



BUSINESS STUDIES - ETHICAL BUSINESS PRACTICE



The Body Shop was created by Anita Roddick in 1976 in Brighton, England. An environmental and social activist, her vision was that business can be a force for good, and since then The Body Shop has demonstrated a dedicated code of ethics that runs throughout its business practices. From campaigning against animal testing to embracing social, economic and environmental sustainability, The Body Shop is a key case study for exploring ethical business practice.

STARTER: WHAT ARE YOUR BUSINESS ETHICS?

Read the list below and rate each statement from one to seven in order of how important it is to you. Then, explain your answers.

	Businesses should create affordably priced products.
	Businesses should pay their workers and employees fairly and not exploit them.
	Businesses should enrich the communities and environments where they work.
	Businesses should not produce products that are harmful to their consumers or the environment.
	Businesses should ensure equality in the workplace.
	Businesses should not harm the environment or make products that harm the environment.
	Businesses should ensure safe working conditions for their workers.
	Businesses should not lie to their customers

Which is most important to you? Why?

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All of the above statements are statements of ethics. These are statements of what the business considers to be 'right' or 'wrong' and act as a code of practice. Some businesses choose to operate only in the interests of their owners, whereas ethical businesses choose to consider the fairness and impact of their practices.

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ACTIVITY 1. CASE STUDY: ENRICH NOT EXPLOIT™ COMMITMENT

The Body Shop's Enrich Not Exploit™ Commitment is the company's global CSR (Corporate Social Responsibility) strategy that outlines its ethical business principles and specific targets. Among these principles is its Community Trade programme, a 30+ year programme ensuring that the communities who produce The Body Shop's ingredients and accessories are traded with fairly and sustainably. The company's core beliefs are to enrich the planet, its people and its products, with the ultimate goal of the world's most ethical and truly sustainable global business .

Using The Body Shop website, research the Enrich Not Exploit™ Commitment and write down six key targets:

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

ACTIVITY 2. DIGITAL ADVERTISING CAMPAIGN

A recent study has shown that 14-17 year olds are becoming more ethical consumers. You have been asked to produce a digital advertising campaign targeted at this age group to increase sales of Coconut Body Butter (body moisturiser) and create awareness of the Enrich Not Exploit™ Commitment.

You will produce a short (no more than 30 second) advert for sharing on digital media and 'owned' social media channels (these are blogs and social media pages owned by The Body Shop). You will complete market research to get insight that will help you understand your target audience (consumers) and what communication platforms they use.

a) Primary research

Using market research, find out which aspects of The Body Shop's ethical principles most appeal to 14-17 year olds.

You should:

- Conduct a market research questionnaire, to find out which of The Body Shop's ethical principles most appeal to 14-17 year olds.
- Conduct interviews with 14-17 year olds to understand their views on ethical business.
- Present your findings, including an appropriate chart and conclusion. You could segment your findings by gender, age or any other characteristic.

See an example questionnaire on page 5.



b) Create your advert

You will present your advert as either a short video or performance summarising the video creative. The 'creative' should reflect your market research to ensure your advert is relevant and appealing to your target audience. You should present it to a group of other 14-17 year olds.

You should:

- Include one example of The Body Shop's ethical business practices.
- Create an advert that targets 14-17 year olds for distribution on social media and online media.
- Include Coconut Body Butter.
- Ensure that your advert is appropriate for the audience, decent, honest and truthful. Advertising rules in the UK are set by the Advertising Standards Authority and can be found at www.asa.org.uk.

Evaluation and focus group

Evaluation is an important part of the design process. It is important to reflect on your own ideas as well as listen to others. In business, focus groups are small groups of the target audience used for testing a product or advert. Their views and opinions can inform future business decisions.

I. How did your research inform the creation of your advert?

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II. How did you make sure that your advert was suitable for the target audience?

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III. How well do you think your advert conveyed both the product and its benefit, including the ethical message?

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IV. How did you make the advert suitable for social media?

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V. What was the best thing about your advert?

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VI. What would you improve about your advert?

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VII. Ask four people who saw your advert for their comments, asking them to consider the purpose and age group of the advert and for a mark out of 10.

Name	Comment	Mark out of 10

EXTENSION - RETAILER'S INTERACTIVE

Retailers have to make many decisions to ensure that their products are sustainable, from choosing suppliers and manufacturers to how they package their products. Take on the role of a sustainable retailer in the online interactive 'Buy for Good - Enriching the Future'.



EXAMPLE QUESTIONNAIRE (USE WITH ACTIVITY 3 - DIGITAL ADVERTISING CAMPAIGN)

Name	
Age	

Rate each of the following ethical business practices from 1 to 4, with 1 being '**not important to me**' and 4 being '**very important to me**'

		1	2	3	4
1.	The business' products are 'cruelty free' and never tested on animals.				
2.	The business purchases many key ingredients and accessories from suppliers through its Community Trade Programme where suppliers are paid fairly.				
3.	The business aims to only include ingredients with a low carbon and water footprint and which are water biodegradable.				
4.	The business supports the protection of endangered wildlife.				
5.	The business continued investment in organisations that promote economic development globally.				
6.	The business supports and partners with organisations that promote gender equality such as the Women in Business Development Inc.				
7.	The business supports growers to produce ingredients organically.				
8.	The business supports growers to maintain traditional culture and growing practices.				
9.	The business supports growers to respect the environment.				
10.	Every time one of the business' stores are refurbished, they are made more energy efficient.				

a) Which social media platforms do you use the most?

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b) What is most likely to make you share a viral video online?

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