

Starter - What do these 10 companies have in common:

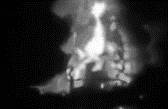
1. Nestlé
2. Monsanto
3. Amazon
4. Shell
5. Tesco
6. Barclays
7. Exxon
8. Wal-Mart (ASDA)
9. Coca Cola
10. Primark

Write the definition of ethics here:

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Ethical decisions

* Businesses want to appear to be doing “the right thing” but this is not always possible if they wish to make a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
* Often there is a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ between ethics and profitability (compromise)
* A prime example of a pharmaceutical company’s exploitation of medicinal availability is GSK created a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of HIV/AIDS medications in South Africa that resulted in drug availability to only 10% of the people who \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ it.



Ethics vs profitability – Deepwater Horizon

* 2010 BP oil rig Deepwater Horizon caught \_\_\_\_\_\_\_\_
* 11 men lost their lives
* Obama said it was “the worst \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ disaster ever”
* Millions of gallons of \_\_\_\_\_\_\_\_\_\_\_\_ spilt into the Gulf of Mexico
* All due to \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ by BP, failure to invest in training and health and safety
* Worst affected – \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and residents of the Gulf

Nestle –profit before ethics

* Nestlé has been voted the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ ethical company of the last 25 years by readers of Ethical Consumer.
* The \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ food company 'won' with 15% of the vote, finishing just above Monsanto (14%) and the UK's number one tax avoider Amazon (12%).
* Nestlé is currently subject to the longest ever running consumer boycott. For over 20 years \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ has called a boycott of the company for its irresponsible marketing of baby milk formula, which infringes the International Code of Marketing of Breast-milk

Ethics vs profitability – VW

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Video notes here:

Ethics vs profitability – Monsanto

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Video notes here:



**Pay and rewards**

Executive pay vs employee pay

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Bankers bonuses

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Sponsorship

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**Corporate social responsibility (CSR)**

CSR defined

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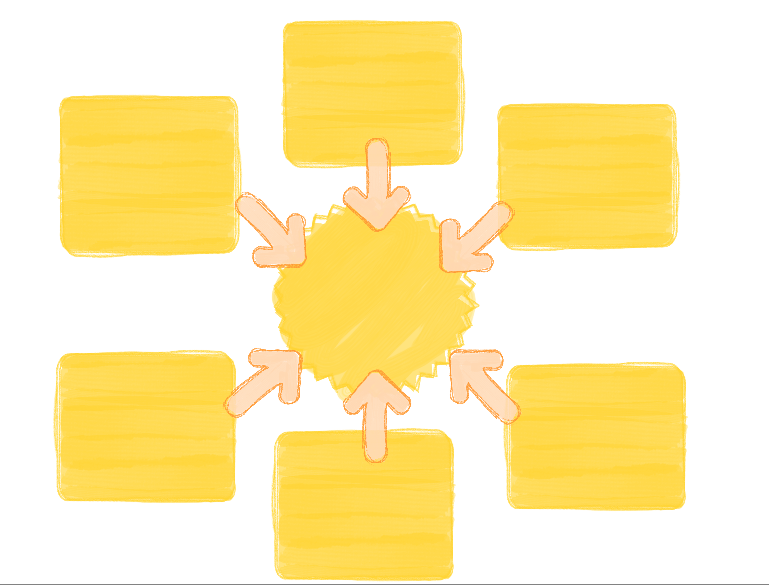
CSR and us

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CSR approach

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Corporate social responsibility:

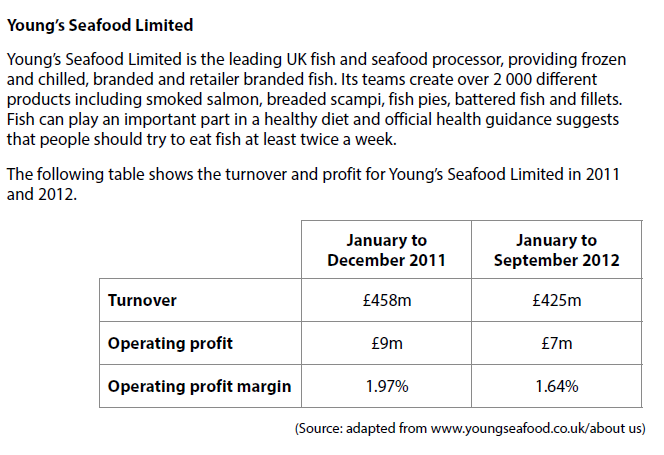


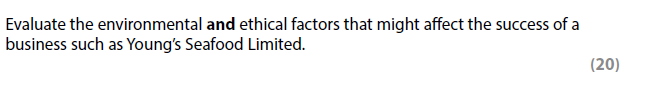
Advantages of a CSR approach:

|  |  |
| --- | --- |
| **Happy customers** |  |
| **Happy** **staff** |  |
| **Happy** **investors** |  |
| **New** **products** **new** **markets** |  |
| **Good** **PR** |  |
| **Happy** **community** |  |
| **Happy** **suppliers** |  |
| **Cost** **reductions** |  |

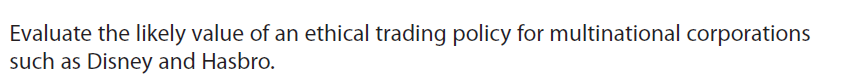
Disadvantages of a CSR approach:

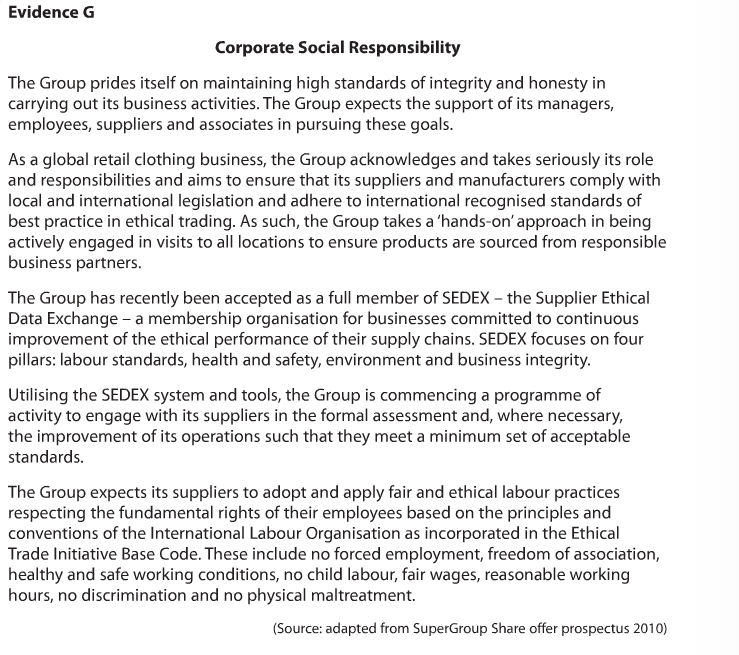
|  |  |
| --- | --- |
| **Fad?** |  |
| **Motive?** |  |
| **Cost?** |  |
| **Care?** |  |













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