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## Bitesize GCSE BUSINESS STUDIES

### ETHICS

#### **LORD ALAN SUGAR - ENTREPRENEUR**

In this modern day and age businesses have to be conscious of environmental protection. It is merely another obstacle that one has to overcome in ensuring that the products they produce, or the products they sell are fully compliant. It's not going to go away. And of course it's a very important issue.

#### **NICOLA VANE- PHONE SOCK ENTREPRENEUR**

I feel strongly about minimising our impact on the environment. We use 80% recycled cardboard boxes to send our phone socks out in. We recycle our packaging. We tend not to print off emails. We can also email our customers their invoices as opposed to sending them in the post.

#### **SAIRA KHAN- SKINCARE ENTREPRENEUR**

Simple things that I do, I don't travel to work every day, so I'm not in a car. I work from home. That reduces the impact on the environment. I choose my raw materials very carefully. I don't get them shipped around the world. I make sure they're produced in a way that is sustainable and that doesn't hurt communities.

#### **DR PAUL THOMAS - TRUFFLE ENTREPRENEUR**

In terms of our business we have an impact on people by creating employment in rural areas which is normally in areas which really quite need it. And then in terms of an environmental impact, what we're doing is planting trees. Recreating natural woodland. And we're using organic systems. And these create wonderful habitats for a wide range wildlife, such as owls and also planting the trees draws down carbon from the atmosphere and locks it away so hopefully it's, it's all quite positive for the environmental impact.

#### **BEN WALLACE- MARKETING, GOOGLE UK**

We need to have um an eye towards the environment and how green we are as a company. This stretches from low level stuff like having recycle bins for plastic and glass on every corridor around our offices. Right up to high level stuff like investing lots of money in improving the energy efficiency of our data centres. So we have these kind of huge warehouse like buildings which consume a lot of energy and we're really kind of coming on in leaps and bounds into investing money into making them greener. Reducing our carbon footprint and reducing the amount of energy we use.

#### **DEBORAH MEADEN- ENTREPRENEUR**

There are skills that make you unique so things like self-belief, passion, confidence, your ability to network and influence other people, your, your own business context and business judgement so you have to have the whole package and where you can identify your weaknesses is to sort of put your hand up and say look I can't do that but I need to bring in people to compliment my skills, that's what a good business manager does.

#### **DEBORAH MEADEN- ENTREPRENEUR**

Anybody who is paying lip service to the impact of their business on the environment will fail. Because people are becoming much more sophisticated about their understanding of environmental issues. And sustainability issues. And ethical issues. It's no longer ok to sit there and say well you know we've put green light bulbs in everywhere, so obviously we've done our bit for the environment. That's, it's not good enough.

**HUGH PYM- BBC CHIEF ECONOMICS CORRESPONDENT**

I think there is a time when it didn't matter very much when in terms of retailers, people just wanted to go in and get the cheapest possible deals. They didn't really mind where the products were made or whether the retailer had an ethical policy. Nowadays I think consumers are much more aware, for example in clothing they might want to know that the item that they buy was made in a factory that is supplying proper standards, is not overworking their staff, that is not employing young workers who are not properly protected.

**NICOLA VANE- PHONE SOCK ENTREPRENEUR**

Our phone socks are made in the UK so we know that the workers have good working conditions, fair pay and health and safety is taken very seriously.

**HUGH PYM- BBC CHIEF ECONOMICS CORRESPONDENT**

Most retailers now are trying to provide a lot more information about where they get their clothing from. A lot of our clothing does come from outside the UK. A lot of it from the Far East. So retailers are trying to audit their factories and their working practises so that they can show consumers they are doing the right thing. And it's the same for green policies that consumers are much more aware of the carbon emissions from big companies. They want to know how companies are reducing their effect on the environment and companies are therefore are doing more. So it's largely consumer pressure but there are some companies who did it because they feel it's the right thing. And it is important.

**SAIRA KHAN- SKINCARE ENTREPRENEUR**

Customers want to buy a product or a service they will do lots of research. They do research because the technology allows them to. People research things on the internet. I know certainly when I buy a product I want to make sure I'm buying from a responsible source and that my values and my ethics are met before I part with my money.

**DEBORAH MEADEN- ENTREPRENEUR**

People understand more about the environment and the ethics of business now than they have at any point. I believe in the past and they care more. Because I've noticed you can't just say stuff. People what to know – hold on a minute you say you're made in Britain but I think you're getting that made over there and getting finished in Britain. And people are being found out. It needs to be a piece in the business. A piece of that business mix. And I hope that once it gets into a business. Once it gets onto agenda it starts getting into people's psyche and minds and I've certainly noticed, once I brought into a business people start behaving differently so no longer does it rely on me to say but how does that affect us? How does that fit with our ethical policy? I don't have to do that anymore. The people in the organisation are telling me before I even ask the question. That is environment and ethics at the heart and into a business.

**WITH THANKS TO OUR CONTRIBUTORS**  
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