

CSR GROUP ASSIGNMENT: PRESENTATIONS AND REPORT

Select a product you use regularly. It could be a food item, a cosmetic, an electronic gadget, an item of clothing etc. Consider yourself ethics consultants and write a report (around XX pages single spaced) to the CEO of the company that makes the product about the ecological foot print and ethical issues associated with the product. You will also present your findings to the class.

Written Report:

1. **Details of the product: Name of product, manufacturer, price, where you normally purchase it.**
2. **Examine the lifecycle of the product and the environmental impact**
 - a. Stage 1 (Raw material): What are the different components/ingredients of the product? Where do the different raw materials required for these components /ingredients come from? (List the different countries if applicable). **What is the environmental impact on land, water, greenhouse gas emissions, solid waste?**
 - b. Stage 2 (Manufacturing/assembling): What kind of manufacturing/assembling is required to finish the product? Where is it done? **What is the environmental impact on land, water, greenhouse gas emissions, solid waste?**
 - c. Stage 3 (Packaging): What kind of packaging is required for the product, and where is it done? (Remember to mention raw material for packaging in the answer to question a). **What is the environmental impact on land, water, greenhouse gas emissions, solid waste?**
 - d. Stage 4 (Transporting): What modes of transportation are required to bring the product to you? (Begin from stage one; i.e. raw material). **What is the environmental impact on land, water, greenhouse gas emissions, solid waste?**
 - e. Stage 5 (Disposal): How long do you normally use the product? Is any waste generated after you use the product? Where is the waste disposed, and what happens to the waste generated? (If it goes to a landfill, try to find out where it goes). **What is the environmental impact on land, water, greenhouse gas emissions, solid waste?**

Based on your analysis of the environmental impact at each stage, what are your recommendations (at least three) to reduce the environmental impact (ecological footprint) of the product?

3. **Ethical issues:** Pick ONE ethical issue (non- environmental) that could arise in one of the stages. For example, if parts of the raw materials are sourced from other countries, it could be an issue of paying living wages. The same issues or issues relating to safety could arise in

manufacturing/ assembly. How might we solve the problem, and what is the company doing to address this ethical issue? (XX paragraphs)

4. Conclusion: Based on your life cycle assessment of the product, and from your analysis of the company's initiatives in reducing its environmental impact and in addressing the ethical issues identified by you, which of the four models of CSR (economic, philanthropic, social web, integrative) does the company seem to follow? What are your recommendations to the company to improve its CSR performance? (XX paragraphs)