

Management Ethics

Poster Defence

- Whose corporation/organisation are you representing?

The European Environment and Sustainable Development Advisory Councils (EEAC).

- What is the key message that you are trying to communicate?

The key message I am trying to convey in my posters is to promote a different style of thinking for how we look at business in regards to sustainability and if big businesses continue their current unethical paths the repercussions could be catastrophic for the planet.

The report will then lead on to formulate a discussion if it is the role of businesses to be sustainable, governments to enforce sustainable legislations or the consumer's responsibility to only buy from companies which are developing sustainability within their business model.

- What is the main target audience that you hope will read and understand your message?

I believe the target audience could be everyone as the message I am trying to communicate is an issue that affects us all.

'Sustainable development is about making sure that people throughout the world can satisfy their basic needs now, while making sure that future generations can also look forward to the same quality of life.' Gardner (2014).

- What would someone who disagrees with you say in response to your argument?

These arguments will be considered more within the report with academically sound research to bring to light counter-arguments for each point.

Why should one business forfeit profits when another business does not?

Isn't it the responsibility of the business to adhere to the laws and regulations set out by the government and not go above these if not needed too?

Sustainability is someone else's problem to deal with.

Sustainability is contradictive to business sense.

This point was explored by Eisenstein (2014). Eisenstein illuminates the argument against sustainability with profit aligning itself against the concerns of people and planet.

'Let's stop pretending. If your company is going to make a significant step toward sustainability, it probably won't make business sense, at least not in any way that can be predicted or quantified.' Eisenstein (2014).

- Why have you used the images and words you have selected?

On discussions with Advertising students at UWTSD and presenting them with a brief on the message and feelings I wanted to communicate. I decided on a stark contrast of two opposing views Friedman for business and then the repercussions if businesses were to just express one of his view points.

For the side of business I choose a Friedman quote explaining that there is only one social

responsibility of a company to make as much money within the rhetoric of the law. The stark black image behind white font gave the statement more gravitas, the font was chosen to conjure up feelings of this is correct by formalising the statement.

For the side of sustainability I chose four images synonymous with issues that big business is producing in their drive for maximising profits.

Global warming and the melting of the ice caps, increased CO2 levels through high carbon emissions, deforestation and large open cast mining robbing the earth of materials on a mass scale.

These images I changed through knowledge of photoshop to a black and white filter with some alterations to make different areas of the images pop, for instances the white and blue filters on the ice caps picture. These were designed to allow flow from the previous image and allow the centre image to pop more.

The only colour on the two picture is of a hand squeezing the planet. The hand representing what we and business are doing to world: squeezing the world for all its assets.

The reason for this being the only colour in the piece is to draw the eye straight to the problem and the message.

I have asked a couple of students to critique or asked them what they took from the piece:

S1: Lvl 6 Advertising student UWTSD, helping with theory behind poster design.

For the critique, I think the images are perfect, love the use of black and white to add drama and seriousness. If possible I would rotate the hand as it doesn't connect to the side of the page. If it came from the top or bottom it might fit better and not have as much empty space.

S2: Lvl 5 Business Management Student UWTSD.

One message I am getting is it could look like the pictures on the right have caused the pictures on the left another thing I am thinking is, the earth is being shown as being squeezed and the four pictures are the effects and causes.

S3: Lvl 5 Business Management Student UWTSD.

I personally believe that many businesses aren't staying within ethical rules, and thus is leading to the exploitation of many natural resources leading to the second image.

S4: Lvl 5 Sustainability Management Student UWTSD

Capitalism is exhausting the world of it resources

- What research have you done to underpin your argument?

I have considered the emerging development in big business to take responsibility for sustainability and their CSR protocols. The new laws such as the welsh future generations act or surfacing agencies such as The European Environment and Sustainable Development Advisory Council. I have also looked at global issues which are caused by big global businesses which are causing problems for our current and future generations such as rising CO2 levels, global warming effects and the draining of nature resources.

I have also looked at the counter-arguments for sustainability to have a better overview of the whole issue.

Some of the websites I have visited are:

<http://onlinelibrary.wiley.com/doi/10.1111/j.1468-2370.2009.00275.x/full>

<http://www.adjacentgovernment.co.uk/lg-edition-001/sustainability-a-local-issue-for-us-all/3316/>

<https://www.theguardian.com/sustainable-business/blog/sustainability-business-sense-profit-purpose>

<http://iveybusinessjournal.com/publication/the-top-ten-reasons-why-businesses-arent-more-sustainable/>

[https://www.nas.org/articles/Sustainability is a Waste 10 Reasons to Oppose the Sustainability Movement](https://www.nas.org/articles/Sustainability%20is%20a%20Waste%2010%20Reasons%20to%20Oppose%20the%20Sustainability%20Movement)

<http://gov.wales/topics/people-and-communities/people/future-generations-act/?lang=en>

<http://mallenbaker.net/article/clear-reflection/arguments-against-corporate-social-responsibility-and-some-responses>

<http://www.environmentalscience.org/sustainability>

http://www.strauss-group.com/cr_newsmention/the-importance-of-sustainability/

<https://www.theguardian.com/sustainable-business/sustainability-key-corporate-success>

<http://www.wbcsd.org/Overview/About-us>

<http://eeac.eu/>

- How strong do you think the evidence is to back up your argument?

As there is a change in consumer buying behaviour, corporations are becoming more receptive to the nature of Corporate Social Responsibilities this tied with new government regulations and legislations are making corporation slowly wake up to the need of CSR implementations. World summits, EU and UN conferences are talking more and more about sustainability for future generations. The UK has enforced CO2 emission laws for companies, with high tariffs for over emissions. This now directly effects profit, this being the driver for business means that companies must align with sustainability or forfeit maximising their profits.

The argument for global sustainability is more grey as there are not unifying laws across all nations which companies can manipulate to their advantage. This will be illuminated in more depth in the report and any recommendations shall be made in the conclusion.

- What would you hope would happen after the audience has understood your message?

I would like the audience to be aware of the repercussions of their purchases or interactions with non-sustainable companies. This might then change their buying behaviour and make more profits for sustainable business while leaving unsustainable business behind. Voting with your pocket. To start having conversation about sustainability, this is important as changing hearts and minds starts with discussing and being more open with a topic.

- What models and theories will you be referring to in your reflective report?

I will be using CSR as a main theory.

Friedman and Freeman shall be discussed as contrasting discussions.

David Berlo's 1970 model of communication.

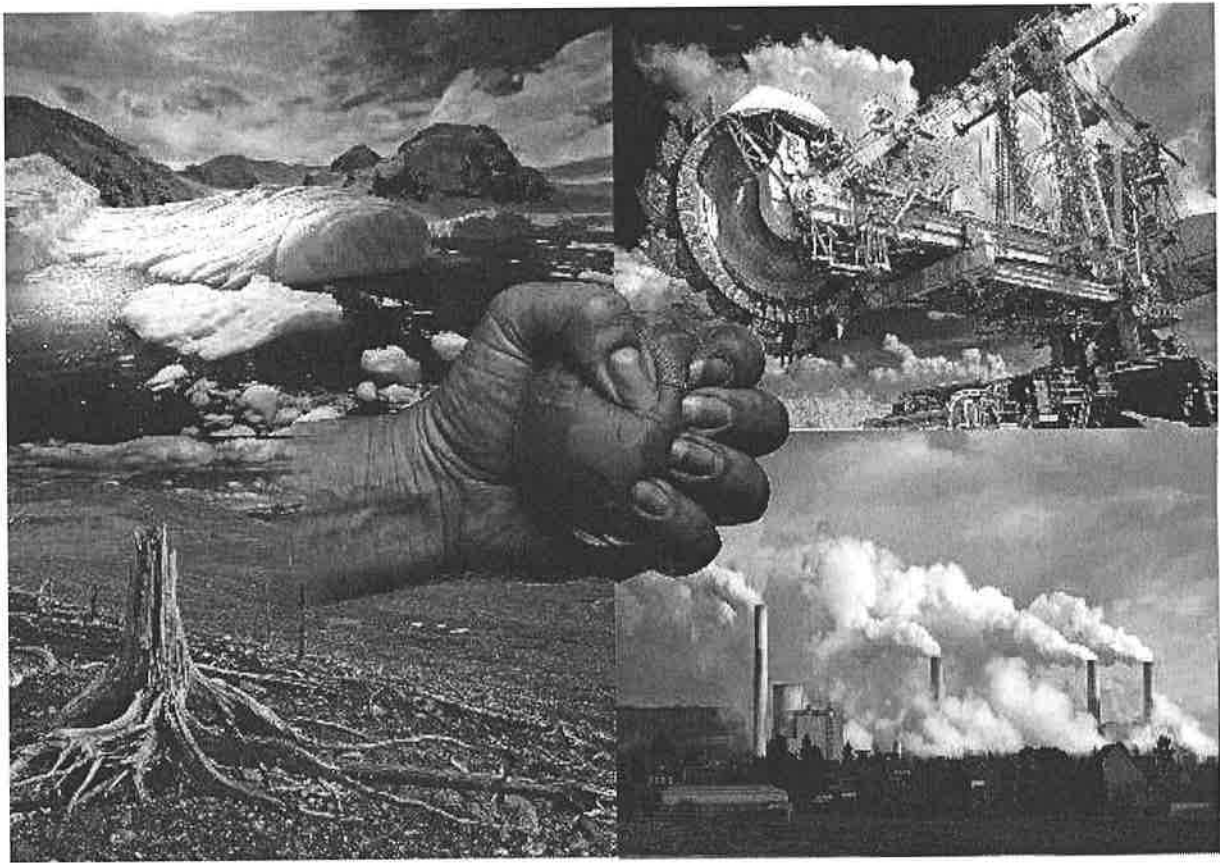
A model of reflection I will use will be Gibbs Model of Reflection.

References

- Eisenstein, C. (2014, January 8). *Let's be honest: real sustainability may not make business sense*. Retrieved November 10, 2016, from The Guardian: <https://www.theguardian.com/sustainable-business/blog/sustainability-business-sense-profit-purpose>
- Gardner, J. (2014, February 20). *Sustainability - a local issue for us all*. Retrieved November 10, 2016, from Adjacent Government: <http://www.adjacentgovernment.co.uk/lg-edition-001/sustainability-a-local-issue-for-us-all/3316/>

'There is one and only one social responsibility of business—to use its resources and engage in activities designed to increase its profits so long as it stays within the rules of the game, which is to say, engages in open and free competition without deception or fraud.

- Milton Friedman



Management Ethics Defence

1. Whose corporation/organisation are you representing?

I am representing LUSH, which is a large cosmetics supply chain founded within the UK. I am comparing the company's policies and ethical arguments with MAC, another cosmetic giant supplying both within in the UK and globally. The companies' ethical opinions are in strong contrast with each other regarding corporate social responsibility.

2. What is the key message you are trying to communicate?

The key message I am trying to communicate through the poster is regarding the unethical issue of animal testing and that it is morally unacceptable for a cosmetic giant such as MAC to undertake such an activity and that something needs to be done about it. I am also trying to address the fact that the company clearly has a weak CSR strategy in place meaning that they are in possession of low ethical standards.

3. What is the main target audience that you hope will read and understand your message?

The main audience that I will be targeting is adolescent girls and young women as this is the target group that MAC currently appeal to. I will also be targeting anyone that buy and use MAC products.

4. What would someone who disagrees with you say in response to your argument?

A person may disagree with my argument due to Friedman's theory regarding profit maximisation and that it is the main goal, so supplying MAC products in china meaning that a third party would have to test the products on animals is necessary in order to achieve profit maximisation . I, however would argue that profit maximisation can still be achieved without supplying products to China until they change their policies as this would provide the company with a strong CSR strategy therefore creating positive relations with the public and high ethical standards to reduce business and legal risk by taking responsibility for their corporate actions.

5. Why have you used the images and words you have selected?

I have used a striking image of a woman with bright red lipstick on her lips that I found on pinterest and have incorporated the unethical activity of animal testing via the blood dripping from the lipstick on her lips in order to appeal to my target audience by depicting the ugly side of beauty. I have also come up with a slogan of "Gloss on your lips? Blood on your hands" in order to grab the attention of the target audience via the use of emotive language.

6. What research have you done to underpin your presentation?

I have undertaken extensive research on the views and policies regarding animal testing between both companies. I have come to understand that MAC are owned by cosmetic giant Estee Lauder and therefore share their views of distributing products into areas such as China where animal testing is a requirement. This conveys the fact that they follow a progressive approach in order to maximise profits even if that means a lack of attention designated to CSR. However, LUSH are dedicated to proving that it is possible to create products ethically whilst still making money.

7. How strong do you think the evidence is to back up your argument?

I believe that the evidence to back up my argument is quite strong due to the fact that there is a lot of publicity surrounding the matter therefore conveying animal testing as a vital issue that needs correcting, especially due to the fact that there are a number of alternative ways of testing products without harming animals which LUSH as a company prove as possible.

8. What would you hope would happen after the audience has understood your message?

I hope that once the audience has understood my message, that they would question where they buy their cosmetic products from and maybe look at changing brands in order to push the message across to the company that they need to change their CSR strategy.

9. What models or theories will you be referring to in your reflective report?

Within my report I will be reflecting on Friedman's theory of profit maximisation and Archie Carroll's CSR pyramid theory. I will also be sure to take into consideration moral and ethical value theories in order to evaluate different views on CSR.

1: Who organisation are you representing?

I am representing the second largest Apple supplier factory in china.

2: What is the key message that you are trying to communicate?

I am trying to communicate the message of how they are being treated.

3: What is the main target audience that you hope will read and understand your message?

The main target audience is businesses and employers for them to get a better understanding on the bad working practices across the world. This poster is also a message for young workers to see what is occurring in china and to think about themselves on they can improve themselves.

4: What would someone who disagrees with you say in response to your argument?

If someone disagrees on my argument then i like them to stop and think for a second on how it would feel if they were to be in that same position as the young workers in china, whilst also being paid a very low wage. Would they be willing to work at that kind of situation.

5: Why have you used the images and words that you have selected?

I used this image to attract the audience on how Apple treat the childhood and pregnant woman. The words i used in this poster is because during the time they worked more than 12 hours a day as they have been underpaid or denied compensation for the time they have worked.

6: What research have you done to underpin your presentation?

I have researched on many different website, the first one called China Labour Watch, as I researched on google "how Apple treat their employee in china".

7: How strong do you think the evidence is to back up your argument?

I believe my evidence is quite strong as they are targeting underage workers and pregnancy woman. Some of them who pay part of their salaries to schools as they are students. Also there is a lot on the news about this unethical issue in regards to Apple factory in china.

8: What would you hope would happen after the audience has understood your message?

Once the audiences have understood my message, i hope to see more businesses become considerate to bad working practices around the world, that they will be willing to help the young workers in getting into education and give them sponsorship's. Also i would like young children to understand how it would feel to work in china with such low wage rate, so they can think about getting into education rather than starting work at an early age.

9: What models or theorise will you be referring to in your reflective report?

In my reflective report. I will be referring to academic theory's and news websites in order to support my poster.

