

Ethical Economic Incentives

Duty/Concept Area

Exploring Interrelated Social, Environmental, and Ethical Responsibilities

Scenario

You work for a large technology firm that is establishing an additional headquarters in a new city. The firm has received several tax breaks from the city to locate there. There has been some bad press about those economic incentives, and you have been asked to recommend several social, environmental, and ethical choices the firm's leadership team could make to re-focus the news on the positives of the new headquarters for the city.

Big Question

How can this business make a difference socially and environmentally?

Focused Questions

- How "green" will your new building(s) be? How is that measured?
- Can your firm reduce its environmental footprint? If so, how?
- Can your firm encourage a reduction in air pollution through company policies? What are examples of policies that might do so?
- Are there local groups and organizations the firm can support through volunteerism or donations?
- How can you promote other local businesses by supporting them?

Project-Based Assessment

- Write a press release informing residents in the new city about your firm's social and environmental goals.
- Prepare a "TED Talk" that will generate support for your community initiatives and plans.

Resources

- [California Air Resources Board: Assembly Bill 32 and California's Small Businesses](#)
- [More Than 900 Examples of How Climate Change Affects Business](#)