

USE OF SINGLE-USE PLASTIC IN THE LIGHT OF ETHICAL THEORIES, STAKEHOLDERS' MANAGEMENT AND FUTURE CORPORATE SOCIAL RESPONSIBILITY TRENDS USING TRIPLE BOTTOM LINE APPROACH

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Introduction:

Plastic is an incredibly versatile and useful material, used in many different ways. However much of the plastic we use these days is used only once and thrown away. Flexible packaging of this type, particularly for foodstuffs is used to protect food from damage and extend its shelf life. One argument for the continued use of this type of plastic is that it can have a lower environmental impact because of its protection of its contents. For example, it could be argued that it takes less energy, water, land use and carbon dioxide to grow a cucumber which is wrapped in a plastic film and has a shelf life of 14 days than it does to grow a cucumber which is not wrapped and has a shelf life of just 3 days, meaning more cucumbers have to be grown and transported to meet the same demand. There are however compelling arguments for better management of single use plastics.

“The most common single-use plastics found in the environment are, in order of magnitude, cigarette butts, plastic drinking bottles, plastic bottle caps, food wrappers, plastic grocery bags, plastic lids, straws and stirrers, other types of plastic bags, and foam take-away containers. These are the waste products of a throwaway culture that treats plastic as a disposable material rather than a valuable resource to be harnessed.” (UNEP, 2018, p. vi). Much of this plastic is not recycled, often because the type of plastic is difficult to recycle or because it is difficult to find a use for recycled plastic, but also because recycling levels globally are very low. Plastic is usually made from petroleum oil and although it degrades i.e. breaks down into smaller and smaller pieces, it does not BIODEGRADE which means that it does not break down or decompose into a natural product like soil. As the plastic degrades, it releases many of the toxic chemicals which were added to it during its manufacture, and these are released into the environment. The UN states that only about 9% of the nine billion tonnes of plastic ever produced, has been recycled. They estimate that by 2050 the volume of plastic litter will exceed 12 billion tonnes if we don't address the

issue and that the plastics industry could use 20% of the world's oil consumption. The environmental problems caused by plastic waste are manifold: in water they can block waterways and sewers, causing flooding, breeding grounds for mosquitoes and being eaten by animals on land and in the sea; it can get into the food chain and ingesting it can cause damage to the nervous systems; burning plastic waste in poor countries causes pollution and releases toxic chemicals to be breathed in; it costs shipping, fishing and tourism industries worldwide around \$2 billion. Total economic damage to the marine ecosystem is estimated to be at least \$13 billion every year. Much single use plastic packaging has replaced other more traditional types of packaging for example glass bottles for milk; paper wrappings for foodstuffs. A significant proportion of plastic waste is this single use plastic, and there are a number of factors which affect the ability of the material to be recycled. These include how the plastic is made, what type of plastic it is made from and whether it has been combined with other materials e.g. crisp packets. Consequently, it is estimated that about 79% of plastic waste ever produced is in landfill; 12% has been incinerated and 9% recycled. Different countries and regions are approaching the management of this in different ways. For example in 2017 a European agreement was reached to aim to increase plastic packaging recycling to 55% by 2030.

2. Objectives of the Study:

This study has been geared towards achieving the following objectives:

1. To study Usefulness of Single use plastic on the basis Utilitarianism theory and Its cons on the basis of Human rights theory
- 2 To compare the similarities and differences between the stated levels of the following models: Good Ethics means Good Business level in the Chryssides and Kaler model and Emergent Ethical level in the Reidenbach & Robin model and actions undertaken by Single use companies in maintaining this levels.
3. To Identify 2 key stakeholders involved with or affected by the challenges involved in the

collection and recycling/disposal of single use plastics

4. To identify future CSR trends by users of Single-use plastic companies

METHODOLOGY:

The research paper is an attempt of exploratory research. The data of this study is secondary data which have been collected from different sources such as official websites of department of Corporate Affairs ministry, Newspaper Articles, journals, Research Papers, media reports and Magazine Articles. The researcher has not used any statistical tools and techniques because it is not tried to establish any relationship between different variables rather through discussions and tried to see single use plastic is creating menace and cause of health hazards, also Future CSR trends are explored in the light of Triple Bottom line.

1. To study Usefulness of Single use plastic on the basis Utilitarianism theory and Its cons on the basis of Human rights theory

Single use plastics are meant to be utilized only once before they're discarded or recycled. As per the environment reports by UN, out of 9B tonnes of world's plastic, only 9% has been successfully recycled. This has caused major plastic pollution across the world. It has severely damaged the landfills, the waterways & oceans and the environment. This can harm the human food chain that can cause CNS, lungs & reproductive organs damage. Many alternatives like the usage of cloth bags, ban on single plastic items, bulk buying, etc has been carried out lately by several organisations (Nature's Path Foods, 2018). One of the alternatives that is the utilization of fish-based biodegradable film for food packages will be studied using the theory of human rights.

According to Thomas Hobbes, the most important natural human right was the right to utilize their own power, as they shall themselves; for the protection of their own identity, their own life & thus, doing anything that is in their own discernment & they shall consider it has the best for themselves (Hobbes, 1886). Like Hobbes, Locke believed in the same ideology of natural human right to life, liberty & property. According to Locke, every human is entitled to live; to do any action that they desire to do as long as it doesn't harm their lives; to own all they make or gain through offerings as long as it doesn't harm their life & liberty (Kunze, 1994). Single use plastic is a high demand material that has been used across the globe. But it has a hazardous impact on the human life. Microplastic has violated one of the human rights i.e., the right to live. Single use plastics

contaminate & get accumulated in the food chain via agricultural soils, water supply, terrestrial & aquatic food chains. Ingestion/inhalation of microplastics through direct exposure has led to several health impacts such as genotoxicity, apoptosis, inflammation, cardiovascular diseases, cancer, diabetes, heart stroke, rheumatoid arthritis, etc. Since single use plastics are petroleum based, the extraction of the petroleum releases toxic substances that has majorly caused neurological, development & reproductive toxicity, cancer & immune system impairment (CIEL, 2015). Single use plastic used for food packaging contains BPA i.e., Bisphenol A, which is an endocrine disruptor. It can negatively affect the metabolism, digestion, heart rate & fertility (rePurpose, 2019). Furthermore, single use plastic has been adversely affecting the right to property i.e., the environmental property. The marine life has been suffering due to plastic pollution. As per the reports by UN, at least 800 marine genera around the globe are disturbed by marine detritus, out of which 80% is the single use plastic litter. Every year, approx. 13M metric tonnes of plastic are found in the deep-sea. These plastic debris are ingested by fishes, marine mammals, sea turtles, sea birds, causing them to suffocate, starve & drown. Plastics take up to 1000s years to decompose completely & during this process, the micro particles of plastic end in the seafood that we consume. Single use plastic has become a threat not only to the human life but also the environment (Reddy, 2018). Using alternatives such as bioplastic can be beneficial in order to reduce the adverse effects of single use plastics. Since bioplastics have an organic manufacturing process, it'll save fossil fuels so the manufacturing of it will reduce the toxin levels that affect the humans adversely & instead help them in having a better life & health. Bioplastics like the fish-based biodegradable film will help in reducing landfill litter, that will eventually help in reducing the toxins that are harmful for human health & pollutes the environment. Since biodegradable plastics are compostable & will be composted in commercial composting plants, it'll help in reducing ocean litter. Bioplastics do not contain BPA so consumers can use bioplastic without being concerned about its effect on their health (NaturePlast, 2007). This study concludes that the usage of bioplastic will help in the betterment of not only the human life but also the environment. After analysing the ill-effects of single use plastics & the benefits of bioplastic, it can be suggested

that the use of bioplastic will help in the protection of human rights on a long run.

Part 2: Single use plastic has been popular among the food & manufacturing industry. There are various advantages of single use plastics. It takes up less energy for its manufacturing. Single use plastic takes less space in the landfills. It is cheaply available while being an advantage for the transportation of needed items. It can also yield high energy. It has less environmental effects than the other alternatives (Green Garage, 2020). This study will be analysing the effects of single use plastics & why it is better than fish-based biodegradable film using the utilitarianism theory. Utilitarianism states that an action is ethically precise if & only if it delivers as much good for all people impacted by the action as any substitutive action the person could do instead (Audi, 2015). The senior product manager of Placon, a stock & custom packaging manufacturer in Madison WI, stated that customers are looking for products that are convenient & stores that provide on-the-go & ready to eat options. But they need to make sure that the food stays fresh. Consumers don't prefer food containers that mush up the food, so appearance really helps in selling. According to Zach Adams, who is Milliken's international product line manager, consumers can now purchase, prepare & dispose of single use plastic packages once they complete their meal. This is possible because of the food & package options that are available as a one-stop-shop & have recently gained popularity & great demand. Polypropylene packaging is one of the best sorts of packaging that the customers & manufacturers prefer, since its heat resistant, microwavable & allows the customers to see the condition of the meal & clarity of the package (DeliBusiness, 2020). Furthermore, under certain situations where food & water safety is required, single use plastics play a major role. Domestic food aid, international aid efforts & emergency responses need food & water & they need to be stored without any freezer/refrigerator as they are supposed to be distributed under time & location constraints. The food & water packages need to be lightweight, hence single use plastics are used to this purpose (The Conversation, 2018). Another definition testifies that utilitarianism can commonly be described as the doctrine that claims that the rightness & wrongness of deeds is concluded by the integrity & immorality of their consequences/outcome (Edwards, 1967). A cost benefit analysis is a process where a total of the benefits of an action is calculated by an analyst &

then it is subtracted by the costs related with taking that action (Kenton, 2020). It's been noticed that single use plastic has the ability to do more, for a lesser amount i.e., it requires relatively less material to create a single use plastic product, than it does to make one out of any of its alternatives. Susan Selke, stated that plastics are inexpensive, lightweight & have the ability to adapt in ways many of its alternatives are not. Back in 1950s, most of the packages were made of glass jars/paper/aluminium/tine, but as the demand for plastic packaging increased, manufacturers started to make most of the packages in a popular single use plastic named Polypropylene. Cost for producing such packages – which is relatively lower than its alternative – is under 2 cents! The cost for transporting glass/paper/any alternative packaging is higher for example, the material used for 330 ml plastic aerated drink bottle weighs approx. 18 grams while its 190-250 grams for packaging it with any other plastic alternative. Transporting heavier packages require 40% more energy & can also increase the environmental cost. Plastics are relatively beneficial for the environment as compared to its alternatives. The alternatives produce 5 times higher levels of pollution & in order to avoid taxes & levies, most companies & manufacturers prefer single use plastic packaging (BBC, 2018).

Concluding remark: From the viewpoint of human rights theory, we feel that that the alternative of single use plastic i.e., fish waste-based biodegradable plastic should be used whereas from the viewpoint of utilitarianism theory, we see various benefits of single use plastics. In the upcoming years, the citizens, organisations, institutions & government need to work on limiting the consumption of plastic-based products.

2.To compare the similarities and differences between the stated levels of the following models: Good Ethics means Good Business level in the Chryssides and Kaler model and Emergent Ethical level in the Reidenbach & Robin model and actions undertaken by Single use companies in maintaining this levels.

Corporate Social Responsibility is an ongoing pledge made by the business in order to act ethically & contribute to financial development, alongside refining the lives of the employees & their people as well as of the regional public & society in general (WBSCD, 2000). Under this question, we shall discuss about the similarities & differences between “Good Ethics means Good Business” level in the Chryssides and Kaler model

& “Emergent Ethical” level in the Reidenbach & Robin model (Refer Table 1). Furthermore, we will analyse these two levels & investigate whether organisations providing single use plastic products meet these levels more regularly or not.

Chryssides and Kaler model of Business Ethics is a framework that was published in the year 1993. This model talks about a range of positions & decisions an organisation takes with regards to its

own performance in the business (Chryssides & Kaler, 1996). These positions are represented in a pyramid form starting from “Business is Business” at the base level, “Act consistently within the law” at the 2nd level, “Good ethics means good business” at the 3rd level, “Act according to convention” at the 4th level & “No difference between personal & business ethics” at the 5th level (Refer Fig.1).



Fig.1: Chryssides and Kaler model

In the following statements, we will talk about the 3rd level of Chryssides and Kaler model of Business Ethics i.e., “Good ethics means good business” in detail. Being ethical is the option at this level but according to the “Introduction to Business Ethics” book, it is an option that isn’t the easiest & can cause trouble at commercial situations. Some companies assume that as long as they’re obeying the principles of ethics, they will stay profitable than the ones who are involved in unethical practices. Even after being highly ethical, these companies do face conflicting issues when they’ve to make ethical vs commercial decisions (Chryssides & Kaler, 1993). The main objective of this level is to follow ethical practices, as it will help the business in being profitable. Consumers & employees are two of the key stakeholders of the organisations who produce single use plastics. Being ethical with their consumers & employees while gaining profits if what every organisation dream of. For instance, consumers of McDonalds were in support of eco-friendly food packaging over the single use plastic packaging since single use plastics cause health & environment related issues. McDonalds & its Indian operator Westlife Development India LTD came up with some decisions to favour their consumer demands. The brand in West & South India decided to replace all the single use plastic with organic & biodegradable alternatives (ETRetail.com, 2019). Westlife Development has been actively working on eliminating single use

plastics in all its restaurants since the year 2017. The company has substituted plastic spoons & forks with wooden based cutlery. Plastic cups were replaced superior quality paper cups. Along with that, Westlife Development has maintained an ethical environment in its workplace as well. It has cut down plastic usage at its office. They’ve replaced their office provide plastic water bottles with steel bottles & stopped the usage of plastic trays & cups. Because of this initiative, Westlife Development saved around 500 tonnes of plastic in 2019, which helped in improving the health of the society & the environment they live in (Ani News, 2019). This step towards following ethical practices helped Westlife Development in gaining a net profit of Rs. 24.15 crore (2019) which is 13.43% higher than their previous record (The Economic Times, 2019). But sometimes, while trying to be more ethical, organisations can face some economic consequences which can lead to conflict between ethical & commercial decisions (Chryssides & Kaler, 1993). Coca Cola had come up with an initiative to cut out their single-use plastic products but had to call it since it could create some economic issues (Forbes, 2020). Around 1.7B servings of the popular aerated drink are consumed around the world (Business Insider, 2011). Coca Cola is also ranked as #1 Top Global Polluter since across 4 continents in 34 countries, a total of 11,732 branded Coca Cola plastics was found (BFFP, 2019). When the brand asked their customers’ preferences on the packaging, the

response that they received was quite surprising. The customers prefer the standard packaging since the single use plastic packaging is resealable & lightweight. Bea Perez, Coca Cola's Head of Sustainability, stated that the brand won't be considered as a business if they don't accommodate consumers. Going against the consumer preference can decrease sales which will ultimately hamper their profits. In order to avoid these commercial issues, Coca Cola decided to stick with its standard plastic packaging (The Hill, 2020). If the brand needs to reach their sustainability targets, they should opt for other alternatives like recycling & innovating the packaging. They should look deeply into changing the bottling infrastructure. They should also collaborate with environmental NGO in order to reach their targets more smoothly & regularly. If the brand successfully applies these recommendations, then might be able to reach the level. Reidenbach & Robin model is a framework

of organisation moral development that was published in the year 1987. This model, inspired by the works of Kohlberg, talks about the actions that organisations take in response to various situations (Kohlberg, 1964) (Kohlberg, 1976). The related elements include the philosophy & attitudes of management, the evidence of manifestation of ethical values in their cultures & the presence & growth of organisational artefacts (i.e., codes of practice, reward systems, ombudsman). The organisations can study the differences in its moral development by observing their actions. In order to be an ethical organisation, the company has to go through several propositions & stages. The model has 5 stages i.e., "Amoral" as the base of the pyramid, followed by "Legalistic", "Responsive" being on the 3rd stage, topped by "Emergent Ethical" at the 4th level & "Ethical" topping all the above-mentioned stages/levels. (Reidenbach & Robin, 1991) (Refer Fig.2).



Fig.2: Reidenbach & Robin model

In this section of the report, we shall talk about the Stage 4 of Reidenbach & Robin model of organisation moral development i.e., "Emergent Ethical" in detail. Under Emergent Ethical level, the organisation aims to have a greater balance between profits & ethics. Maximum efforts are made to manage the culture of the organisation in order to produce the desired ethical workplace climate. A social agreement between the corporation & society is involved in this cultural change. Approaches towards problem solving is made by the management with the understanding of the moral consequences of a decision as well its possibilities of gaining profits (Robin & Reidenbach, 1987). The main objective of this level is to maximize workplace ethics while gaining profits alongside. One of the great examples is Procter & Gamble. The brand has been rewarding their employees with some extraordinary benefits for their hard work that they put forward to make the brand what they really are today. P&G aims for making life easier for their

consumers & they want the same for their employees. It is important to have a well-balanced work life & to do so, the brand has launched employee well-being programs. Wellness plan helps the employees to stay active & lead a healthy life. The brand offers their employees with great healthcare options that is incorporated with private medical insurance. The employees have access to well-equipped gyms & discounts on gym memberships. Employees can take several parental leaves & have flexible working arrangement. The brand also helps them in finding the suitable child care or elder care. P&G also launched Digital 2.0 that showcases no desk assignments & open-concept collaborative workplaces, in order to have a digitally evolved workplace. Every year, the company provides \$5000 as tuition subsidies to their employees, if they want to boost their academics through various P&G provided courses. P&G prioritizes the mental health of their team & has launched "The Power of the Minds Champion Program" to create mental health awareness,

inculcate wellbeing, & reduce the stereotypes related to the issue. Through this program, their employees can talk about their experience with mental health issues with a large audience. The brand provides various financial perks such as interest-free loans & contributory pension plans. To reduce their financial stress, employees get the package of tax-advantageous share purchase plan & financial education (Mishra, 2019). These have led to an outstanding profit of \$12.764B (251.24%

↑) to P&G in the year 2020 (Macrotrends LLC, 2020). There are many organisations who are ethical, however organisations at this level, where they are ethical & profitable from all aspects, are few as compared to other levels. Likewise, the single use plastic manufacturers & the organisations that use single use plastic products can follow these levels to achieve their ethical goals.

Table 1: Comparison between “Good Ethics means Good Business” level in the Chryssides and Kaler model & “Emergent Ethical” level in the Reidenbach & Robin model.

Similarities	Differences	
	Good Ethics means Good Business	Emergent Ethical
Both the levels aim for ethical prosperity while attaining economical profits.	If ethical, the organisation will always be profitable.	The organisation seeks for balance between profit & ethics.
Artefacts: Code of ethics/conduct, regulations, policies, transparency, committees, ombudsman, training programs, reward systems.	Ethical policies are operational but are not worked on actively by the top management, which can lead to offensive behaviour with harsh economic consequences by the organisation.	Senior management works actively on the ethical policies to support & provide an ethical workplace environment while considering ethical & economic consequence of any misconduct beforehand.
Both the levels might face conflicts while taking ethical & commercial decisions.	This level is far from being considered as the easy & best option at all times.	Due to lack of expertise & direction at times, this approach might seem non-essential under economic stress.

3. To Identify 2 key stakeholders involved with or affected by the challenges involved in the collection and recycling/disposal of single use plastics

Many researches fairly agree on the common thoughts as to who qualifies as valid, potential or actual stakeholders; they include persons, neighbourhoods, institutions, organisations, groups, society & the surroundings (Mitchell, et al., 1997). Stakeholder is defined as “a person or group who can impact the achievement of a company’s aims or who is impacted by the achievement of a company’s aims” (Freeman & Reed, 1983). Abbass Alkhafaji defines the stakeholder has “groups to whom the organisation is accountable” whereas Thomson, Wartic & Smith define it as “groups in association with a corporation” (Alkhafaji, 1989) (Thompson, et al., 1991). Clarkson stated an exceptional definition which says “individuals/unit that possess or declare proprietorship, basic rights or pursuits in a company & its activity, past, present or future” (Clarkson, 1995). Stakeholder mapping is a procedure of identifying the key stakeholders that are related to a venture/company. This procedure consists of assessing all the entities who have an

interest in knowing the venture/firm’s results. Mapping of all the stakeholders is done at 2 different levels of engagement i.e., “level of interest” & “the level of power”. The level of power denotes that the stakeholders have control over the settings & can modify the project requirements whereas the level of interest denotes that the stakeholders are the ones who get disturbed by the venture’s result but they have no power to modify or influence venture requirements. Stakeholder theory involves a theory of business ethics & management which was distinctive as it spoke about values & ethics that are overt & dominant features of the administration. This also involves the handling of stakeholders, especially giving extra attention to the processes that are more important than simply amplifying the shareholder’s capital. The main advice of the theory is to give attention to the concerns & happiness of those stakeholders who can support or delay the achievement of organisation’s aims. This theory explains well the purpose of Stakeholder mapping. Stakeholder mapping is essential for the victory of a project. Mapping the stakeholders will support better in dealing with their expectations. Connecting with

key stakeholders will help the project leaders in gaining aluable visions & will eventually increase

the perception of success (Phillips, 2003) (Copper Project, 2017).

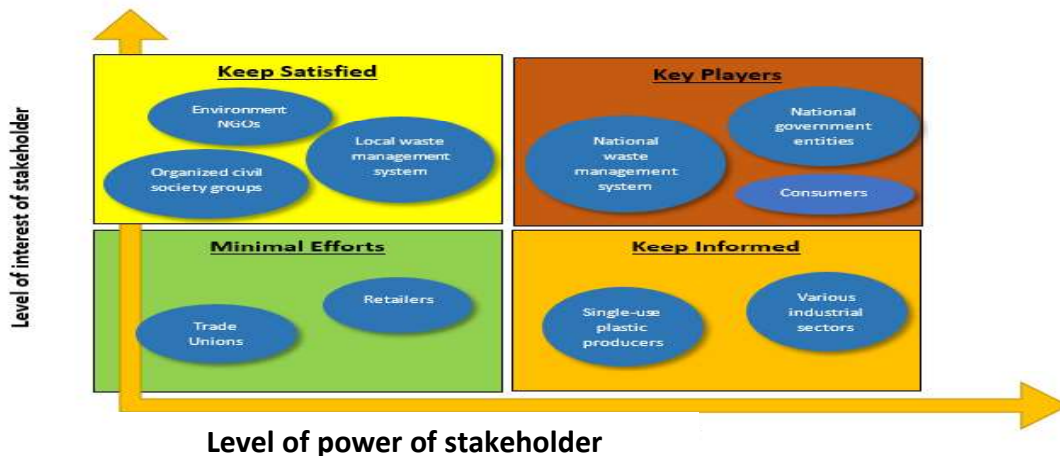


Fig.3: Stakeholder Map in relation with the disposal/recycling of single-use plastic (Queensland Government, Department of Environment and Heritage Protection, 2017).

The stakeholder map consists of people who are involved with the recycling of single-use plastics. In the “Minimal efforts” quadrant, there are trade unions & retailers, where their level of power is low & their level of interest is low as well. Single-use plastic producers & various industrial sectors were placed in “Keep Informed” quadrant as they have low level of interest but high level of power in the recycling. Environment NGOs, organized civil society groups & local waste management system were identified in quadrant “Keep Satisfied” as they have high level of interest but low level of power. National waste management system, consumers & national government entities are the “Key Player” since they have the highest interest & power to carry out the process of recycling of single use plastics. This study will analyse 2 key stakeholders from Fig no.1 i.e., National waste management system & consumers (Refer Fig.3). Alongside, it will discuss 2 CSR issues & its effects on key stakeholders. The first CSR issue is the violation of environmental laws (legal dimension of CSR). Landfills is one of the waste management techniques used by the national waste management system. Single use plastics, when disposed, releases toxic & hazardous gases. These gases, combined with the gaseous emissions from landfills, are posing threats to the ecosystem & alongside contributing to the greenhouse effect. According to the Kyoto Protocol (operationalized by the UN Framework Convention of Climate Change), the emission of greenhouse gases by industrial regions needs to be limited & reduced to a certain level (UNFCCC, 2005). The greenhouse gases that the single use plastic emits are CH₄ & CH₅. These gases combine with landfill gases i.e.,

CO₂ & CH₄ which eventually generates more CO₂, since it reacts with hydroxyl radicals & oxygen present in the atmosphere (Krupa, 1996) (O'Neill, 1993) (Wellburn, 1994). An increase in the emission of CO₂ can lead to severe global warming & thereby, violate the Kyoto Protocol. If the national waste management system fails to keep with the Kyoto Protocol, it will end up risking the nation’s permit to run industrial sectors (Hovi & Kallbekken, 2004). Consumers are one of the biggest contributors to plastic pollution. Since most of the food packaging are made using single use plastics, they can’t be recycled (Bodamer, 2016). These packages are thrown away by the consumers. This litters the oceans, being a threat to the aquatic life. The UN has declared ocean pollution because of single use plastic as “a planetary crisis”. According to the “Prevention Convention of Marine Pollution by Dumping of Waste & Other Matter” (London Convention 1972) ruled out by the International Maritime Organisation, the marine life needs to be protected from human activities like dumping of plastic waste (International Maritime Organisation, 1975). Single-use plastic from the food packages is being a huge threat since they litter the ecological systems. If these single use plastics are not recycled, they often clog the waterways. The marine animal’s identity it for food or get tangled in it (Center for Biological Diversity, 1989). There are some horrible incidents e.g., straws jammed in the noses of turtles; whales eating plastic bags that eventually ends up in their stomach; six-pack rings enfolded around animals’ bodies. Plastics has been found in 59% of sea birds, in 100% of sea turtles & currently, 25% of fish that were tested in

seafood bazaars across the world (Ocean Conservancy, 2018). Billions of pounds of plastics are floating around the oceans & only 5% is visible on the surface, the rest being deep in the ocean (Winn, 2016) (Thompson, et al., 2009). The penalties vary, based on the location where the violation of the convention occurs. For example, under the US MPRSA Act (implements the requirements of the London Convention 1972), an individual consumer can face some extreme penalty of not more than \$2,50,000 (criminal penalty) but not less than \$75,000 (civil penalty) per violation since the food packages used by the consumer is being dumped (directly/indirectly) causing problems to the marine & avian life (United States Environmental Protection Agency, 2017). The second CSR issue is the violation of human rights (ethical dimension of CSR). According to the Occupational Safety & Health Act (OSH Act), created by the US Department of Labour in the year 1970, the use & storage of toxic & hazardous substances on certain plots can be problematic to the worker's health & safety in the workplace. Protecting the user or handler's health is just as important as protecting the atmosphere & public well-being (Occupational Safety and Health Administration, 1970). This act is globally applicable. Single use plastics are made of materials that are impossible to recover (Hopewell, et al., 2009). This is a major disadvantage to landfills since single use plastic waste emits toxic gases & landfill leachate. These hazardous emissions from the landfill have risen concerns about the health effects of the workers who handle these sites. Direct contact or inhalation around the contaminated areas are one of the major sources of health issues in the workers (Bogale, et al., 2014). As per the OSH Act, if the national waste management system fails to follow the rules of the act & violates the health of the workers at the landfill, the system will have to face extreme penalty of not more than \$1,32,598 (repeat violation) but not less than \$13,260 (serious fatal violation) for each violation (Occupational Safety and Health Administration, 1970). Consumers

utilize single-use plastics like the disposable cup, lid & straw for the beverages, water bottles, plastic containers & much more. These disposable plastics are made from various harmful chemicals, one of them being BPA- Bisphenol A (Huang, et al., 2012). BPA is considered as one of the Food Contact Materials (FCMs), since its used in the preparation of single use plastic that comes directly in contact with food (food packaging) (Ludwicka & Ludwicki, 2014). BPA can be hazardous to human health as it leaches into the food. BPA is an endocrine disruptor that can affect the operating of natural hormones. It also causes reproductive disorders, heart ailments, diabetes (type 2), foetal brain enlargement, breast & prostate cancer & asthma (Konieczna, et al., 2015). The food product retailers label the BPA-contained food packaging with the following declaration: "This food product packaging contains BPA (Bisphenol A), a chemical that acts an endocrine disruptor" (Feinstein, 2015). Consumers need to check the labelling before consuming the single used plastic packaged meal in order to avoid the violation of their own health & rights.

4. To identify future csr trends by users of Single-use plastic companies

In the earlier times, CSR was considered as an organisational slack where the organisations, if they earned profits, would pitch in some financial donations for it. But in the current times, organisations have been investing more than just their money. According to two-thirds of CEOs, organisations will have an exponential progress towards long-term societal advancement. The future CSR trends have strategically aligned humanitarian acts with organisational aims with the purpose of strengthening both. The two future CSR trends that we'll be identifying & analysing in this section are: Sustainable Development Goals & Synergistic Approach (EVERFI, 2020). Since single use plastic food wrappers is the most commonly used product by several FMCG organisation, we shall discuss how these future CSR trends affect management decisions made in relation to the ongoing use of single use plastic food wrappers.

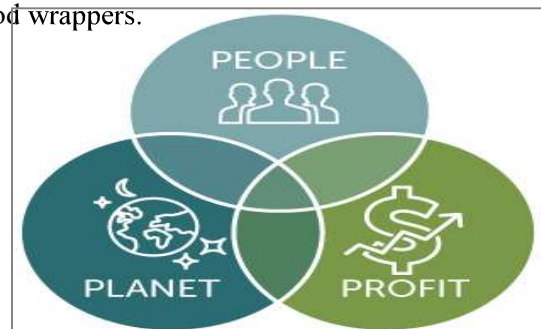


Fig. 4: Sustainable Development Goals

Sustainable Development Goals (SDG) is one of the distinct CSR trends since its working on ending poverty, protecting the Earth, & improving the lives & outlooks of everyone on global level. SDG was ruled out by the United Nations & were accepted by all the UN Member States in the year 2015. This trend is a part of the Sustainable Development Agenda 2030, which is long-term 15-year plan to achieve all the 17 goals. UN wants all the sectors of society to work on global, local & people levels. Under this CSR trend, we'll be discussing 3 important goals i.e., Responsible Consumption & Production (Goal No. 12), Climate Change (Goal No. 13) & Life Below Water (Goal No. 14) and their effects on single use plastic providing organisations (United Nations, 2015) (Refer Fig.4). To understand this CSR effect, we shall analyse it using the Triple Bottom Line theory. It believes that organisations need to commit their focus towards solving social & environmental issues while focusing on their profits. This theory measures the organisation's commitment level towards CSR & the outcome of its actions. The theory focuses on three bottom lines i.e., profit, people, & the planet. The organisations need to consider these aspects while making decisions related to sustainability (Kenton, 2020) (Refer Fig.5).

Responsible Consumption & Production is needed as over the last century, economic & social development has brought severely deteriorated the environment. This is threatening the important structures on which our upcoming progress & survival depends. Businesses are expected to come up with new & innovative solutions that can bring the idea of sustainable consumption & production to life (Sustainable Development Goals, 2015). Single use plastic food wrappers accounts for 40% of the plastic manufactured every year. These wrappers are light weighted so they often end up in forest, threatening the life of several rare species (National Geographic, 2019). Candy bar makers like Mars Corporations have come up with great innovative ideas for the replacement of their plastic wrappers, in order to reduce plastic pollution by food wrappers. In 2016, the company launched their popular candy bars in a potato waste-based bioplastic film packaging. Along with this, the company is determined to decrease the use of single use plastic by 25% by 2025 (Mars, 2020). Climate Change is a moral issue that needs to be solved, before it's too late. The decade of 2010-2019 was recorded as the warmest decade ever.

Fig.5: Triple Bottom Line Theory

One of the major reasons for the rise in global temperature is the emission of greenhouse gases. Burning of single use plastic food wrappers waste in landfills emit combination of various gases that eventually increases the level of CO₂, which ultimately increases the planet's temperature. Businesses & corporations are expected to work on lowering their emissions. This is not only ethical but also profitable for their business (Sustainable Development Goals, 2015). For instance, Unilever saved up to €223 million by producing less plastic waste. In the year 2014, the company achieved their goal of transferring zero non-hazardous plastic waste to landfills (ZWL). This was applied across their international network of 242 factories present in 67 countries. ZWL is being reused, recycled or recovered. Since 2008, Unilever produced 40% less plastic waste than they did back in the year. This helped them to maintain their levels of emissions & gain profits in millions as well (Unilever, 2020). Life below Water is an initiative to conserve & sustain the life & use of earth's ocean, seas & marine resources. Plastic pollution has been a threat to the ocean life for a very long time. Every year, around 5 to 12M metric tonnes of plastic end up in the deep-sea, out of which 89% of plastic litter are single-use items like food wrappers. This has not only affected the ocean life but also the lives of the people who work in fishing industry (Sustainable Development Goals, 2015). Brands like Mondelez have decided to make all their packages, including their wrapper, fully recyclable & reusable. Currently, the brand is carrying out a trail of their first ever Cadbury chocolate bar that is packaged in 100% recyclable paper. They're committed to finding out innovative ideas to solve issues related to ocean pollution, since they were one of the major contributors to ocean plastic waste. The brand is planning to collaborate with other corporations to improve plastic waste collection & recycling in all sectors (Mondelez International, 2019).

The 2nd CSR trend that we'll be discussing is Synergistic Approach. It is a significant approach as it'll help the organisations to align their business goals with solving major environmental & societal issues. This approach is loved by many organisations has it embraces the idea of making a difference while gaining profits - they won't have to sacrifice one to achieve the other. Many brands are looking forward to attain opportunities to make their contribution towards society. If a brand as separated their business strategy from their CSR

strategy, a synergistic approach will help them to boost both the strategy at once (EVERFI, 2020). One of the strongest examples is the “Performance with Purpose” initiative led by PepsiCo. Lays, Stacy’s Pita Chips, Quaker Oats are some of the brands that operate under PepsiCo. Currently, the company has been working on improving the packaging of their potato chip brand, Lays, by using plant-based bioplastics. However, back in 2015, PepsiCo announced that more than \$375 million were saved because of their environmental sustainability programs. PepsiCo was able to achieve this by continuing their research & progress towards packaging, waste, energy & water-reduction initiatives. This demonstrates that having goals towards sustainability can help in gaining financial benefits for the business & society. These efforts play a major role in PepsiCo’s commitment towards their vision “Performance with Purpose” that helps them in delivering financial performance by combining CSR into their business plan, leaving a positive impact on society & the environment (PepsiCo, 2015).

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