

## Strand: Personal finance; Enterprise; Our Economy

Prepare a presentation on a chosen topic and communicate your findings to the class

### Learning outcomes in focus

#### Students should be able to:

- 1.9** Debate the ethical and sustainability issues that arise from their consumption of goods and services and evaluate how they can contribute to sustainable development through consumer behaviour

### Task

- Working individually prepare a short presentation on: Investigation into a business ethics story in the media
- You can use notes if you wish
- You can use any of the following aids:
  1. PowerPoint
  2. Poster
  3. Storyboard
  4. Graphs
  5. Visual Aids

### Learning intentions

#### We are learning to:

- Investigate a topic we are interested in and have studied in class this year
- Develop our own thoughts on a chosen topic
- Prepare an oral presentation
- Use extra resources to make our presentation creative

### Context and learning activities:

#### The students will:

- Introduce the topic for their oral presentation. They will be given time to reflect on the topic in groups and consider areas on that topic that interests them. Use 2 stars and a wish strategy here to identify areas students know well and one area to would like to further explore for their presentation.
- Evaluate methods they have used in the past to support presentations and reflect on what they feel worked well for them (use ranking ladder).
- Gather relevant class work / notes / books on the topic
- Further investigate the topic using the World Wide Web
- Speak (phone call / face to face visit / survey) to people outside of the classroom about their view on the topic chosen
- Watch (<http://bit.ly/UALtMF>) examples of bad and good presentations and discuss what they can learn from examples shown.
- Collate a list for good practice when doing a presentation.
- Prepare notes for their presentation
- Create visual aid for presentation
- Practice presentations in small groups and be a critical friend to assist each student in your group.
- Presentations 3 minutes per student. All students watch and given opportunity to ask questions.

## Conditions:

- 4 class periods per week (note double class Wednesday, classes only 30 minutes, Thursday class is 35 minutes, Monday 40 minute class)
- Students had access to computers and printer in class.
- Students have covered all topics in class of the year.
- Some students missed 2 of the 6 class periods
- Students have presented class work using storyboards, posters, graphs and Power Point over the year

## Time

- 1.5 week x 6 class periods

## Success Criteria:

**SC1:** Communicate eloquently and with confidence

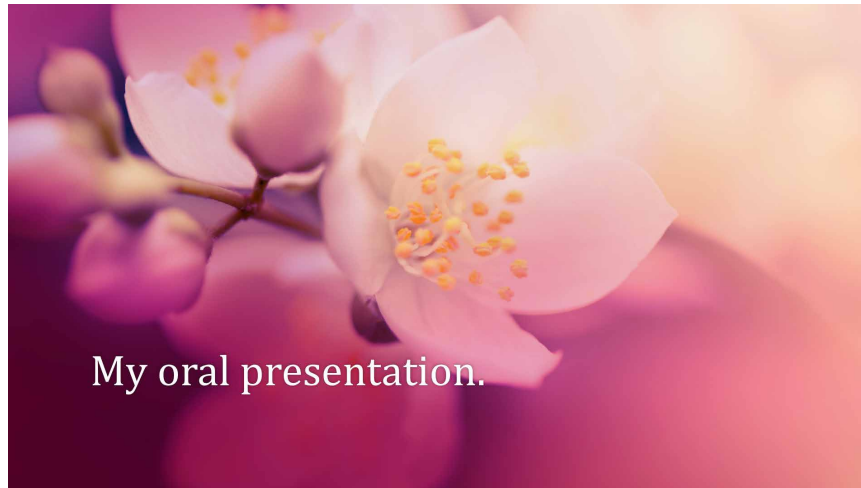
**SC2:** Show knowledge of the topic

**SC3:** The presentation is very well-structured (clear start, middle and end)

**SC4:** The support material is creative and is used effectively to support the presenter

**SC5:** A personal point of view is given and is based on facts

**Evidence:** Student A Powerpoint Presentation



**Click on image to view full version of the powerpoint presentation**

**SC 4:**  
Information displayed on  
graphs - powerpoint

**SC 4:**  
Really effective use of images -  
powerpoint

## Evidence: Student B Powerpoint Presentation

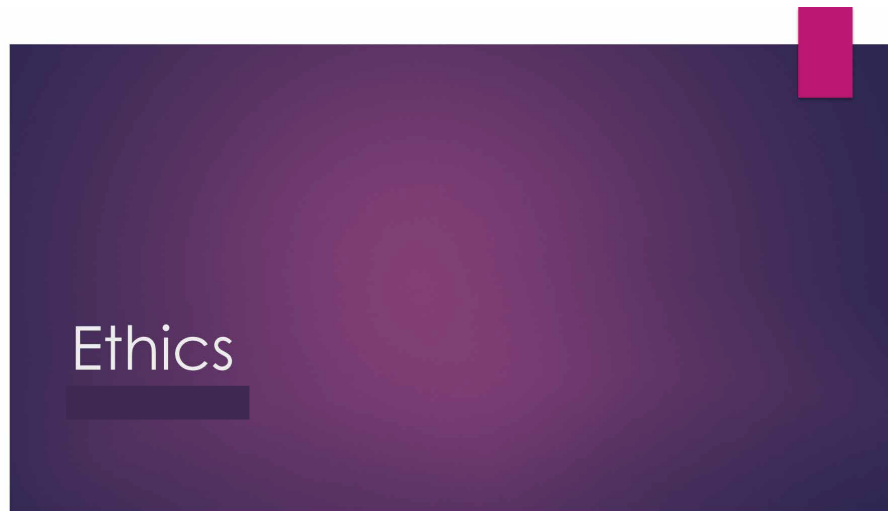


[Click on image to view full version of the powerpoint presentation](#)

**SC 4:**  
The PowerPoint presentation was good with an effective use of images



**Evidence:** Student C Powerpoint Presentation



**Click on image to view full version of the powerpoint presentation**

**SC 4:**  
A very clear PowerPoint presentation that was used very effectively to support the student

## Teacher feedback: Overall judgement

### Student A

Exceptional:



### Student B

In line with expectations:



### Student C

Above expectations:



Exceptional



Above expectations



In line with expectations



Yet to meet expectations



My oral presentation.

# Child Labour

Child labour is the employment of children in an industry or business, especially when it is illegal or considered wrong.

As I continue on with my presentation you will find that a lot of companies that you buy from have or do use child labour.

# Most common items produced through child labour.

Coffee

Cocoa

Onions

Gold

Tomatoes

Jewellery

Carpets

Footballs

Shoes

Coconut

Rice

Bananas

Tea

Fish



# Companies.



## Sweatshops

A sweatshop is a factory or workshop, especially in the clothing industry, where manual workers are employed at very low wages for long hours and under poor conditions.

**The following photos give you an insight of what child labour and sweatshops are like.**



This is a sweatshop in 1890



This is one today



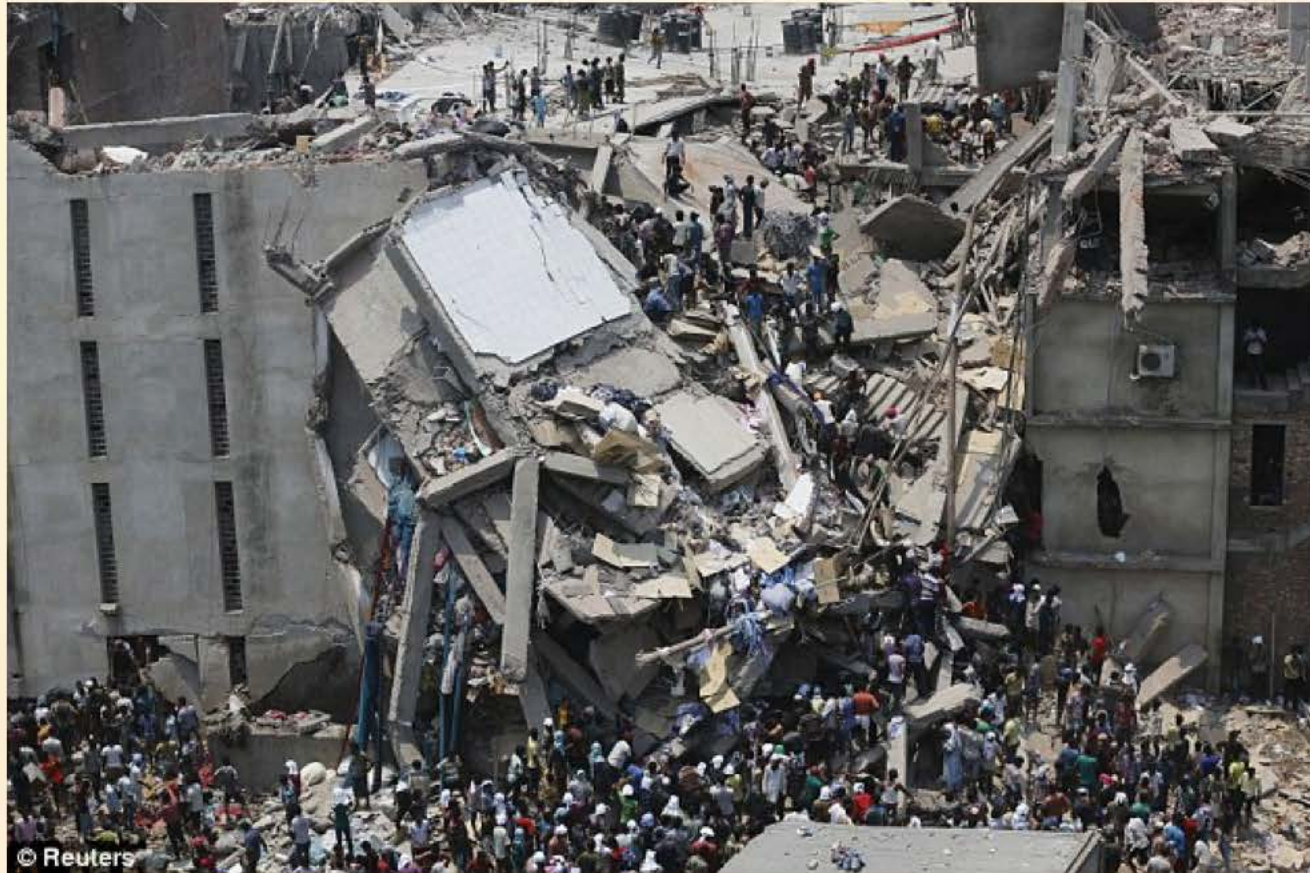






## The bad conditions

1,100 people died on this day just because the building was not kept up to health and safety standards.

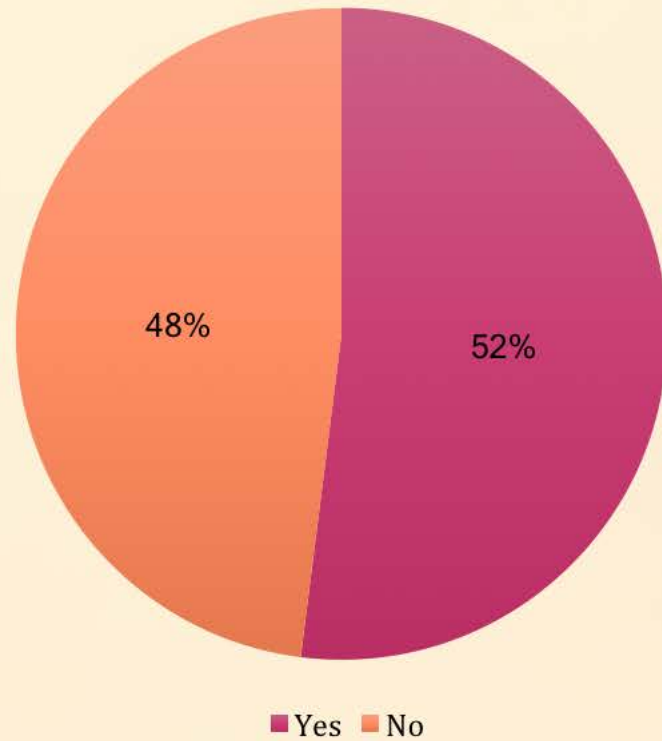


# Organisations trying to end child labour and sweatshops



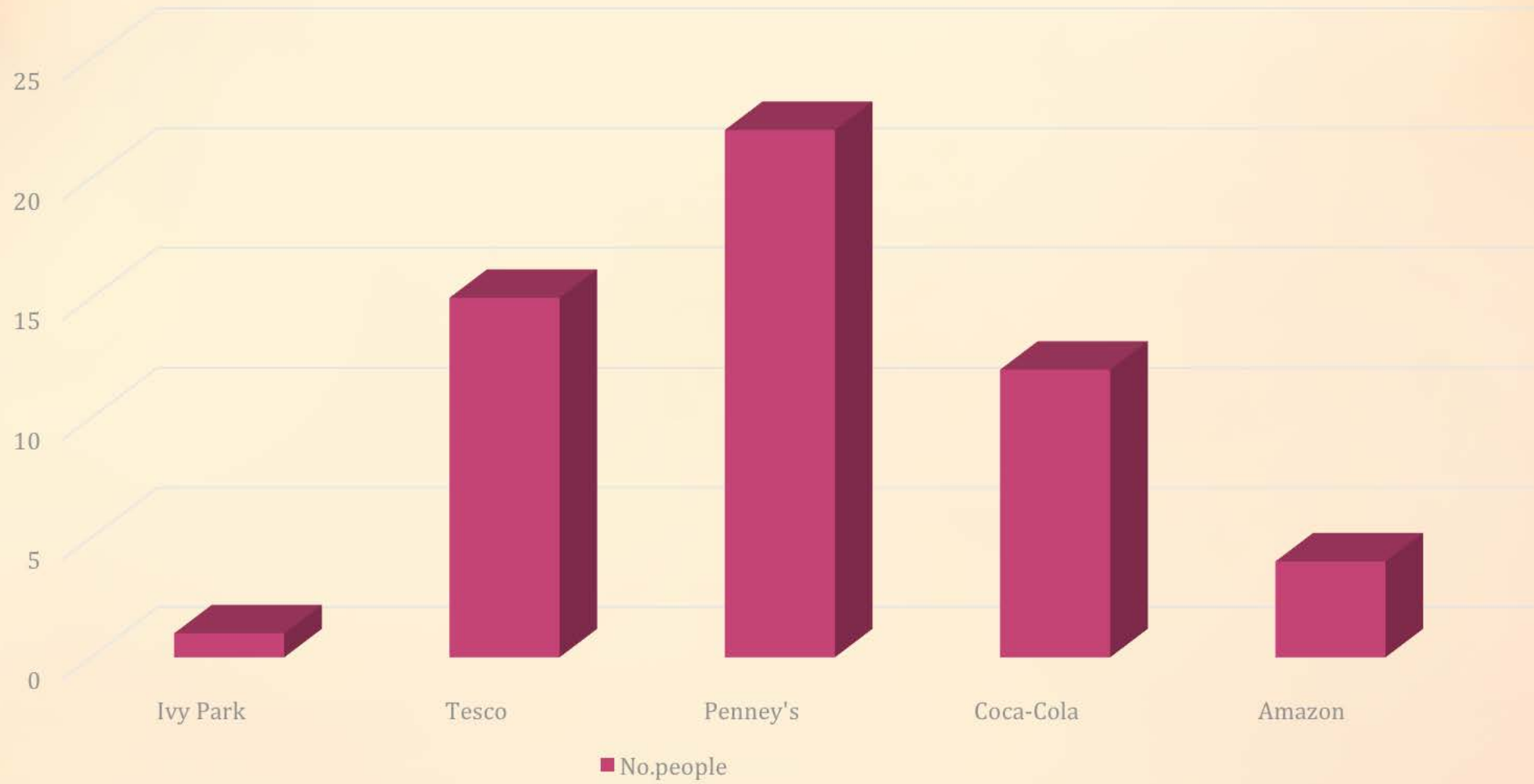
# Survey findings.

**Do you know what it is to be unethical?**

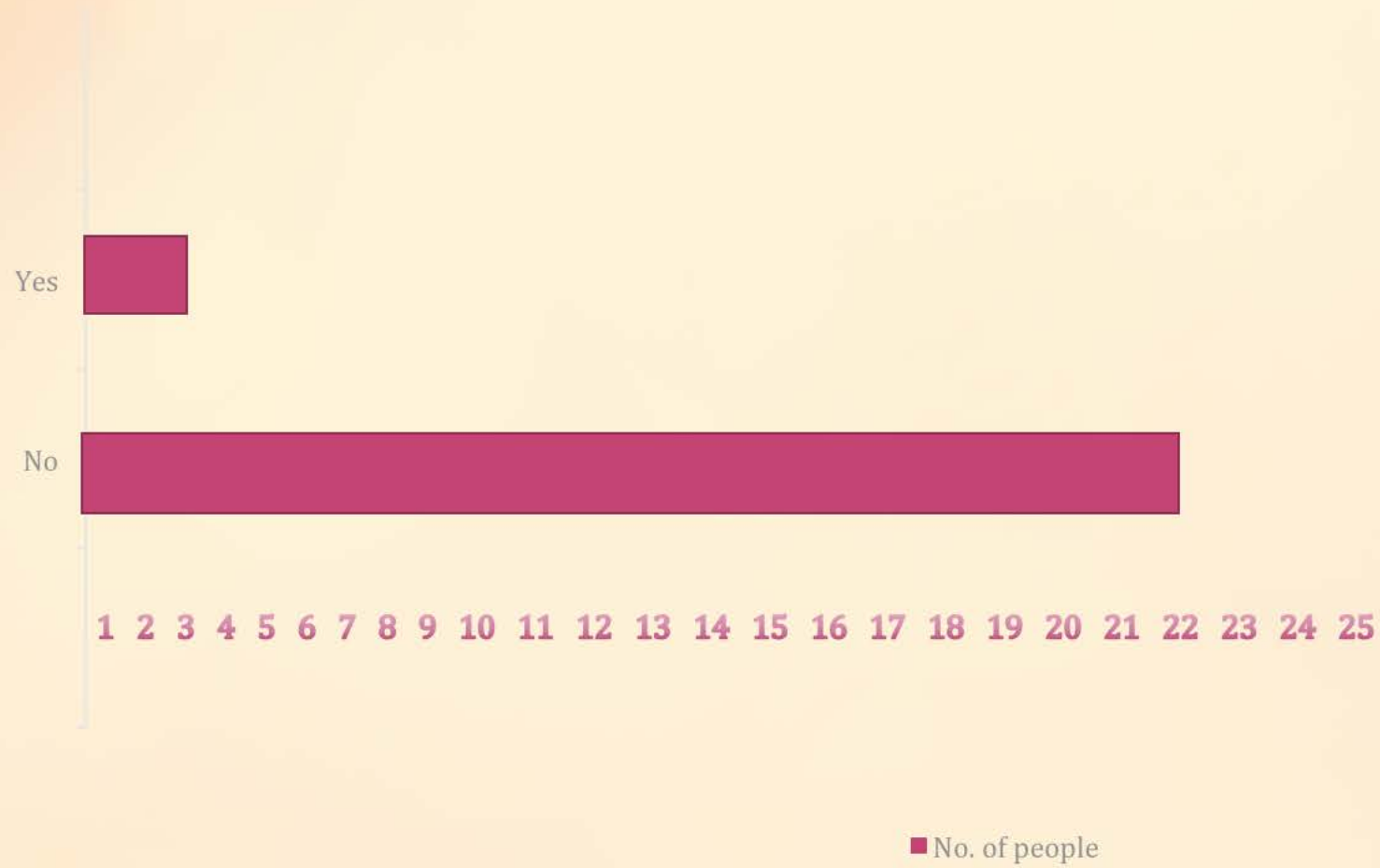




# Do you buy from .....?

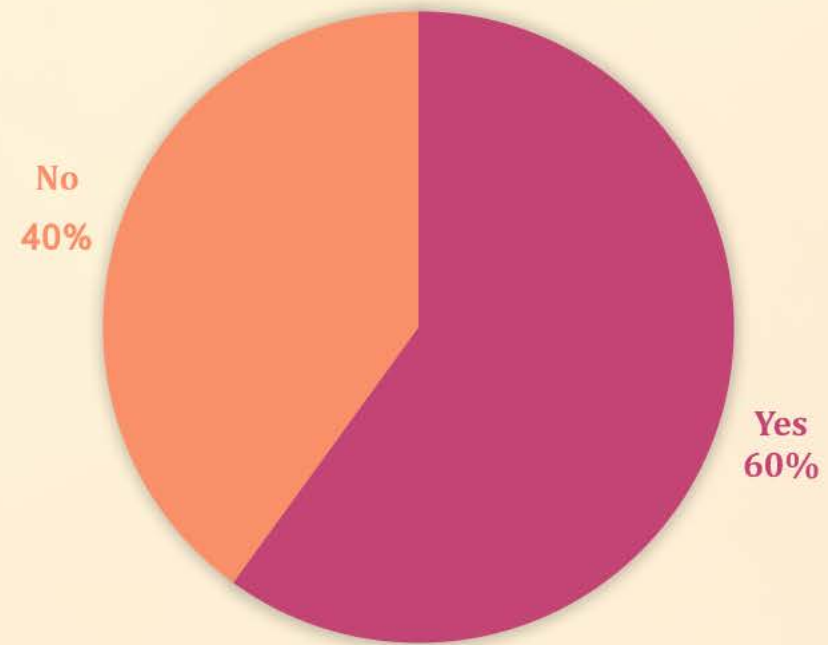


If so did you know that these are unethical companies?

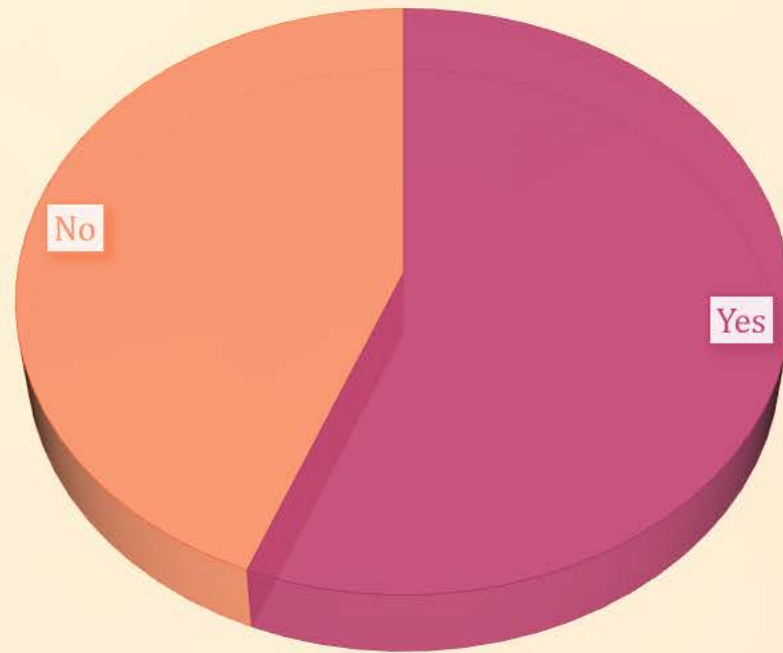




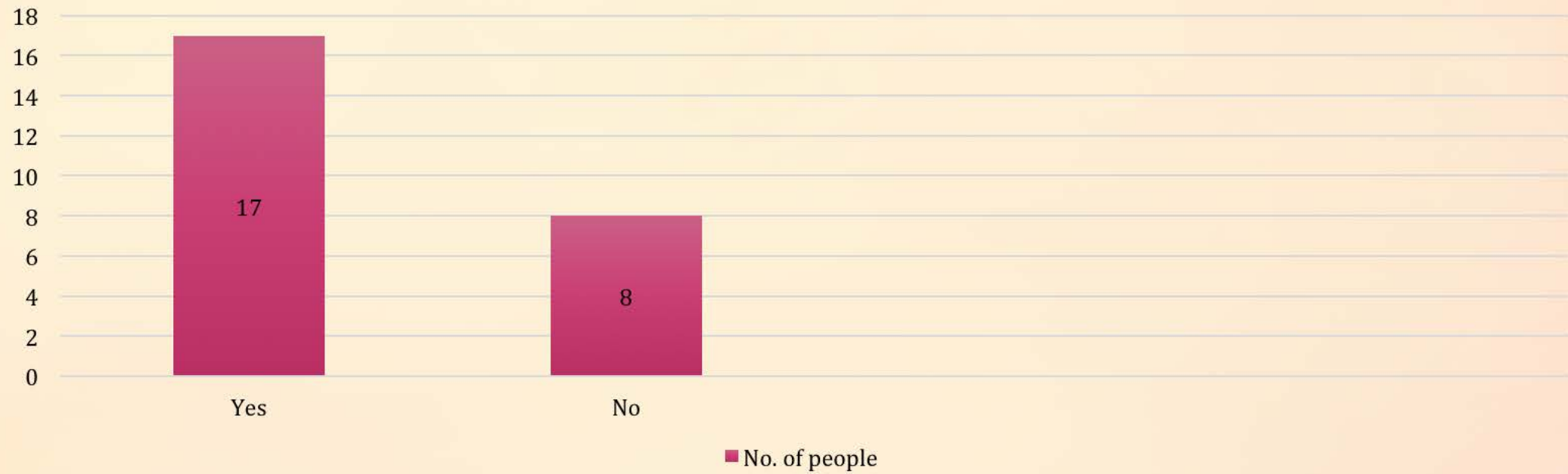
## HAVE YOU EVER BOUGHT FROM LUSH?



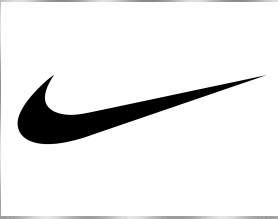
**DID YOU KNOW THAT LUSH IS AN ETHICAL COMPANY AS IT IS  
FAIR TRADE AND IT IS ANIMAL CRUELTY FREE?**



## Are you aware that there are organisations trying to stop child labour and sweatshops?



Thank you for listening



# Unethical Business Practices



# IVY PARK



# INTRODUCTION

In this presentation I will talk about....

Definitions

Beyoncé's life

Ivy Park

Working Conditions

Living Conditions

Possible Solutions

My Conclusions

[https://broadly.vice.com/en\\_us/article/beyonce-topshop-ivy-park-sweatshop-factory-labor](https://broadly.vice.com/en_us/article/beyonce-topshop-ivy-park-sweatshop-factory-labor)

# Definitions

**Ethics:** moral principles that govern a person's behaviour or the conducting of an activity.

**Moral Principles:** e.g. Knowing right and wrong

**To Be Ethical** requires individuals/businesses to take the right choice of action

**Supply chain:** the sequence of processes involved in the production and distribution of a product

**Sweatshops:** a factory or workshop where manual workers are employed to work in bad conditions for bad pay.



# Beyoncé's Life

- Beyoncé was born on September 4<sup>th</sup> 1981 in Houston Texas.
- Her full name is Beyoncé Giselle Knowles Carter.
- Beyoncé and three other people started a singing group called Destiny's Child in 1997. They released their debut album in 1998, called Destiny child.
- Beyoncé released her debut album, Dangerously in love, in 2003 with Jay Z.
- Her dad quit his job to manage Destiny's Child.
- Money was tight when she was younger.
- Destiny's Child disbanded in 2006.
- Beyoncé and Jay Z got married in 2008.





# Ivy Park

- Ivy park was launched in April 2016 and has made millions since it was first launched.
- It is a worldwide company and works on “empowering women through sport”.
- It is an active/leisure wear brand based in London.
- The fashion retailer is Topshop.
- It is a very popular brand for teenage girls. In my group of close friends everyone of them have an item of clothing from Ivy Park.
- The clothes from the worldwide business are manufactured in South Asia, where the workers safety laws are either irrelevant or not here at all.



# Working Conditions

- The conditions of these manual workers are cramped and damp.
- They work packed together with people from all over the country that have come to find a better life.
- There are people of all ages ranging from the more elderly age of 60 to the younger side of about 10 years old.
- Irony: most of the workers that are in these cramped conditions are women.
- Although the workers are paid over the minimum wage of 13,500 rupees (€80) per month they are being currently paid 18,500 rupees (€110)



# Living Conditions

- The workers have to work 60 hours a week for their normal salary and their living quarters are provided for them (with payment) it is long dormitory with no showers or kitchen area.
- The men and women have a shared shower block which is both unhygienic and unsafe.
- The workers are paid \$6 for a piece of clothing worth \$200.
- They workers have restricted freedom, curfews, are locked into their dormitories at night and are not allowed to form unions or committees.
- Beyoncé does have money to spare, earning \$54,000,000.00 and is 107<sup>th</sup> on Forbes richest list.





# My Solutions

- Pay needs to improve in order for workers to live a fulfilled life.
- Recognition of governments that minimum pay has failed the workers and needs to be made higher and a law stating proper working conditions.
- The workers need to be allowed to form trade unions so they can have a voice.



# My Conclusions

- Big brands and high prices does not ensure that the company is ethical.
- There is no evidence to prove that Beyoncé is aware of the sweatshop labour.
- Complicated supply chains can disguise the use of sweatshops.
- Look out for the Fair Trade logo when making consumer choices
- Research the retailer before purchasing so we can make ethical choices
- I am so glad ethics is part of our Business Studies course. It has made me very aware.







Thank you for listening, I hope  
you enjoyed my presentation.



# Ethics



# What is Ethics?

- ▶ Ethics is making decisions based on your moral principles
- ▶ **Being Ethical requires you to take the right of choice of action**
- ▶ Your moral principles are different for every person
- ▶ **Right from wrong**
- ▶ **Beliefs**
- ▶ **Attitudes**



# Impact of consumption

- ▶ As people we should know the impact of these goods and products have not only in our area ,environmentally and globally.
- ▶ Example: Where your clothes are made and who made them

# Business Ethics

- ▶ For a business to act ethically all these factors must be taken into account
  - ▶ Production
  - ▶ Behavior
  - ▶ Impact (community, environment , planet)
  - ▶ If a company is ethical it should also be sustainable.
  - ▶ There are laws to encourage this
- ▶ There are different companies that care and don't care. The two companies I have looked at are
  - ▶ Ivy Park
  - ▶ L`oreal

# Ivy Park

- ▶ Workers were earning €5.00 a week in factory in Sri Lanka
- ▶ Rural villages, mostly young women 70%
- ▶ Workers live in boarding houses
- ▶ Share facilities with men
- ▶ The workers aren't allowed to join a union



# L`oreal

- ▶ They were named as 2017 most ethical company for the 8th time  
They have four main principals
- ▶ Integrity
- ▶ Respect
- ▶ Courage
- ▶ Transparency



# Survey

People can be ethical too.

I did a survey to see would people buy products if they felt the company was unethical

I also asked what companies do people think are unethical.

# Survey Findings

- ▶ I gave three examples of products that people regularly buy;

Clothing from Penny's, Grocery's from Tesco's and a soft drink from any other shop

100% of those who responded said they have bought at least one of these

- I then asked would you still buy these products if you knew the company was unethical.

100% of those who responded said they would not buy the products if they thought was unethical.

So clearly people will not buy from a company they feel is unethical



# Survey Findings

- ▶ I asked those surveyed to list a company they felt was ethical. Interestingly 60% of those who answered listed "Lush" as a company that is ethical and 30% listed the ice cream maker "Ben and Jerry". The remaining 10% were various other companies
- ▶ Finally I asked those surveyed to list a company they felt acted unethically. 70% mentioned the Irish clothing store "Penny's"

Any Questions?