



Exercise 3 – Industrial environmental protection

We are a company that produces peeling shower gel with rounded beads (exfoliating granules) made of plastic. Last year the demand of the product sharply declined. The Management of the company thinks that the product does not have the best reputation considering environmental aspects. It has been an issue of different negative documentations in media, TV, Radio....(experimental laboratory with animals, emissions, working environment, health,). Therefore we would like to be more environmentally benign.

What can we do?

The company is composed by the parts:

- a) Management board of the company (responsible for strategic decisions)
- b) Operational management (responsible for operative decisions, supply and disposal)
- c) Marketing (responsible for advertising, public relations etc.)
- d) Research & development
- e) Production
- f) Personnel department (responsible for recruitment and education)

You have to divide in groups that take the role of different departments. Every department should bother about:

- How to make the product better and more attractive for our customers
- Which ideas can be used to produce sustainably and protect the environment
- In which ways can each department contribute to those concerns