

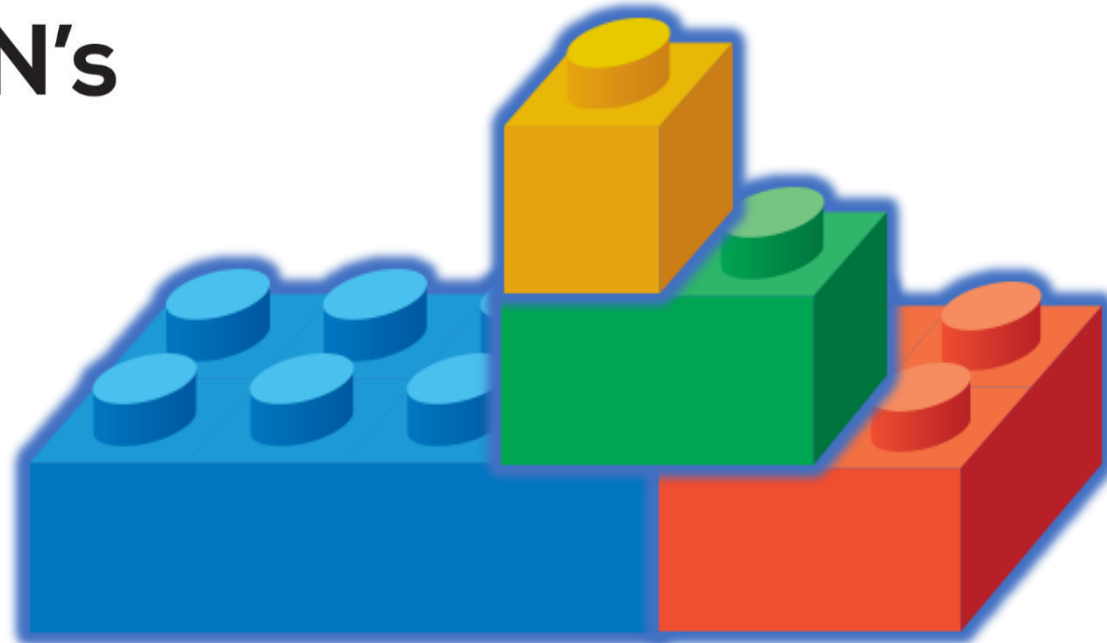
CRAYON' sTRAINING COURSE

Creativity in Action to promote YOung eNtrepreneurShIP

Project number 2015-1-ES01-KA203-016056

Module II.

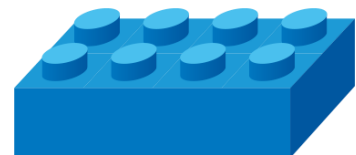
Workshop 5: Sustainability, Ethics and Social innovation



This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.

Sustainability

- Sustainability comprises the components of financial viability, social responsibility and environmental responsibility.
- Sustainability performance implies that performance in each of these areas should be integrated and balanced.



Difference between Ethics and Compliance

- Ethics refer to “morally dealing with what is good and bad”
- Compliance refers more to “following the letter of the law.”

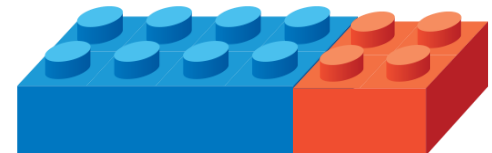


Ethics

- ἠθική *ēthiké*: a way to conduct one's life well in order to reach happiness.
- Ethics refers to well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues



12 principles that are on the basis of business ethics



1. Honesty

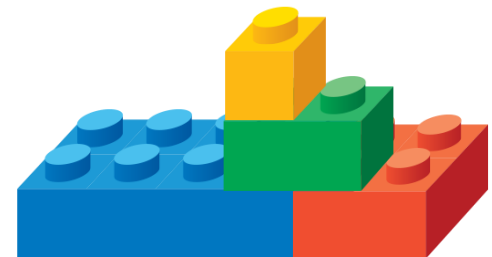
You need to be honest in all of your actions, and every communication you make.

People appreciate the fact they can take you at your word, as customers only ever do business with those they trust.



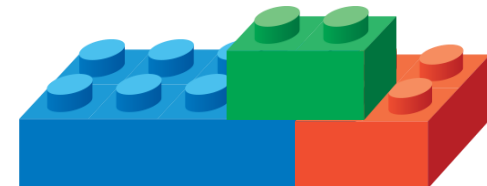
2. Integrity

It means having a consistent character that is demonstrated by an alignment of your thoughts, words and action



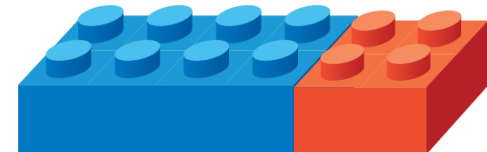
3. Keeping Your Promises

Your word is one of the most important tools in your arsenal as a business manager



4. Loyalty

You need to be loyal to both your company, your team and yourself, while operating within a strong moral compass



5. Fair

Being an ethical executive means that you are committed to being fair, employ justice in your decisions and treat all people equally, with tolerance and acceptance of diversity.



6. Caring

This involves having a genuine concern for others, as well as a sense of compassion.



7. Respect

It is given because everyone deserves dignity, privacy and rights, and they adhere to the rule that you must strive to treat others the way you would like to be treated.



8. Obeying the law

An ethical executive always obeys the law, and never breaks the rules, regulations or laws surrounding their business activities.



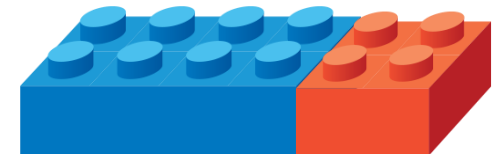
9. Excellence

Being ethical in business is also about pursuing excellence in everything that you do. Delivering the highest quality of service or products makes business sense, especially if there is a constant endeavor to always improve.



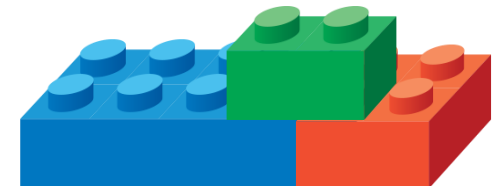
10. Being a Leader

The best way you can enforce an ethical mentality is to lead by example, and creating an environment within your business that values decisions made on principles and standards of ethics.



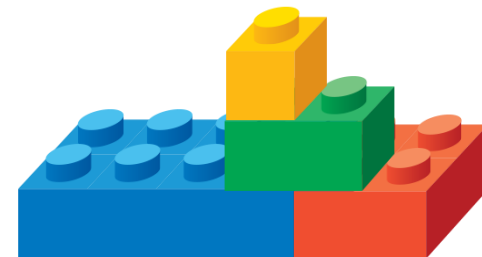
11. Morale

Ethical business managers enhance the good reputation of a company, which at the same time boosts the morale of its employees. The company reputation is very important, as well as the pride and morale of their employees.



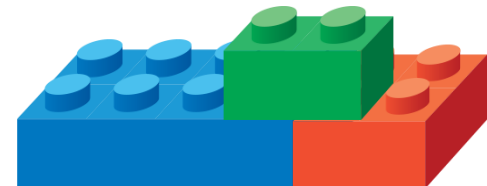
12. Accountable

Being ethical means holding yourself accountable, and acknowledging and accepting personal accountability for their decisions, and any consequences



Social innovation

- The development and implementation of new ideas (products, services and models) to meet social needs and create new social relationships or collaborations.
- It is aimed at improving human well-being.
- Social innovations are innovations that are social in both their ends and their means. They are innovations that are not only good for society but also enhance individuals' capacity to act.
- Social innovation not only creates value for society but will be a key driver for business success.



Role play

- Look at this news: **Dhaka building collapse (Bangladesh) 2013**
- You are part of the story. Imagine you have all been called to Court to depurate your possible responsibility in this accident.
- Review the information and prepare the arguments for your defense.
- Roles:
 - International Brands companies (2)
 - The garment factories supplying these brands (2)
 - Local/national Government (Bangladesh) (2)
 - Bangladesh trade unions (2)
 - Consumers (2)
 - Jury (4): they will provide the context and judge interventions.

