

# International Business Ethics and Sustainability Assignment

## Scenario:

EcoGlobal Solutions Inc. (EGS) is a publicly traded multinational corporation headquartered in the UK, specializing in the development and manufacturing of sustainable packaging materials. EGS prides itself on its commitment to environmental stewardship and social responsibility, as prominently featured in its annual reports and marketing campaigns. The company operates a complex global supply chain, with significant manufacturing operations and raw material sourcing in Veridia, a rapidly developing nation in Southeast Asia.

Veridia offers EGS attractive investment opportunities due to its abundant natural resources, growing economy, and a relatively lower cost of labor. However, Veridia also presents unique challenges, including evolving regulatory frameworks, a diverse socio-economic landscape, and a history of environmental degradation linked to rapid industrialization.

Recently, EGS has faced increasing scrutiny from international NGOs, investigative journalists, and ethical investment funds regarding its operations in Veridia. Specific allegations include:

- 1- Human Rights Concerns in Raw Material Sourcing: Reports suggest that a significant portion of EGS's raw materials (a specialized biodegradable polymer derived from a unique plant) is sourced from remote Veridian regions where indigenous communities are allegedly being displaced without adequate compensation or consultation. Furthermore, there are claims of exploitative labor practices, including long working hours, low wages, and inadequate safety measures, among the local workforce involved in harvesting and initial processing.
- 2- Environmental Impact of Manufacturing Facilities: Despite EGS's public commitment to sustainability, local environmental groups in Veridia have raised concerns about the discharge of untreated wastewater from EGS's primary manufacturing plant into a major



river, impacting local biodiversity and the livelihoods of communities dependent on the river for fishing and agriculture. There are also accusations of improper disposal of non-biodegradable waste in nearby landfills, leading to soil and groundwater contamination.

- 3- Ineffectiveness of Current Sustainability Strategy and CSR Initiatives: Internally, EGS's sustainability department is struggling to implement its ambitious 2030 sustainability goals. The current Corporate Social Responsibility (CSR) initiatives in Veridia, primarily focused on small-scale community development projects and environmental awareness campaigns, are perceived as superficial and failing to address the root causes of the issues. Critics argue that EGS's current approach is more about 'greenwashing' and 'ethics-washing' than genuine commitment. The company's adherence to global sustainability standards (e.g., GRI reporting) is also being questioned, with allegations of selective reporting and lack of transparency.

EGS's Board of Directors is deeply concerned about these allegations, which threaten the company's reputation, investor confidence, and market position. They have commissioned an independent review and are seeking comprehensive recommendations to address these complex ethical and sustainability challenges effectively. You, as an independent consultant specializing in international business ethics and sustainability, have been tasked with providing a detailed analysis and strategic recommendations to the Board.

## Assignment Tasks

As an independent consultant, you are required to prepare a comprehensive report for the Board of Directors of EcoGlobal Solutions Inc. Your report should critically analyze the situation in Veridia and provide actionable recommendations, addressing the following:

### Task 1: Ethical Analysis and Application of Theories (LO 1&2)

#### Instructions:



1. Critically evaluate the ethical dilemmas presented in the scenario (human rights concerns in raw material sourcing, environmental impact of manufacturing facilities, and the perceived ineffectiveness of CSR initiatives).
2. Apply at least two major ethical theories (e.g., utilitarianism, deontology, virtue ethics, care ethics) to analyze these dilemmas. Discuss how each theory would approach the issues and what solutions it might suggest.
3. Utilize an ethical decision-making model (e.g., Stakeholder Theory, Kohlberg's moral development framework, or the PLUS model) to systematically analyze one of the identified dilemmas, justifying your choice of model and evaluating the potential consequences of different ethical decisions on all relevant stakeholders.

## **Task 2: Sustainability Strategy Development and Integration (LO 2)**

### **Instructions:**

1. Critically assess EGS's current sustainability strategy and its perceived failures in Veridia.
2. Develop a comprehensive and innovative sustainability strategy for EGS that effectively integrates economic, social, and environmental considerations (Triple Bottom Line) within its international business operations in Veridia.
3. Your strategy should align with global best practices and standards (e.g., UN Sustainable Development Goals - SDGs) and demonstrate how EGS can move beyond mere compliance to genuine sustainable development. Provide specific examples of initiatives and metrics for assessing their long-term impact on business performance and societal welfare.

## **Task 3: Corporate Social Responsibility (CSR) and Policy Development (LO 4&5)**

### **Instructions:**

1. Critically evaluate the effectiveness of EGS's current CSR initiatives in Veridia, identifying their strengths and weaknesses.



2. Develop and defend a set of ethical business policies for EGS that specifically address the identified issues of labor rights, environmental sustainability, and fair trade in its Veridian operations.
3. Justify the ethical and business rationale for these policies, ensuring they comply with relevant international laws (e.g., ILO conventions) and ethical standards. Outline a robust implementation plan, including training, compliance monitoring, and reporting mechanisms.

#### **Task 4: Global Standards, Certifications, and Case Study Critique (LO 6&7)**

##### **Instructions:**

1. Critically assess the effectiveness and limitations of relevant global sustainability standards and certifications (e.g., ISO 26000, GRI, UN Global Compact) in promoting ethical business practices, specifically in the context of EGS's operations in Veridia.
2. Based on your analysis of the scenario and drawing lessons from real-world case studies of international businesses (which you should briefly reference), identify best practices and areas for improvement for EGS in its ethical and sustainable practices.
3. Synthesize these lessons to propose actionable recommendations for EGS to achieve and maintain compliance with sustainability standards and enhance its overall business ethics and sustainability performance.



## Submission Guidelines:

- Word Count: 4,000 words.
- Include references to academic and industry sources.
- Adhere to APA style for citations and references.
- Similarity rate less than 20%, Ai usage less than 40% (kindly submit originality & Similarity report from [www.Turnitin.com](http://www.Turnitin.com) )
- Use professional formatting for headings, sections, and diagrams or tables as needed.

