

Contemporary Consumer & Business Ethics

Milan 5-8 May, 2008

Dr Neil Connors

Government, Media and Pressure Groups

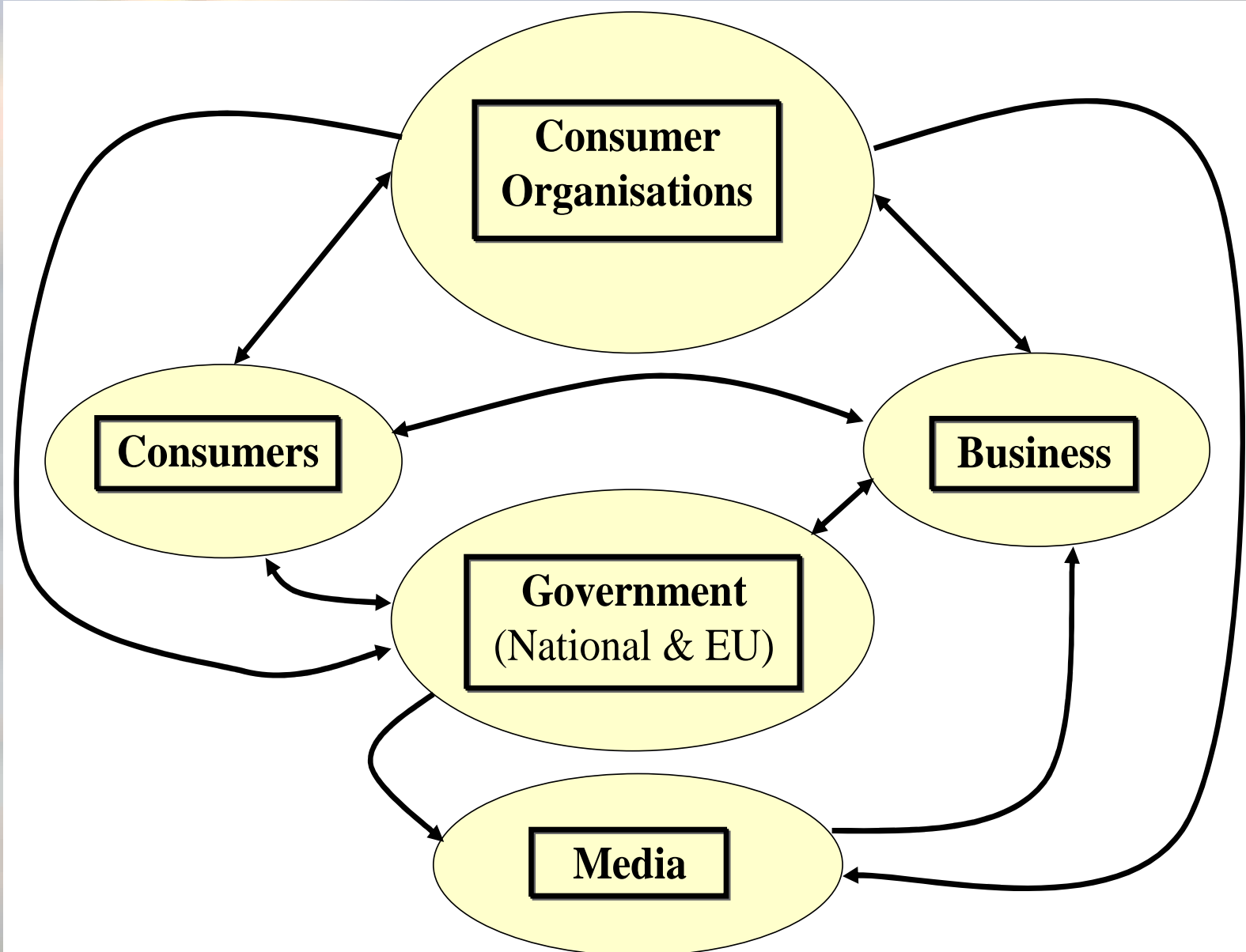
Session 4

Thursday 09.00 – 13.00

Lecture Outline

- Re-cap from Monday and Tuesday
- Government and ethics
- Non-government organisations (NGOs)
- Pressure groups
- Media
- Conclusions
- Bibliography

Recap from Monday and Tuesday



Government Ethics

Why intervene?

- **Governmental activity in consumer markets is an unexpected interference in the pursuit of profit**

Underpinning Rationale

- **while a properly functioning market place is desirable in principle, in practise it has failed to emerge for some reason**
- **for some types of goods and services a conventional market cannot, or should not, exist**

Government Ethics

The political spectrum

left
wing

right
wing

intervention

no
intervention



Government Ethics

- **reluctance to get involved in domestic markets**
- **desire to be in harmony with feelings/cultural awareness of the people**
- **desire to be seen to be assisting poorer countries**
- **...but need to balance with domestic needs**
- **aim to assist in the development of these countries to make them trading partners**
- **by creating trading partners, theoretically increasing the wealth of the domestic and weaker economies through trade**

Government Ethics

DFID (Department for International Development) Aims:

- **commitment to an internationally agreed target to halve the proportion of people living in extreme poverty by 2015.**
- **ensuring basic health care provision by 2015**
- **ensuring universal access to primary education by 2015**
- **work in partnership with other governments committed to these targets, and with business and the private sector, civil society and the research community,**
- **works with multilateral institutions, including the World Bank, UN agencies and the European Commission.**

Government Ethics

The background of the slide features a blurred image of several wind turbines. The turbines are white with three blades each, and they are set against a soft, hazy sky. The overall tone is light and airy, with a focus on clean energy.

- mutual benefits of trade
- concerns over 'marginalised' countries
- more caring attitude
- globalisation - global village

Non-Government Organisations (NGOs)

Ethical Trade Initiative

- **an alliance of organisations working together to promote good practice in the codes of labour practice**
- **supported by the DFID and the Department for Business, Enterprise and Regulatory Reform .**



ETI Workbook
Ethical Trade...
FULLY REVISED AND EXPANDED NEW EDITION
...a comprehensive guide for companies
CLICK HERE FOR DETAILS

login * site map * contact * help

Google

this site:

search

"It's important to try to dig deep to get to the root causes of problems and find out what are the underlying causes of non-compliances. Without doing so, we are unlikely to find lasting solutions that really benefit workers."
— ETI Workbook, 2nd Edition

* NEW ETI PHONE NUMBER - click here *

Ethical Trading Initiative

The Ethical Trading Initiative (ETI) is an alliance of companies, non-governmental organisations (NGOs) and trade union organisations. We exist to promote and improve the implementation of corporate codes of practice which cover supply chain working conditions. Our ultimate goal is to ensure that the working conditions of workers producing for the UK market meet or exceed international labour standards.

Main site sections:

Ethical Trade: This section provides an introduction to ethical trade, codes of practice and international labour standards, including a glossary of ethical trade terms. It also provides an overview of ETI's approach to ethical trade, and a link to our Base Code.

About ETI: This section contains the basics about our organisation, including who we are, what we do, how we are governed, what we can offer to members and others, and how to become a member.

Activities: In this section you will find information about our main areas of activity, including our experimental and research projects, our capacity-building and training activities, and how we monitor

Latest

NEW NEW PHONE NUMBERS effective 11 October **NEW**

PRESS ROOM
'Living wage'
ETI comment and FAQ

Report of ETI multi-stakeholder seminar on Colombia flower industry **NEW**
[sector colombiano de floricultura - español]

Getting smarter at auditing: Tackling the growing

**See handout 10 –
Government
& Ethics**

Government Ethics

EU 2005

- Population: 459.5
- 2.2% euro-zone growth
- 5.2% transition economies growth
- Referendums in several countries in the EUs new constitution



Government Ethics

Advantages of the EU Single Market

- wider choice of goods and services
- economic growth
- reduced border formalities
- freer movement of people
- reduced production costs
- increased competition
- wider educational opportunities
- freer movement of capital

Government Ethics

Possible disadvantages of the Single Market

- fewer safeguards
- movement of dangerous goods
- quality standards lower
- higher taxes
- mergers
- protectionism
- concentration of economic activity
- social disruption

Government Ethics

Conference on Trade and Development

- Development strategies can only succeed in context of globalisation when implemented in a stable political environment by governments determined to make sustainable development a priority.

Commission working document: *10th United Nations Conference on Trade and Development* Bangkok, from 12 to 19 February 2000.

Government Ethics

Conference on Trade and Development

Sustainable development also requires

- higher savings and investment rates
- better education
- free trade
- environmental protection
- social policies
- ...and fair and competitive markets.



Welcome to **External Trade**

External Trade conducts the European Union's common trade policy under the authority of EU Trade Commissioner Peter Mandelson

sitemap | search | Europa portal



COMMISSIONER'S WEBSITE



EU MARKET ACCESS EU exporters' guide



EXPORT HELPDESK For developing countries



PUBLIC DIALOGUE Meetings with civil society

To understand what is trade, who we are and how we work

WHAT WE DO

All trade issues classified by themes and sectors

TRADE ISSUES

Documents, publications, archives and downloads

I-CENTRE

Latest News

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BILATERAL TRADE RELATIONS

RUSSIA - STEEL

European Union and Russia sign trade agreement on steel products

More...

[More on Bilateral Trade Relations with Russia...](#)

[More on Steel sector...](#)

ECONOMIC PARTNERSHIP AGREEMENT (EPA)

European Commission presents roadmap for negotiating trade agreements with ACP countries

More...

INTELLECTUAL PROPERTY

European Commission seeks mandate to negotiate major new international anti-counterfeiting pact

More...

EUROMED

Euromed Ministers to take stock of progress on Euro-Mediterranean free trade area

hot topics

Shipment of non-hazardous waste

A stronger Partnership to deliver Market Access

Green Paper on Trade Defence Instruments

Global Europe: Competing in the World

Government Ethics

- Developing and industrialised countries need a multilateral harmonisation of sustainable development rules and principles in the social, environmental and financial sectors.
- This includes the:
 - **promotion of prudential norms and their effective supervision**
 - **promotion of transparency in capital flows so as to consolidate the domestic financial sectors in developing countries and prevent systemic global crises.**

Other languages

Choose... dropdown menu



Just published

PDF publications:

- Postcards
- Photobook
- 'Meeting vital needs - Annual review 2006'
- 'What is solidarity?'

Call for tender - proposals - expressions of interest

- Production and distribution of Video News
- Grant facility 2007
- Sixth DIPECHO Action Plan for the Caribbean
- Service Contract for the procurement of a "Security Training Programme for Individual Experts and Employees"
- Information & Communication activities

Latest News

> Climate change

Sounding the alarm about the humanitarian impact

Climate change is an increasing threat to development and humanitarian relief efforts. This is the warning issued by Louis Michel, European Commissioner for Development and Humanitarian Aid and Josette Sheeran, Executive Director of the World Food Programme (WFP). This summer has seen devastating floods and typhoons in East and South Asia, flooding on an unprecedented scale in East and West Africa and two category five hurricanes in quick succession in the Caribbean. Humanitarian agencies are under increasing pressure to meet the basic needs of communities hit by these disasters.



[Read more...]

> Press releases

- **Peru & Paraguay** hit by extreme weather conditions; Commission grants aid of €3 million
- **Chad & the Central African Republic:** Commission to boost support for refugees and displaced people
- **Africa:** Commission plans €11 million in humanitarian aid for flood victims

[More news]

Focus from the field

> Vietnam: One year on - A happy ending

In response to devastating impact of the typhoon Xangsane which hit central Vietnam on 1st of October 2006, ECHO has been supporting Save the Children UK and Development Workshop France to assist the most vulnerable victims through housing rehabilitation and assistance in the recovery of lost livelihoods.



[Read more...]

EUROPEAN COMMISSION



Humanitarian Aid

Navigation

Presentation

ECHO at work

Information

- Publications
- Strategy
- ECHO Decisions
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- Eye-witnesses
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**See handout 11 –
Government
& Ethics 2**

Pressure Groups

- The chief social values cherished by individuals in modern society are realised through groups...the individual has meaning only in relations with others

Earl Latham 1952 The Group Basis of Politics

- There is more to democracy than the occasional vote, and there is more to democracy than political parties. Pressure groups, offering an alternative form of expression, are a healthy component of genuine democracy

Pressure Groups

What are they?

- promote interests of particular group of people or to gain acceptance for a particular point of view
- e.g. National Council for Civil Liberties - aims to defend and extend civil liberties within the UK
- e.g. British Goat Society: aims to circulate knowledge and general information about goats
- there is great diversity in terms of subjects
- and in the way they exhibit that concern

The website of the British Goat Society - Microsoft Internet Explorer

Address: http://www.allgoats.com/

BRITISH GOAT SOCIETY

Founded 1879

Patron: H.R.H. Princess Alexandra

B.G.S. Secretary:
34-36 Fore Street,
Bovey Tracey,
Near Newton Abbot,
Devon
TQ13 9AD
Tel: 01626 833168
Fax: 01626 834536
secretary@allgoats.com

Reg. Charity No. 210646
VAT No. 103 8168 99

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[B.G.S. News and Information](#)
[Downloads / Application forms etc.](#)

The aims of the Society are:

- To circulate knowledge and general information upon goats.
- To extend and encourage the keeping of goats, so as to increase the production and

Done

Start | Novell-delivered Applicati... | The website of the Bri... | Inbox - Microsoft Outlook | Microsoft PowerPoin

Liberty - Protecting Civil Liberties Promoting Human Rights : Home - Microsoft Internet Explorer

Address: http://www.liberty-human-rights.org.uk/

LIBERTY

PROTECTING CIVIL LIBERTIES PROMOTING HUMAN RIGHTS

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[Support Liberty](#)

[More About Merchandise](#)

[News & Events](#)

The latest news from Liberty, upcoming events and press releases.

[Find Out More](#)

[Jobs at Liberty](#)

Liberty is looking for a Reception and Administrative Support Officer.

[Find Out More](#)

CAMPAIGN NEWS

CHARGED OR RELEASE

Under current anti-terror laws you can be detained and questioned by police for up to 28 days without being charged. The Government is proposing to extend this even further. There are alternatives.

[Find Out More](#)

[Join Liberty Today](#)

LATEST NEWS:

Liberty challenges unlawful exclusion of Sikh schoolgirl

13/11/2007 A school in South Wales will face legal action for punishing a Sikh girl for wearing a small religious bangle, nearly 25 years after the Law Lords determined that Sikh children could wear items representing their faith, including a turban, to school.

UK detention powers already far exceed those in comparable democracies Liberty study shows

12/11/2007 Liberty today released a comprehensive study of terrorist pre-charge detention powers in 15 countries, including the United States, Spain, Russia, France and Turkey.

Liberty accuses IPCC of "delaying justice" with belated Stockwell shooting report

08/11/2007 The human rights group Liberty today accused the Independent Police Complaints Commission (IPCC) of delaying justice by publishing its report 28 months after the fatal shooting of Jean Charles de Menezes in July 2005.

Latest Research

Liberty's new report compares pre-charge detention powers in the UK and other countries.

[Find Out More](#)

Campaign Issues

- Torture
- Terrorism
- Human Rights Act
- Free Speech
- Privacy
- Protest
- Equality
- ASBOs
- Young People's Rights
- Asylum

Done

Start | Novell-delivered Applicati... | Liberty - Protecting Ci... | Inbox - Microsoft Outlook | Microsoft PowerPoint - [8]

Internet | 11:28

Pressure Groups

Sectional and promotional PG's:

- membership based on performance of specific economic role, e.g. miners or CEO's
- sectional groups protect interests of members
- promotional groups are held together by a shared attitude e.g. Shelter, The Child Poverty Action group

Pressure Groups

Promotional Pressure Groups

- provide scope for political participation

3 types

- **single issue pg's**: e.g. CLEAR - sole aim to reduce and eliminate lead pollution
- **issues-in-context pg's**: e.g. FoE - number of agendas within overall context
- **practice-based pg's**: e.g. Shelter is a charity-cum-pressure group provides assistance/support homeless - campaigning on their behalf

Pressure Groups

Other issues

- avenues of pressure:
 - insider/outsider status (extent of access to decision makers)
 - corporations as an avenue of pressure
- resources:
 - commitment, cohesion, strategic location (ability to influence executive)
 - sectional and promotional groups compared (more influential?)
 - public opinion
- adopted strategies:

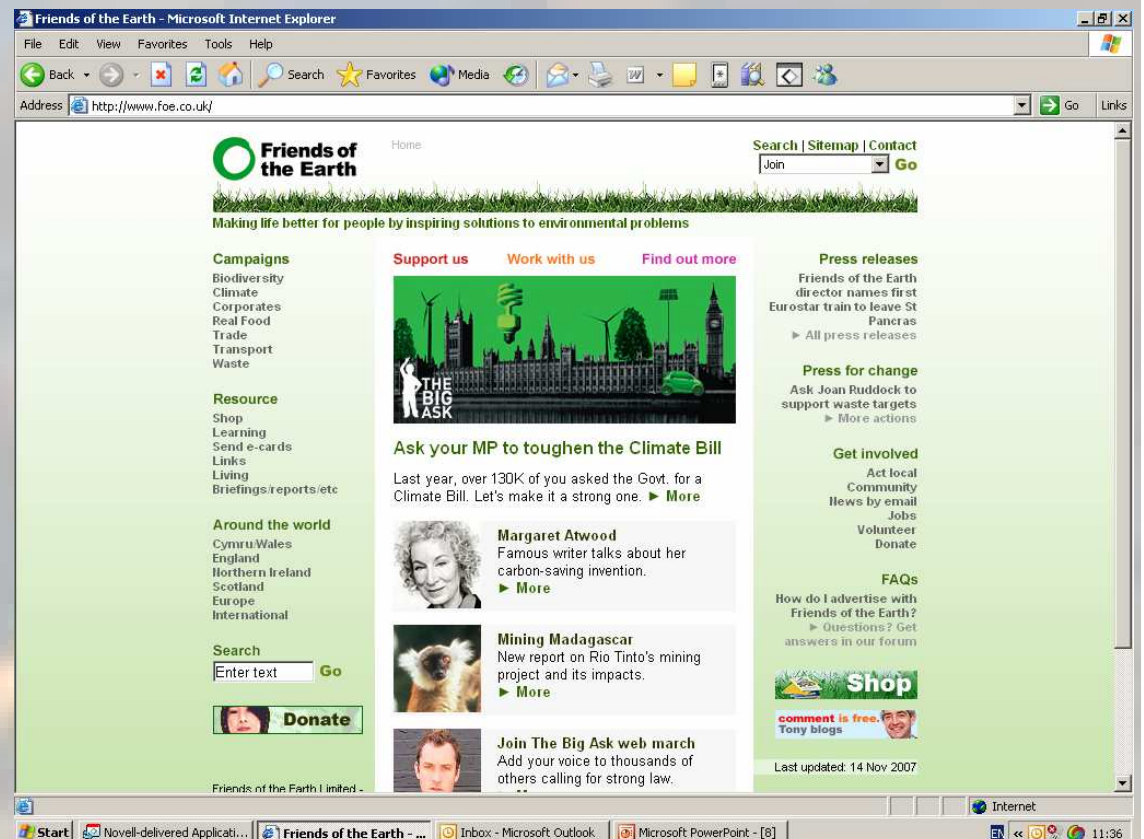
Pressure Groups

FoE is:

- world's largest international network of environmental groups
- one of the leading environmental pressure groups in UK
- largely funded by supporters

FoE

- commissions research
- provides extensive information
- and educational materials



Pressure Groups



FOE

- have won many battles with government and industry - achieving bans on
 - ozone-destroying CFCs
 - reduced trade in rainforest timber
 - increased support for cleaner energy technologies, and much, much more

www.foe.co.uk



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Quick access

- >Which? campaigns
- >View all magazines
- >View all books
- >News
- >Win a Best Buy

Return to: [Home](#)

Welcome to Which?

No advertising, no bias, no hidden agenda. Just expert advice from an independent source.

LCD v plasma



LCD TVs & plasma TVs

Grab yourself a chic flat panel TV

Smartphones



Smartphones

Mobile phone and computer in one device

Music on the move



MP3 players

Tune in with a Best Buy MP3 or MP4 player

Latest news

- > New cars and hot deals, 16th November 2007
- > OFT criticises banks over charges
- > Diners 'pushed into buying expensive water'
- > [View all news](#)

Featured reports

Electric toothbrushes

The latest electrical toothbrushes on test

Online and mail order

Your rights with internet and mail-order shopping

iPhone

Get the lowdown on this innovative mobile

Laptops

Best Buy brands for mobile computing

Campaigns & policy information

Campaigning for consumers...

Cosmetic treatments

We want a safe and responsible industry

Impatient for Change

Which? is calling for better hospital care

Campaign topics A-Z:

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In case you hadn't noticed...



Pressure Groups

Coffee

- Black gold -

<http://www.youtube.com/watch?v=B7o1KKgLe9M>

cafédirect®

Pressure Groups

Cafédirect Ltd, the pioneering Fairtrade company, has blazed a trail for fair and ethical trading in the UK since its creation in 1991. Founded in response to the collapse of world coffee prices, the company's philosophy is to deliver a better deal to growers in developing countries whilst also delivering the best coffee to consumers.



<http://www.cafedirect.co.uk/index2.html>

cafédirect®



- *Cafédirect is the UK's leading Fairtrade company. It works in partnership with small scale and marginalised coffee, and now also tea, producers to help them strengthen their market presence, add security and increase their income.*
- *Launched in 1991, the company - and its brands cafédirect and teadirect - has gone from strength to strength, leading Fairtrade into mainstream markets and raising consumer awareness of ethical issues in global trade.*

<http://www.cafedirect.co.uk/index2.html>

cafédirect®

- this pressure group is again aimed at the ethical consumer
 - attracting users of other ethical products and
 - attracting coffee drinkers who may have ethical leanings
- its educational message is pointed at an older audience (not many young children drink coffee!)
- this is probably the best known free trade product currently on the market
- current market share has increased steadily



Cafedirect - Fairtrade Tea, Fairtrade Coffee and Fairtrade Drinking Chocolate - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://www.cafedirect.co.uk/

search | sitemap | links | press office | contact us

products growers about us out of home shop

Investor Relations

Penny's Diary

Friends of Cafédirect

Cafédirect Branded Café Opens on Regent's Street



in alleviating poverty by buy

For Cafédirect news, competitions and product information join our mailing list.

Latest news

It's Social Enterprise Day Today!
Cafédirect is one of the largest Social Enterprises...

SCAM Emails
You may receive an email purporting to be from Penny Newman.

It's time to refresh Cafédirect 5065...
We know that many of you are big fans of our 5065...

Cafédirect is pleased to announce that it has opened a new branded café, in partnership with Scolarest, on one of the busiest shopping streets in the UK. The café at 311 Regent's Street, London is serving the full range of Cafédirect drinks so if you're passing by why not pop-in for a delicious Cafédirect coffee, tea or cocoa.



[Read more about the new Cafédirect café](#)

Cafédirect plc, City Cloisters, Suite B2, 196 Old Street, London, EC1V 9FR
t: +44 (0)207 490 9520 email: info@cafedirect.co.uk

Cafedirect - largest UK Fairtrade hot drinks company, ethical products Cafedirect coffees, Tead - Microsoft Internet Explorer


File Edit View Favorites Tools Help

Address http://www.cafedirect.co.uk/

- home
- our business
- our partners
- our products
- shop
- friends

news
press office
foodservice




Cafédirect visits no.10

make YOUR mark


Support Social Enterprise Week 2007!

[find out more](#)



join friends of Cafédirect...

Machu Picchu gourmet coffee




BBC LONG way down

Make sure you watch episode 5 of the TV Series on November 20th

Special Offer Mount Elgon Gourmet Wholebeans

As part of our Long Way



Done

Start Novell-delivered Appli... Cafedirect - largest U... Inbox - Microsoft Outlook Microsoft PowerPoint - [8] Microsoft Word Internet

13:56

Pressure Groups

- Oxford university Biochemical research centre
- controversial new department undertaking animal experiments
- groups (e.g. ALF animal liberation front) threaten people/businesses that have dealings with it
- has been a backlash from 'silent majority'
- ...a crowd mobilised on the streets of Oxford to protest against the violent anti animal rights lobby

The Sunday Times 26.2.06

Pro-Test

standing up for science



HOME	ABOUT	FACTS	BLOGS	ACTION	GET INVOLVED	CONTACT	LINKS	DONATE
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Home

WELCOME

Welcome to the official site of Pro-Test. We are an Oxford-based group campaigning in favour of continued animal testing and in support of scientific research. We aim to dispel the irrational myths promoted by anti-vivisectionists and to encourage people to stand up for science and human progress.

Use the links above to navigate this website. You can find out more [about](#) us, including our committee members, learn some of the [facts](#) about animal testing, and read our [blogs](#), which keep track of our campaigns and media appearances, and discuss the latest scientific advances derived from animal research. There's also a section on our [campaigning](#) so far, and a whole host of ways for you to [get involved](#). Finally, there are ways to [contact us](#), and [links](#) to other organisations.

Pro-test want to send speakers to your school, university or society to speak and debate, more details [here](#).

LATEST NEWS

12/11/07

Animal Labs: Yes or No ... An Overriding Yes!!

The Oxford Student poll returned a resounding yes to the question of Oxford's new biomedical facility. Students wrote in to express their opinions on animal research, and



JOIN SPEAK

- Bad Science
- Bad Politics
- The New Laboratory
- Primate Research at Oxford
- Science Fiction v. Fact
- Protest Letters
- Photo Gallery
- Video Footage
- Search
- Legal Notice
- Links
- Reward £15,000



FELIX CAMPAIGN DAY
Saturday 8th December
Meet 12 noon
Martyr's Memorial, Oxford

Afterward, don't miss the
SPEAK Xmas benefit night
7pm until midnight

Music, vegan food, and late bar.
Come along and have a great night.

Click for details

Demo Report, Thursday 15 November

The construction of the new lab on South Parks Road might be nearly completed, but the resolve of SPEAK supporters is stronger than ever - we will never give in as long as there are animals being imprisoned, tortured and killed. The temperature was cold but the response from the public was warming, a sure sign that try as they might, Oxford University's pro vivisection propaganda is failing to convince the many people who live in and visit Oxford that mutilating animals and trying to justify it by calling it 'science' is an acceptable practice. (posted Friday 16th November 2007) [Read More...](#)

- ▶ The Felix Campaign
- ▶ Wrong Again: The SPEAK Video
- ▶ Parkinson's: The Truth
- ▶ Safer Medicines: A Film by Europeans for Medical Progress
- ▶ Contact the Funders
- ▶ Join Our Email Action Alert List
- ▶ SPEAK Campaigns on MySpace



**See handout 12 –
Pressure groups**

Media

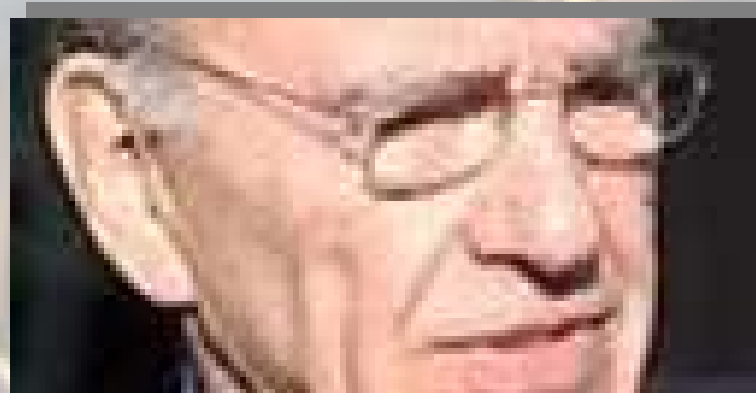


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- plural of the word medium
- ‘...newspapers and broadcasting, by which information is conveyed to the general public’

Types of media:

- Newspapers
- Television
- Radio
- Magazines
- Internet



Rupert Murdoch

Media



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- most media are profit orientated
- therefore need to reflect the concerns of consumers and issues that concern them
- as consumer issues move more into the public domain it becomes more important to reflect them in the media
- investigative journalism is always looking for a new and more interesting angle
- people like news that they can relate to and is relevant to them

Thread - <http://www.bbc.co.uk/thread/video/>

Media



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- the aim of most media is to appeal to as wide an audience as possible
- some will aim to appeal to certain sections of society
- some will aim to appeal to certain political standpoints
- some will be used as a mouth piece for their owners e.g. Murdoch
- there will also be local, national and international perspectives, which may differ

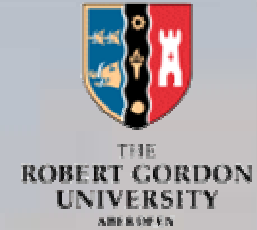
Media



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- investigative journalism has brought to the attention of the public a variety of issues
- due to the increasingly widespread nature of the media more information is available and more issues raised
- the effect of this is to concentrate the thoughts of the general public and get them to act often via pressure group involvement e.g. FoE, hunt saboteurs, animal rights
- this can lead to government deciding to change laws - see notes on PG's

Media



4.3.98 (www.mirror.co.uk)

- 'Bernie Takes Back His £1M'
- 'Ministers rule out mass vaccination for smallpox'

Situations where government has responded to pressure:

- animal testing
- beef (..also McDonalds)
- internet regulation
- Lord Chancellors (Irvine) wall paper

Conclusions

- The position of governments in relation to ethics changes overtime due to differing political ideology and external events
- Pressure groups come and go and will reflect the changing times, events and culture
- Media aims to make a profit and to do so needs to understand and reflect the feelings of the time

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- <http://www.greenpeace.org.uk/>
- <http://www.dfid.gov.uk/>