

## Module 3 –session 5

# Ethics of Consumer Protection And Environmental Protection

GALGOTIAS  
UNIVERSITY

## Topics to be covered

- *Future outlook on environment*
- *Sustainable development*
- *Innovative business response to environmental regulations*
- *Waste management & pollution control*

GALGOTIAS  
UNIVERSITY

# Future outlook on environment

*Environmentalism in the 21st century can be characterized by three principles that serve as bases for continued activism and policy formulation.*

- 1. Public – Private partnerships*
- 2. International cooperation*
- 3. Sustainable development*

GALGOTIAS  
UNIVERSITY

# Future outlook on environment

*Public – Private partnerships- partnerships are voluntary collaborations between two or more organisations with jointly defined agenda focused on discrete, attainable and potentially attainable goals. The life cycle of partnerships involves an integrated relationship among stakeholders throughout the decision and implementation process. Importance of partnerships is the growing practice of corporations to seek the assistance of NGOs to preserve endangered species in their areas of operation, pooling the assets of stakeholders and cooperatively reaching for a solution.*

GALGOTIAS  
UNIVERSITY

# Future outlook on environment

*International issues- many environmental issues are international in nature. These include cross-boundary pollution, common area resources, and economic development. The economic interdependence of nations foster cooperation in resolving international issues. The absence of international government, competition between nations, and the complexity of international relations all remain as obstacles to global environmental policy.*

GALGOTIAS  
UNIVERSITY

# Future outlook on environment

*Sustainable development- there are limitations to the earth's carrying capacity in the light of present levels of technology, social organisation and population. The current economic practices are unsustainable, it is an undeniable fact that developed countries have the knowledge to operate sustainably. The key will be for government and corporations to change practices in shifting to a more efficient model of resource use.*

GALGOTIAS  
UNIVERSITY



# Sustainable development

*Sustainable development is defined as development that meets the needs of the present without compromising the ability of future generations to meet their own Needs.*

## Innovative business response to environmental regulations

There are several reasons why those managing business are becoming increasingly conscious of environmental issues:

For management morale- to have good environment record and the desire to earn good reputation as protectors of the environment.

To cut waste wherever possible.

The environmental protection act (EPA) has acknowledged the potential gains from pollution prevention.

Advantages of taking a proactive stance towards environmental regulation instead of fighting against regulations. Some firms are looking beyond mere compliance and improving their environmental performance.

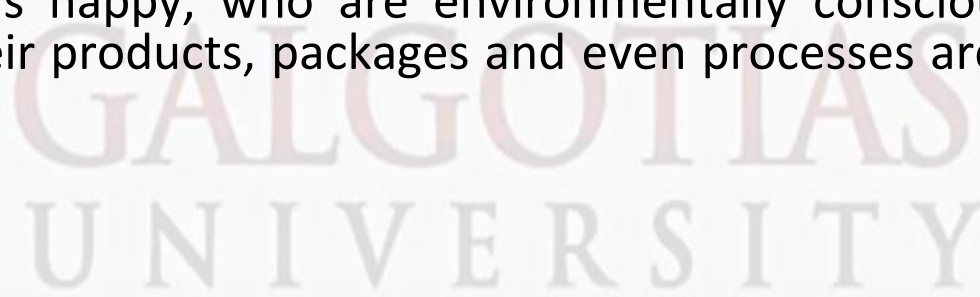


## Innovative business response to environmental regulations

*By incorporating principles of waste reduction into industry led voluntary programmes they hope to foster positive public opinion.*

Recent trend in regulation suggest that forward looking firms will protect themselves through 'green design' of their products and enhance their public image by examining the entire life cycle of their products.

To keep the consumers happy, who are environmentally conscious, companies have to ensure that their products, packages and even processes are environment friendly.



## Innovative business response to environmental regulations

*Eco-labeling is another example of companies trying to pacify consumers with proof of environment friendliness of their products.*

*Potential savings through pollution prevention measures have been increasing. Companies have found that reduction in their use of raw materials and energy, and in the amount of toxic wastes they produce could yield savings.*

*The fear of incurring the cost of environmental damage has risen as regulations have been tightened by governments and courts of law.*

GALGOTIAS  
UNIVERSITY

# Waste management & pollution control

*Environmental damage through industrial activity can be of two types:*

- 1. Depletion of natural resources – excessive use leads to reduction in natural resources that are extracted or used up in the production of other goods, such as minerals, fossil fuels etc. These resources are non-renewable.*
- 2. Degradation of the natural resources- it refers to deterioration of the quality of the environment. All production creates waste and pollution right through the process of manufacturing to the disposal of the final product. Waste-aerial, solid or aqueous degrade the air, soil, water quality and pose health hazards/*

GALGOTIAS  
UNIVERSITY

# REFERENCES

- *A.C. Fernando, 'Business Ethics and Corporate Governance' , 2nd edition, Pearson Education, 2012*
- *CSV Murthy, 'Business Ethics and Corporate Governance', 2nd edition, Himalaya Publication,2010*
- *William H Shaw, 'Business Ethics', 6th edition, Cengage Learning,2014*
- *S K Bhatia,' Business Ethics and Corporate Governance', 1st edition, Deep and Deep publications,2010*

GALGOTIAS  
UNIVERSITY



THANK YOU...

