Today’s Agenda

- Business Ethics
- The Environmental life
- Business today and Global warming
- What should we do?
- Conclusion and questions

• Ethics?
• Business and Environment?
Ethic

- Values $\rightarrow$ acceptable or appropriate

The values an individual uses to interpret whether any particular action or behaviour is considered acceptable or appropriate.

Business and environment

- Business:
  1. production
  2. extraction
  3. purchase

- Environment:
  1. social, legal, economical, political
  2. controllable in nature

Today’s Life

http://www.youtube.com/watch?v=UitADATzDtg
Business’ Problems

- Human activity
- Emitting pollution
- Producing waste
- Use of resources

Global Warming

What should we do?

- Environmental responsibility
  - Habitual changing
  - Wins the trust of communities

- Business ethic
  - Business strategy
  - Product
Environmental responsibility

- Habitual changing

Environmental responsibility

- Wins the trust of community

Business ethic
Business ethic

- Product

Conclusion

- Business ethics for better life
- Environmental responsibility as a challenge
- Gaining more profits ethically
- “Our future will depend on how we respond today”

Questions?

Thanks for your attention