

Week 6 response papers

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Week 6 Response Papers Response to Shawna's Post On Shawna's post, BP's tangible plan that was launched and d " Beyond Petroleum" does not look the same as it did before the oil spill. It is like BP was trying to cheat the public that they were caring for the environment and that they were being accountable for the mistakes and the negative consequences that their business caused to the environment. Beyond Petroleum is a marketing strategy and may not be aimed at long term strategies aimed at preventing disasters from taking place. Environmental conservation measures should not be used as a marketing strategy. Business organizations should engage in environmental conservation at any time, not just after major environmental concerns as witnessed at BP.

Companies should get involved in environmental conservation as a way of being socially responsible. Companies should be exemplary and constantly embrace the principles of social responsibility. They should not just engage in environmental conservation so as to win more customers. Business organizations should engage in sustainability programs which are aimed at solving problems related to renewable energy, air quality management and water management. Other issues that they should be involved in include waste management and stakeholder dialogue to ensure that the general public is satisfied with the organizations efforts in conserving the environment (Woodward & Skancke, 2006).

The only way business organizations can be said to be environmentally sustainable is to constantly get involve in waste elimination. Waste elimination should not only be carried out when business organizations are in crisis or after crisis. Some organizations such as BP only got involved in waste elimination after the oil spill crisis. There might be other minor oil

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spills that were not in large scale which went unchecked because the public were not aware of BP's plans and willingness in waste reduction (Egendorf, 1999).

References

Egendorf, L (1999). *Conserving the environment*. New York, Greenhaven Press.

Woodward, J & Skancke, J (2006). *Conserving the environment*. New York, Greenhaven Press.

Response to Leslie's Post

On Leslie's post, business organizations should actually integrate into their system, the power to make environmental decisions. In light of last year's oil spill BP's rebranding looks like it is just for gaining lost image after the oil spill. The values of branding only ensure that the company is able to win back its customers. Their most important aim is to make steady gains in revenues by winning customer tastes and preferences. Environmental conservation, even if used as a marketing strategy should look genuine. Even though the value of BP Beyond petroleum brand is proven in a chart published by Esty and Winston 2009 that shows BP as number 1 wave rider that they are doing what is right for our environment, they should not view their actions as a marketing strategy. Further I do not agree with Leslie's idea that " Beyond Petroleum," campaign speaks the same message today as prior to the oil spill. Currently, Beyond Petroleum, as much as it is geared towards environmental conservation, it is mainly aimed at marketing or to change the public's [perception on the company as being concerned to the environment.

My current company is Toyota, and we definitely have an eco-centric

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approach to sustainability or at least that is our marketing and the image we want consumers to have about our actions. Esty and Winston (2009) highlight Toyota's eco-solutions initiatives to help sustain the environment. Additionally, Esty & Winston (2009) published Toyota as being one of the top wave riders for the United States as it relates to those companies that are setting the bar high as it pertains to doing their part for the environment.

References

Esty, D. C. & Winston, A. S. (2009). *Green to Gold*. Yale University Press.