

## Examiner comments

### Project E

Assessment criteria	Marks awarded	Marks available	Comments
Criterion A	2	5	The focus on economic sustainability means that other aspects of sustainability are missed (and yet Uber was a very good context to consider social and environmental aspects). Knowledge and understanding of the concept is present but partial: the internal assessment (IA) is very robust about financial sustainability, which is analysed here (and could justify A3), but limited on other aspects (which is equally important but ignored), so A2 is the best fit.
Criterion B	4	4	The supporting documents (SDs) offer a range of perspectives (internal, external, quantitative, qualitative).
Criterion C	4	4	The tools used are relevant, well selected and well applied. (The final SWOT analysis does not add much, but the candidate does show that they know how to create one, and the sources are duly mentioned.)
Criterion D	4	5	Good analysis, good evaluation but for D5 more was needed to close the loop about the conceptual lens—that is, about sustainability (especially the different types of sustainability).
Criterion E	2	3	The conclusions are clear but, for a higher mark, they should have explicitly addressed the long-term financial losses that are mentioned in the research question (RQ).
Criterion F	2	2	Appropriate structure. No reason not to award 2 marks.
Criterion G	2	2	All elements present. No reason not to award 2 marks.
<b>Total</b>	<b>20</b>	<b>25</b>	