

# 10 Ethical Social And Environmental Cases That Will Send Shivers Down Your Spine

When it comes to ethical social and environmental issues, the world is filled with cases that will both shock and inspire you. From human rights abuses to environmental disasters, these cases shed light on the importance of taking action towards a more sustainable and just future.

Here are ten captivating ethical social and environmental cases that will send shivers down your spine.

## 1. The Bhopal Gas Tragedy: An Environmental Nightmare





## Sustainable Branding: Ethical, Social, and Environmental Cases and Perspectives

by Fergus O'Connell(1st Edition, Kindle Edition)

★★★★☆ 4.5 out of 5

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Enhanced typesetting : Enabled  
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The Bhopal gas tragedy is considered one of the worst industrial disasters in history. In 1984, a toxic gas leak from a pesticide plant in Bhopal, India, killed thousands of people and caused severe long-term health issues for survivors. This case highlights the corporate negligence and lack of regulatory oversight that can lead to environmental catastrophes.

## 2. Rana Plaza Disaster: Exploitation in the Fashion Industry



The collapse of the Rana Plaza building in Bangladesh in 2013 exposed the dark underbelly of the global fashion industry. Over 1,100 garment workers lost their lives, drawing attention to the unsafe working conditions and exploitation faced by many workers in the sector. This case highlights the need for improved worker protections and ethical sourcing in the fashion industry.

### **3. Flint Water Crisis: Environmental Injustice**





The Flint water crisis shook the United States when it was revealed that the water supply in Flint, Michigan, was contaminated with lead. The crisis, which unfolded from 2014 onwards, disproportionately affected marginalized communities and highlighted the systemic environmental injustices present in many communities around the world.

#### **4. Child Labor in Cobalt Mines: Behind the Tech Gadgets**



The cobalt mines in the Democratic Republic of Congo have become notorious for their use of child labor. Children as young as seven are involved in dangerous mining activities to extract cobalt, a key ingredient in lithium-ion batteries used in tech gadgets. This case raises questions about the human cost of our technological advancements.

## **5. The Dark Side of Palm Oil: Rainforest Destruction**



Palm oil is found in numerous products we use daily, from food items to cosmetics. However, the production of palm oil has led to widespread deforestation, destroying vital rainforest ecosystems and contributing to climate change. This case highlights the need for sustainable palm oil production and consumer awareness.

## **6. The Deepwater Horizon Oil Spill: Environmental Devastation**





In 2010, the Deepwater Horizon oil rig in the Gulf of Mexico exploded, causing one of the largest oil spills in history. The spill had devastating environmental consequences, killing marine life, devastating coastal communities, and shedding light on the dangerous consequences of offshore oil drilling.

## **7. Sweatshops in the Fashion Industry: Exploitation of Workers**



Sweatshops, where workers face long hours, low wages, and hazardous conditions, remain a significant issue in the fashion industry. Many well-known brands have been linked to the use of sweatshops, highlighting the need for transparency and responsible production practices in the global fashion supply chain.

## **8. Amazon Rainforest Deforestation: A Threat to Biodiversity**





The Amazon rainforest, known as the "lungs of the Earth," is facing unprecedented levels of deforestation. This destruction not only contributes to climate change but also threatens the countless species that call the rainforest home. This case underscores the urgent need for sustainable land use practices and protection of critical ecosystems.

## **9. Tobacco Industry and Manipulation: Public Health Crisis**



For decades, the tobacco industry has engaged in deceptive marketing, targeted advertising, and manipulation to promote its harmful products. This case shows the significant public health impact of corporate manipulation and the importance of stringent regulations to protect consumers.

## 10. The Great Pacific Garbage Patch: Ocean Pollution



The Great Pacific Garbage Patch, located in the Pacific Ocean, is a massive swirling mass of plastic debris spanning millions of square kilometers. It serves as a stark reminder of our unsustainable consumption habits and the urgent need for global action to combat plastic pollution.

These ten ethical social and environmental cases paint a powerful picture of the challenges our planet faces. They remind us of the importance of individual and collective responsibility in creating a more sustainable and fair future for all.

So, let's step up, raise awareness, and take action to address these issues head-on. Only through continued efforts can we make a positive impact and ensure a better world for generations to come.



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A sustainable brand should integrate environmental, social, economic and issues into its business operations. Sustainable Branding considers how broader



perspectives on sustainability and corporate social responsibility can be applied to the practicalities of brand management.

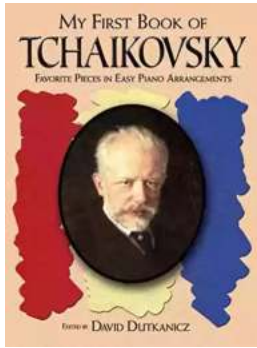
By addressing a range of perspectives and their application to branding, the authors go beyond sustainable branding to question the role brands play in a wider sustainable society. Structured around three core parts – People, Planet and Prosperity - contributions from experts in the field consider the human dimensions of environmental change, identity and reputation, technology and innovation, waste management, public and brand engagement, environmental ecosystems and the circular economy. Combining theoretical insight and empirical research with practical application, each chapter includes real-life international cases and reflective questions to allow discussion, best-practice examples and actionable suggestions on how to implement sustainable branding activities.

This book is perfect for academics, postgraduate and final-year undergraduate students in sustainable branding, sustainable business, corporate social responsibility, brand management and communications. It provides a comprehensive treatment of the nature of relationships between environmental, economic, social, companies, brands, and stakeholders in different areas and regions of the world.



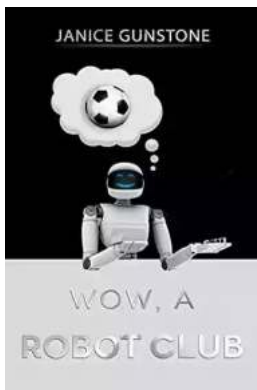
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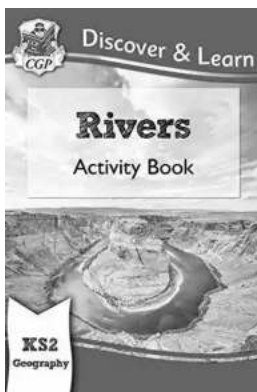
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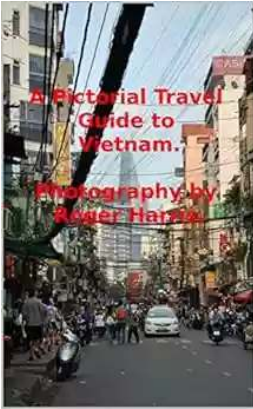
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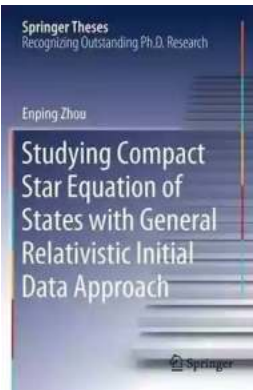
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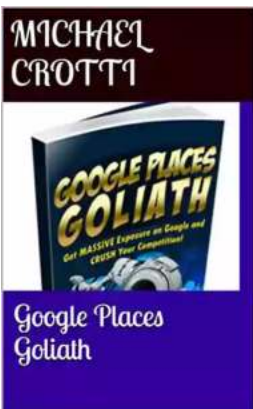
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