

Corporate Ethics & Environmental Justice

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Abstract- Environmental justice is a concept that was aimed at making sure that all the people, notwithstanding their ethnic background, skin color, nationality of origin are provided with quality environmental protection. The main purpose of environmental justice is to address all the inequalities that are associated with environmental protection in the society. This includes making sure that, in the community, the minorities who are disadvantaged by environmental policies or actions are involved in making plans. All residents should be involved conclusively in reduction of impacts of environmental degradation, and there are regulations that are observed by all people to make sure that environmental protection is maintained.

Introduction

This initiative seeks to make sure that all people do their part to use or to dispose of all their wastes, to make sure that the environment is safe for all. Environmental justice aims at making sure that there is equal justice, that all people are protected equally from environmental degradation and discrimination based on aspects such as their status in the society, their race or their ethnicity. This concept has been applied in all levels of administration and by the private entities. This research paper will be seeking to examine the need for corporate to apply this concept and how they have done the same. This study will investigate the principals of the initiative, why cooperates need to embrace the initiative, the domestic efforts that have been made and the ethics that corporate can adapt to achieve environmental justice.

Environmental Justice Principals

- 1) Environmental justice seeks to come up with a policy in the public where there is unity in the ecology and all the people that depend on the same. This will give every species that depends on the ecology a role to play in making sure that the ecology is maintained at its best condition, meaning that none leads to the destruction of the environment.
- 2) Environmental justice seeks to make sure that all people that depend on the ecology respect each other mutually. This is where there is no discrimination or biases against the minorities in the ecology.
- 3) Environmental justice seeks to make sure that all the people that use the environment do so in an ethical manner, such that they utilize all the resources such as land and the renewable resources in the view of making sure they sustain others who depend on the same.
- 4) Environmental justice also tries to make sure that the universe is protected from damage, such that non-renewable resources are extracted used and disposed

of in a manner that does not lead to degradation of the environment.

- 5) All people that use the environment should be allowed the rights to use the ecology for their political, economic or social ventures without being restricted, as long as they use it responsibly.
- 6) Those people who lead to detoxification of the ecology, including releasing wastes irresponsibly should be held responsible for the same. They should make sure that all radioactive and toxic wastes are disposed of in a responsible manner.
- 7) All people that are using the environment have the rights to participate in making decisions, coming up with plans, implementing these policies, enforcing laws and evaluating the ecology without being discriminated upon.
- 8) All workers need to have a healthy environment to work in, with no compulsion to choose either to work in conditions that are not safe or losing employment.
- 9) All the people who have been victimized by injustices related to the environment need to be compensated adequately for all the damages that they are caused.
- 10) Environmental justice recognizes all the doctrines that are put in place in regards to the environment, including the international human rights and local statutes.
- 11) Environmental justice recognizes all the treaties that countries have come up with, and the natural relationships that people in the society have had with other people such as agreements or covenants.
- 12) Environmental justice emphasizes on the need to have policies that govern how people in both urban and rural areas use the environment. This should give them access to use the ecology, but should also restrict them from actions that are destructive to the ecology.
- 13) Environmental justice seeks to emphasize on creating principles or responsibility to all the people, where all

the people act in such a way that they make sure that their actions are for the better of the society.

- 14) Environmental justice seeks to oppose all the corporations or individuals who destruct the environment, especially multinational ones.
- 15) Environmental justice seeks to eliminate all activities, especially by the government or military that exploits resources and affect the ecology negatively.
- 16) Environmental justice seeks to educate the people on practices that will lead to preservation of the environment.
- 17) Environmental justice seeks to make sure that all individuals are given a chance to utilize the environment and to make good use of its resources, but to make sure that they do the same in a responsible manner (Hens, & Stoyanov, 2014).

Need for Environmental Justice

Environmental justice entails the fair and equitable treatment as well as involvement of everyone without any form of discrimination. It ensures that all people get a proportionate share of any environmental impact and that they are able to participate in any activities involving the environment. Environmental justice arose, as a result, of the need to deal with unequal practices on the environment. The dangers people are exposed also to necessitate environmental justice. Studies conducted showed that there are cases of environmental risk especially for the low earning people and those who constitute the minority in a given community (Zeitoun, 2013).

According to Savitz & Weber (2013), companies should be leading in conserving the environment. He argues that by conserving the environment, they will prosper in their businesses since this has an impact on the society, the environment they operate in, and the economic resources that they and the society rely on. However, when organizations fail to conserve the environment, they will fail to perform financially, since the results of failing to conserve the environment is financial failure for the corporate. Environmental justice came up to deal with such possible risks, to make sure that all corporate conserve the environment to ensure their stability.

Among the risks, reduction means in communities is having environmental justice enforced. There are areas that have come up with specific offices tasked with ensuring environmental justice is availed to people. The struggle to ensure equality and provide equal opportunity for all is, therefore, a reason to have environmental justice. With equality in place, risks may still be in place but they will also be equally distributed. This means that no certain groups will be marginalized. All human beings will have equal opportunities.

Byron (2006), outlines several ethics that every corporation needs to adhere to, to be successful. He argues that observing their integrity, being truthful, being fair to all, observing human dignity, participating in the community, being socially responsible and loving others. By ensuring environmental justice, the corporate will end up achieving all these ethics.

By corporate upholding environmental justice, therefore, also reflects in upholding the citizens' civil rights (Konisky, 2009). The distribution of environmental risks, as well as resources, also necessitates the environmental justice. This is because of the need to have all individuals accorded equal treatment in all spheres of life, the environmental inclusive. The increasing cases of pollution are also a factor. Such pollution is mostly caused to the marginalized groups and individuals. Environmental justice sets in to ensure that measures are put in place without discrimination to deal with all pollution cases. The case in place is that it is unjust to have a particular group of people suffering the effects of pollution caused by a corporate.

The anthropocentric nature of human beings is also a fundamental need. This refers to the nature's respect over humans about their value. Nature has its own ways of treating human beings as special over other existing species. Environmental justice is, therefore, more concerned with human beings as opposed to other species (Clark, Chhotray, & Few, 2013). It aims at ensuring that all humans have wellbeing and get their human needs readily. This entails the basic human needs like air and water, which would otherwise be contaminated. Environmental justices aim at promoting the right of human beings to a clean environment which reflects in sustainable development. This is a right that all human beings should be accorded. The increased cases of global climate disruptions also necessitate environment justice. This is because of the need to make sure the greenhouse gases that are allowed into the environment are reduced, which is also a reduction in pollution.

Domestic efforts for environmental justice

In most countries across the world, several steps have been taken by the governments, corporate and social organizations to make sure that environmental justice is achieved. Although the goals have not been achieved yet, some improvements have been realized by these activities.

Among the organizations that have brought forward an aggressive fight for environmental justice are the civil societies. These activists have been on the forefront, from as early as 1960s, where they have been advocating for the environmental justice. Although initially the movement, environmental justice, was not there, the ideologies that were being fought for were similar to those of the movement. They were championing for the social

justice and ensuring there is equality in the society (Alfieri, 2014).

After the formation of environmental justice movement, the civil rights movements have continued to perform their duties, which have similar goals and purpose. The civil rights movements have been fighting for justice in the society, equality in protection, and zero discriminations of the minorities. On the other hand, environmental justice movement has been advocating for the same goals, only that they focus on environmental aspects only. They have also used similar tactics to move towards achieving their goals, such as organizing demonstrations and negotiating with corporate to observe equality and to preserve the environment. Through these actions, a number of corporate have headed to the call, and a number of them are adopting their proposals. This shows that the environmental right has been seen by these organizations being the right to all the citizens. This is because, despite them having goals that differ, the civil societies are fighting to ensure the wellbeing of the people while the environmental justice movements are fighting to make sure the environment is maintained, they have different goals but use similar tactics.

These organizations have also seen a number of lawsuits that have been successful in pushing corporate into observing environmental justice. Most of these were argued based on civil rights. One case that of Linda McKeever vs. Houston's Northwood Manor. Linda demonstrated that the decision that the city had arrived at together with the Browning Ferris Industries for the construction of the facility where solid wastes would be disposed of, at a location that was very close to the community where African-American were living. The argument that this was discriminatory, as it did not consider the civil rights of the people that lived in this community (Alfieri, 2014).

In a society, the minorities or the people earning low incomes have been affected adversely by environmental injustices caused by corporate. For example, poor people have accounted for almost 20 percent of the cases reported that are related to health impacts of toxic wastes, which is much higher than the 13 percent that is seen collectively. This shows that the poor people are affected more than the rich people are. In addition to the social and economic status, race has been seen as another ground that has led to environmental discrimination over time. For example, the above case shows discrimination against African Americans. Another example is that of Cancer Alley, which is in Louisiana. This is a stretch of around 85 miles along the Mississippi river that houses more than 125 companies that are producing more than 25 percent of petrochemicals that are manufactured in the US. This has affected a big number African Americans, who

have been affected with Cancer Alley. Other reasons that have been quoted for this are their lack of political influence and low social-economic status (Prochaska, et. al., 2014).

The north and south countries have also been fighting over environmental injustices, where a number of countries have accused the developed countries such as the US for actions that have seemed to be discriminatory. For example, a number of corporate in the United States have been exporting waste to developing countries to dispose of them. These activities have increased the amounts of waste in the developing countries, the majority of these have a tough time disposing of their own waste; leave alone that one that is brought from other countries. This exposes the people, and other living things that rely on this ecology for their existence. One of the main reasons that these developed countries transport the wastes to developing countries the fact that in these countries, the rules and regulations put in place make it very expensive to dispose of waste. This makes it more economical to transport them to these countries where it is cheaper (Marshall, Swor, & Nam, 2014).

Initially, the majority of people had been ignoring the idea of environmental justice, but now, the heat on the same is rising. This is the primary reason global warming and the climatic changes that are currently being experienced. Initially, people were being told on the need to stop environmental injustices but it proved to be very hard since the effects were not being heard at that time. However, now, people have experienced the advanced challenges that are associated with environmental injustices. Due to their realization, that the greenhouse effect is now a reality, most corporate and governments are attempting to see the realization of environmental justice.

Corporate Ethics

There is a need for corporations to embrace principles. This helps them improve justice, responsibility as well as sustainability to the economy. Business people should, therefore, be imparted with the necessary knowledge, skills and attitudes so as to maintain the business ethics. Corporations can do this by promoting environmental justice both in the corporate environment and the outside environment. This could be done by ensuring that working environment remains friendly to human beings and that their products are favorable to consumers and do not affect the environment negatively.

Among the ways through which corporate values can be achieved is by upholding environmental justice. For environmental justice to be achieved, all expected participants must play their respective roles. Corporations are part of these participants and contribute greatly to the status of environment. There are both local and multinational legislation in place to govern the environment. These aims at ensuring the environment

status is maintained and improved. These regulations could be amended to require that corporations, while registering, come up with their own regulations on how they will improve environmental justice. This usually depends on the nature of business that they engage in. With such regulations in place, the businesses will be personal driven to environmental justice.

Corporate ethics about environmental justice involves taking care of the environment the respective corporations conduct their business. The corporations coming up with their own governing regulations on the same can do this. Additionally, there are countries in which the governments have enacted laws governing how corporations are to act with relation to the environment. In addition, public forums during which environmental harm by businesses could be dealt away with are important. Such public forum gives the respective corporations a chance to get the feedback on what the public think about their impact on the environment. With such feedback, the businesses get to know the weak points, which they are required to work on in relation to enhancing environmental justice.

Corporations that have embraced environmental justice as part of business ethics have come up with suitable environmental strategies. For example, Marriot International, a leading hospitality company has undertaken to consider the impact their business has on the environment. The company considers both direct and indirect impacts they have as long as it is in the course of their business activities. A further example is Chrysler Group involved in the manufacture of vehicles. Such company also needs to enhance their responsibility to the environment. Theirs is a significant and continuous task. This is because, apart from them ensuring their working environment is favorable, they as well have to ensure their products remain environment friendly even in the long run. For instance, they should ensure that their vehicles do not release harmful gases and emissions to the environment even after prolonged usage.

With respect to the Chrysler case, it is clear that vehicles are mostly used as a means for transportation. If the vehicles were to emit substances harmful to the environment, then they would be as good as remaining unavailable. The company should therefore ensure that in their manufacturing process, the products used, and the steps engaged in coming up with environmental friendly alternative. The vehicles, upon use on roads, should also be efficient and be a contribution to environmental justice. The company could also employ people whose work would be ensuring that the environment is maintained at the required status. Their work would involve them clearing any emissions caused by their vehicles to the environment.

Such should then be stationed both in and out of the company.

Sustainability entails the maintenance of a healthy environment even with continued production. Among the means through which this can be done is by conserving energy. Corporations can promote sustainability by ensuring they engage in business using energy saving equipment and appliances. Studies show that through use of such equipment, the amount of costs incurred on energy can be saved. Corporations need to protect the environment by employing this technique. Johnson & Johnson Company, for example, engages in the production of pharmaceuticals as well as other consumer goods. It has been ranked a reputable company in the production of baby products amongst other products. In the production of these, the company has largely promoted sustainability through energy conservation.

Businesses while trying to attain environmental justice end up creating job opportunities. Among the opportunities is that to clear any damage that had already occurred before they transformed. The businesses could also use technology to improve the environment. Apart from an improved environment, such corporations also increase their profits. Corporations should be responsible over their actions and their effect to the environment. This encompasses the environment that their business operates in as well as the outside or rather external business. Additionally, there is a need to make sure that justice is always availed in relation to the environment. Such justice should be geared to all persons. These include the employees in the particular corporations as well as the public at large. By upholding sustainability and remaining responsible in relation to the environment, the corporations are able to achieve justice as required.

Conclusion

This paper discussed many issues that businesses have to look at when using social media marketing in advertising and promotion. It includes a variety of social networks that companies can choose from and what benefits each one brings to them. It is necessary to develop a marketing model and measure the effectiveness of marketing and advertising campaigns. The benefits of social media marketing for both businesses and consumers were also mentioned besides some of the main negative aspects. The last section discussed what experts predict for social media marketing in future and the main areas that companies should monitor and concentrate their marketing efforts on.

I believe that the key success factor for companies when dealing with social networking websites is to focus on communication and contact. Businesses have to substitute the absence of physical contact with customers and let them feel that there are real persons behind the logo or brand.

This will facilitate companies with the efforts to build a trust for their consumers to feel safe when making transactions. Moreover, companies should give privacy, security and ethical concerns a priority by managing them properly to satisfy customer's needs. The customers should be at the heart of any marketing strategies to succeed, otherwise it is a waste of companies' resources that must be used wisely to reach goals more efficiently and effectively.

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