

Meeting Role Play - How to Improve Ethical Practices

You have been appointed Corporate Social Responsibility Manager for an international chocolate company. You are responsible for improving ethical practices at the company, and you need to pinpoint 3 ethical practices to prioritize from a list of options below. Discuss with your team to pinpoint 3 practices to prioritize in the coming months.

Agenda:

Introduction and welcoming participants

Discuss Options for Improving Ethical Practices:

Sourcing more sustainable and ethical ingredients:

- Can we source more ingredients from local farmers?
- Can we look for fair trade suppliers for cocoa in South America? How much will this increase production costs, and can we increase our prices?

Reducing our environmental impact:

- How do we transport our cocoa from South America to Europe?
- Can we reduce our packaging? Should we use recycled packaging?

Increasing transparency:

- Our customers only know that our cocoa comes from South America and our milk comes from Europe. Can we provide consumers with more information about where ingredients come from and how products are made?

Implementing ethical labour practices:

- How can we improve labour practices?

Offering healthier products:

- Can we offer a healthier low-sugar range of products without hindering the taste?
- Can we offer more dark chocolate products?
- How much will it cost to test all of this?

Fostering employee engagement and well-being:

- Can we offer more wellness programs, employee benefits, and opportunities for professional development for our factory employees in Europe?

Next Steps - Delegating responsibilities moving forward