s growing demand for energy in economically, environmentally and socially responsible ways.”

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With the slogan "We help to build a better world for everyone", Shell tries to change its international image. However in Argentina, as well as imposing inhuman rhythms and hours of work, Shell contaminates the water, pollutes the environment, instills terror amongst the workers through the constant reduction of jobs, and hounds delegates who try to organize resistance.

The company's attempt to apply make-up derives from two important blows to its international image: the worldwide outcry against the sinking of an old oil platform in the North Sea and the execution of 9 leaders of the Ogoni people, who opposed its plans for devastation in Nigeria. There are also complaints on deaths and accident on the work site due to numerous causes such as inhaling dangerous fumes. Shell has admitted to all safety charges. However their trying to better their standards by introducing

In most oil cases workers in Nigeria are paid like a \$ 1:00 a day to go into swampy oily waters where spills have occurred. Their job is to hack away at the foliage so that the oil company can send in vacuum pipes to suck up the oil in the water to drain the oil spill.

### **A look at the impact shell has had on the nation of Nigeria**

Shell started business in Nigeria in 1937 as Shell D'Arcy. In 1938, the company was granted an exploration license. In 1956, Shell Nigeria discovered the first commercial oil field at Oloibiri in the Niger Delta and the oil export started in 1958. However tension arose in the 1990s between the company and the native Ogoni people of the Niger delta. Concerns grew that none or little of the money earned from the oil was going back to the people in the area and also to replenish the land.

In 1993 a large organized protest began, it was spearheaded by the Movement for the survival of the Ogoni people (MOSOP) in which protestant occupied the refineries. With all the commotion, Shell was forced to withdraw their operation in the Ogoni areas. This in return lead Nigerian Forces to raid the villages, in the act several of the leaders for the protest were arrested. Ken Saro-Wiwa, the leader of the protest along with eight others was executed on frivolous charges on inciting violence although the Commonwealth Nations were against such actions.

Despite all of this, Shell refuses to be held responsible, stating that they asked for those who were found guilty to be released however the government refused. Later on a report found out that Shell and the military had bribed two witnesses with the promise of money

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and job opportunity at the company to which the company admitted. But then violence erupted in the Ogoniland where thousands of innocent civilians were killed and dozens of villages were raided by the military with arms and ammunition Shell provided.

Today issues still arise indicating that Shell is still continuing to affect the region. Since Shell began drilling oil in Ogoniland in 1958, the people of Ogoniland have had pipelines built across their farmlands and in front of their homes, suffered endemic oil leaks from these very pipelines, been forced to live with the constant flaring of gas. This environmental assault has **smothered land** with oil, **killed masses of fish** and other aquatic life, and introduced devastating **acid rain** to the land of the Ogoni. For the Ogoni, a people dependent upon farming and fishing, the poisoning of the land and water has had **devastating economic and health consequences**. Shell claims to clean up its oil spills, but such "clean-ups" consist of techniques like burning the crude which results in a permanent layer of crusted oil meters thick and scooping oil into holes dug in surrounding earth (a temporary solution at best, with the oil flowing out of the hole during the Niger Delta's frequent bouts of rain)

Then there is the issue of natural flaring. In Ogoniland, 95% of extracted natural gas is flared (compared with 0.6% in the United States). It is estimated that the between the CO<sub>2</sub> and methane released by gas flaring, Nigerian oil fields are responsible for more global warming effects than the combined oil fields of the rest of the world.

Although Shell drills oil in 28 countries, **40% of its oil spills worldwide have occurred in the Niger Delta**. In the Niger Delta, there were 2,976 oil spills between 1976 and 1991. In the 1970s spillage totaled more than four times that of the 1989 Exxon Valdez tragedy. Ogoniland has had severe problems stemming from oil spillage, including water contamination and loss of many valuable animals and plants. A short-lived World Bank investigation found levels of hydrocarbon pollution in water in Ogoniland more than sixty times US limits and a 1997 Project Underground survey found petroleum hydrocarbons one Ogoni village's water source to be 360 times the levels allowed in the European Community, where Shell originates.

The extraction of oil has led to construction of pipelines and facilities on precious farmland and through villages. Shell and its subcontractors compensate landowners with

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meager amounts unequal to the value of the scarce land, when they pay at all. The military defends Shell's actions with firearms and death

There is also complains based on health issues. The Nigerian Environmental Study Action Team observed increased "**discomfort and misery**" due to fumes, heat and combustion gases, as well as increased illnesses. This destruction has not been alleviated by Shell or the government. Owens Wiwa, a physician, has observed higher rates of certain diseases like bronchial asthma, other respiratory diseases, gastro-enteritis and cancer among the people in the area as a result of the oil industry.

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**Royal Dutch Shell plc  
Carel van Bylandtlaan 30  
2596 HR DEN HAAG  
The Netherlands  
Postbus 162  
2501 AN DEN HAAG  
Tel. 070 - 377 9111**

To whom it may concern

It is with great regard that I write you this letter. Over the past years your company has worked to sustain the oil economy and to provide fuel to move the world. Your company has provided employment for 100, 000's of people around the world and you have invested in countries whereby other companies thought it impossible.

You continue to be the leading gas supplier and I must compliment you on the great job. I hope that this is continued in the ever so developing future.

However having saying all this I must say that there is certain aspects of your operations that I'm not too please of. There are certain reports about your company causing various riots in Nigeria and other countries around the world

In 2008, a new lawsuit was opened against Shell Oil Company in Houston, Texas for alleged Clean Air Act violation.

Due to the high emission of fume and gas innocent people are being injured. Just months ago one of your pipelines broke in Nigeria and your company did not react in an emergent manner. In fact the spill was on going for more than three months. As a result the oil spill caused most of the plants at the river to die. Fishermen who depend on the waters for a living couldn't catch any fish because the fishes in the area had all died or they just went away.

Pipelines have been sited running through people farms. This affects them in many ways because first it is dangerous to human health and it's not safe and secondly it's causing them to loose crops.

My family has been using Shell Gas for years and I just can't pretend as if I don't know what the problems are. The fact of the matter is that Shell Gas is a really good company but there are various areas where the company can improve in.

My name is John Smith, I'm eighteen years old and I'm a concerned student.

**John Smith**