

ETHICS AND VALUES

Corruption Of Science > Dr. Vandana Shiva, Physicist, Ecologist, Feminist & Seed Activist

Science is becoming the cutting edge tool in the hands of corporations for profits. And given that it's the cutting edge tool, not only are they taking over the public spaces of research. And take over of entire departments in universities is a very, very good example where public tax money pays the salaries of scientists but a tiny amount of a million dollars makes the entire output of that lab the property of Monsanto.

But the third category is actually the most disgusting category, with third rate scientists, and I deal with them all the time. Who do no science, who just do propaganda. Who are merely mouthpieces. Who have a degree behind their names but what they deal with and what they debate with you is not the content, not the scientific content of the subject matter but attacks, personal attacks.

My website has been hijacked, has been hacked and linked to a porn site, that's part of a scientific warfare. It's scientists who announced that I run a pornographic site. The scientists who write that the planet will be saved by plastics and pesticides. These are prostitutes who have sold themselves and their time. And the only reason we, we even give them an ear is because we have been trained over two centuries to respect the degree so heavily. I think it's time for people to listen to content. Not bother about whether someone has a PhD before or after their names. And definitely not, not get convinced by corporate propaganda. They are ways in which the same message can be the reason for brainwashing you. But the same message if your mind is trained right can be the place from where you lift falsehoods and pick new strategies of defending the truth and defending people and their rights.

... You can talk to them but that talking counts for nothing. The real place which counts is how we change the structures of accountability and governance and the powers and rights of people.

Leading By Example > Ray Anderson, CEO Interface

How to do well and do good at the same time is the challenge. Doing well by doing good, we have learned in our business, that it's a positive feedback loop, it really is possible to do well and to do good and to do more well and to do more good the more good we do, the more well we do, the more well we do, the more good we do, it's a positive feedback loop.

It works this way, our customers embrace what we're doing because they see us trying to do the right thing. If our words get ahead of our deeds, we risk breaching

that trust, so we have to be very careful to avoid greenwash, talking about it but not doing it, or claiming more than we're doing. But when our customers embrace what we're doing and honour us with the business, that's the direct top line benefit, you can't beat it, all the advertising in the world, is not as good as the customer being predisposed, because they trust you. You get the business, and if you are more resource efficient, in pursuing the other aspects of sustainability you bring more of that to the bottom line.

Now when that happens other companies say, "who are these guys, what's going on there, what are they doing different" And when they come to us and ask us, we're more than happy to show them what we're doing, and you know what, they become customers, and we're back at the top line again, and the positive feedback loop builds.

Don't Be A Hero > Ray Badaracco, Professor of Business Ethics, Harvard Business School

Well my view is that if you're working in a for profit company in the Anglo American system of capitalism your principal obligation is to work for the long term economic interests to the owners of the business. If you take that job that's the principal, it's not the only but that's the principal obligation that comes with the role. Inevitably there will be conflicts between that obligation and your own values and commitments. And what people should do is try to find ways to do both.-

I don't think the world typically is benefited by heroes who say, well these are my values, I quit. Or this is what the company needs that's what I'm going to do unthinkingly. I find both of those extreme forms of dedication, initially unattractive. I think heroism should be about the last resort.

Martyrdom, whistle blowing, quitting over principles; these are things you can only do once or twice in a career. And once you've done them you've often, you have forfeited the opportunity to influence subsequent decisions inside that organization. So I would view exiting however heroically as a last resort.

Exploiting Disaffection > Marc Barry, Competitive Intelligence Professional

You know, companies prefer to like, outsource this work rather than have their own employees do it, because it's too much of a direct link. You know, a lot of people think that I'm involved in things like wiretapping and, you know, hacking, and, you know, all of this amateur hour nonsense that is just, you know, completely Hollywood.

You know, wiretapping is completely off-the-chart ridiculous. If you're out wiretapping peoples' phones, you're going to get caught. You know, it's, it's, it's

so ridiculous. The FBI is going to, you're going to get caught. The FBI is going to prosecute you, you're going to go to jail. I mean, it's just that simple. Hacking? Hacking, you're going to leave footprints that are going to lead directly right back to you, okay. And not only that, but who are the best hackers? The best hackers are, like, 20-year-old kids that don't respond to authority anyway.

So, are you going to try to hire them to do this? No. The way to do this is going after the weak, the weak link in the chain, which is employees. And employees, you know, I've had situations where I've actually had disgruntled employees give such incredibly damaging information against their employer, that I've had to stop them for fear that they were going to get me in some sort of legal trouble. You know, if there's one thing that, you know, the 80's and 90's taught American workers is that, you know, essentially they're expendable.

And, you know, if it comes down to the CEO of a major corporation getting a raise, and this guy getting a pink slip, well, this guy's going to get a pink slip. And so companies, employees know that their companies don't have any loyalty to them, and so therefore they don't have any loyalty to the company.

And, you know, what I go after, are people who feel disgruntled, people who have been maybe either passed up for a raise, or a promotion, or somehow feel slighted by their employer. And there's thousands of them out there. And so, what I try to do is I try to appeal to that. And most times these people, these people can give me the information I want.

Spying For U.S. Corporations > Marc Barry, Competitive Intelligence Professional

Yeah, I refuse to work for foreign, foreign corporations against an American target. I have no problems working for American companies against other American companies, that's just business. I have certain issues with working for foreign, and you know, and part of that is for just my own survival. You know, when you're talking about nationalized countries, countries where industry is nationalized, you have foreign intelligence services working through these companies, to collect information on American companies.

And so, what they typically do is they look for a stooge. They look for a cutout, an American cutout. And so, say DGSC, which is the French intelligence service, or the French equivalent of CIA, is working through, maybe Thompson. And they hire, they hire me to collect intelligence on IBM. Well, I could get half-way through this, and the FBI'll be at my door, and they're going to say, "Well, you know, you're working on behalf of French intelligence. You're under arrest for economic espionage." And then I say, "No, my friend Pierre, works for Thompson."

And they're going to pull out a series of photographs and say, "Well, your friend Pierre is really a colonel in DGSC. And whether you knew it or not, doesn't really

mean anything to us, you're going to jail." So, for my own safety, I tend to work only for American companies. But, I have, I don't turn down American companies typically.