**Business Ethics for Managers**

**Environmental Protection**

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**Environmental Protection**

It is important for companies to go green in their production as consumers are more and more environment conscious. The profit maximizing behavior of firms is now subject to environmental considerations. Companies can incorporate the rights based ethics theory to maintain a reasonable level of profits and also be considerate about the environmental protection. This theory emphasizes on the benefits of humanity a priority. It calls upon individuals and groups to treat other groups in a certain way.

The rights of consumers are that they should be knowing what the firm is practicing in order to maximize its profits. They’re an important group of stakeholders and they should have an idea of a firm’s policies and actions towards environment. The theory, however, doesn’t incorporate the trends and the need of the hour of different companies. They need to survive in oligopolistic markets and hence needs to make sure the economic activity is not ceased. The organization leaders needs to look for a tradeoff between the environment and the business, that is, they should form organizational policies in a way that don’t undermine the environmental impacts of their activities and also make sure that those activities don’t harm the environment to a dangerous level. This can be achieved by complying to the environmental regulations set and keeping their emissions/ waste within the permissible limits.

Companies sure have a tough time going completely green, however, there are certain changes that can be made to mi9nimize the harmful impacts on the environment. Like, companies can opt for renewable resources of energy for production/ manufacturing and can take environment friendly initiatives, like plantation drives and recycling strategies that can curb the damages inflicted upon the environment.

It is crucial to acknowledge that human beings are not all in all on the planet, rather share the planet with other species of plants and animals. It is in the best interest of human beings to safeguard other plants and animals, as we depend on them for our survival, in some way or other. Relationship with organic is significant in human lives.

**Policy:** the best policy possible to tackle such issues is to comply with the environmental regulations and keep the emissions/ waste within the permissible limits. This could be difficult to communicate to stakeholders, specially the investors, who desire and expect handsome returns from their investment in the company ventures. A proper team should be made to communicate this to all the stakeholders and the company employees in an effective manner. The policy might change if the company operates in other countries, as the laws and regulations, and also the risks, concerning the environment will be different there.

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