

# BUSINESS, SOCIETY & ETHICS

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## Going Carbon Neutral

As you read the material for our next class, keep the questions below in mind. To answer these questions you will have to reflect critically on what you have read and possibly re-read important passages. Keep in mind that there are two basic kinds of information that you need to look for in the reading:

1. What are the main points or conclusions that an author accepts with respect to a particular issue?
2. What are the reasons, important considerations, and evidence that lead the author to accept that conclusion?

For our purposes, *it is information of the second sort that will be our primary concern* since our most basic task is to *evaluate the reasons and evidence* that are offered to support accepting one possible conclusion about an issue, rather than another.

Although I strongly suggest that you write out brief answers to these questions, you do not have to turn in written responses. You do, however, need to be prepared to speak intelligently about these issues at our next class meeting.

### Reading

- Thorburn, N. (2008, September). What Does It Mean to be Carbon Neutral? EcoSecurities. Retrieved November 22, 2016, from <https://www.2degreesnetwork.com/groups/2degrees-community/resources/how-do-you-define-carbon-neutral/attachments/9153/>.
- Deich, N. (2015, May 7). Carbon-Neutral Isn't Enough: Why Companies Need to Step Up On Removal. The Center for Corporate GreenBiz. Retrieved November 22, 2016, from <https://www.greenbiz.com/article/carbon-neutral-isnt-enough-why-companies-need-step-removal>.
- Ernst & Young. (2012). How Should Business Approach Carbon Neutrality? The Solutions and Benefits. Retrieved November 22, 2016, from [http://www.ey.com/Publication/vwLUAssets/Carbon\\_neutrality/%24FILE/EY-carbon-neutrality.pdf](http://www.ey.com/Publication/vwLUAssets/Carbon_neutrality/%24FILE/EY-carbon-neutrality.pdf).
- United Nations Global Compact. (n.d.). Homepage. Retrieved November 22, 2016, from <https://www.unglobalcompact.org>.
- United Nations Global Compact, United Nations Environment Programme, Oxfam, & World Resources Institute. (2011). Adapting for a Green Economy: Companies, Communities, and Climate Change. A Caring for Climate Report. Retrieved November 22, 2016, from [https://www.unglobalcompact.org/docs/issues\\_doc/Environment/climate/C4C\\_Report\\_Adapting\\_for\\_Green\\_Economy.pdf](https://www.unglobalcompact.org/docs/issues_doc/Environment/climate/C4C_Report_Adapting_for_Green_Economy.pdf).

### Questions

1. Why does carbon neutrality matter for companies?
2. Is carbon neutrality equal to corporate social responsibility (CSR) or does it go beyond it?
3. How can large industrial companies achieve carbon neutrality? What actions can they take to further this goal?
4. What are the benefits of carbon neutrality?
5. How can a firm convince its shareholders about the benefits of carbon neutrality?
6. Is carbon neutrality relevant to Qatar?