



## Environmental ethics: Upcoming opportunities and challenges

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### Abstract

Environment relating concerns are emerging day by day so it is important to put some light on these emerging issues with the concept of environmental ethics. As the environmental issues are getting worse, business enterprises are becoming more concerned in their selling approach towards environmental ethics practices. Business houses are focusing on their form of operation in the context of the environment. This concept of environmental ethics has its importance and it is not related to business only it can be impacted by the household as well and harm the whole world in different ways as using the nonrenewable resource, energy consumption without considering future demands, different kinds of pollution such as water pollution, land pollution, air pollution, etc. global warming by which the world's temperature is increasing day by day which causes melting of glaciers, sea level rises, desertification, natural disasters so being a businessman we should always consider the factor of the environment in our policies. Even those businesses and organizations who are working with considering all such factors can get a special edge over other competitors and have a great scope because of environmentally friendly practices and policies. Environmental ethics has emerged as a prominent concept in India as well as in different parts of the world. It is a tool for achieving sustainable development. Environmental ethics needs to be spread all over the world. If we frame policies the consideration of the environment it will help individuals, the business world as well as whole planet. The responsibility should be shifted from the government to business organization that causes pollution. This study focuses on the Environmental ethics-related upcoming opportunities and challenges that businesses house, industries, and Households may have. This paper also describes the reason why businesses, industries, and households are adopting this environmental ethics concept and becoming more responsible towards society and the whole world. Moreover, this paper also describes the challenges, effects, solutions, Strategies, practices, or measures for environment-friendly behavior.

**Keywords:** environmental, ethics, non-renewable resources, pollution, environment-friendly practices

### Introduction

The ethical principle is important to apply in the context of the environment by which we can show responsibility and commitment towards the environment which includes animals plants as well as people. With the help of environmental ethics, we can control the impact which effects adversely on the environment because of business activities. The business depends on the environment because of the resources and the energy which is required to run a business by which we can deplete the resources and harm the environment in different ways such as through pollution global warming acid rain ozone depletion etc. Due to all these reasons, it is important to ensure the use of the resources in a sustainable way so it will not cause any damage to the environment and with the help of environmental ethics, we can assure that the practices should be followed by all type's businesses in a way though it will be environmentally friendly and not cause any kind of harm to the environment. Sustainable development, ozone depletion, resource depletion, global warming, waste management, pollution, acid rain, and conservation of natural resources are the areas that we cover under environmental ethics.

### Sustainable development

Sustainable development is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs [As defined by the World Commission on environment and development] if our development model is perpetual in nature it means

maintaining development over time so we can create a balance between present and future development with the help of conservation and protection of our natural resources it ensures the protection of the environment and economic development at the same time with integrating efforts

### Challenges in environmental ethics

Nonrenewable resources are not infinite in nature which means that it is scarce. So, if we consume non-renewable resources without considering future demands, it is impossible to cope with the economic requirements of the business in the future. Harmful substances we use in the industry can affect the environment, which could be caused by household organizations if we release harmful substances then it could also cause the depletion of resources because of the contamination of different types of resources such as land, water, air, etc. Due to industrial waste which is dangerous and can contaminate the water. water bodies are used and treated as a ground for dumping industrial waste and because of this the usable water is reducing day by day it is also creating a threat to human life and Marine life because of severe health problems on the other hand if the land is used as a dumping site, then it decreases the yield of the agriculture. Deforestation, motor vehicles, power plants, and factories, all are responsible for contamination of the air because of the release of harmful substances such as chemicals or emission of gases into the air, it is also responsible for a different type of problem such as health problems, decrease in agriculture yield, global warming, etc. When the earth's temperature increases all over the world

then that is called global warming and it can cause higher temperatures sea level rise and desertification. Destruction of the ozone layer is also an emerging effect on the environment. The ozone layer protects us from the harmful ultraviolet rays of the sun. When bromine and chlorine compounds reach the atmosphere, they destroy ozone molecules destroying the ozone layer

#### **Adverse effects**

- Reduction, contamination, and acidification of usable water and soil
- Threat to human life and severe health problems like lung disease, skin cancer, and eye diseases
- Give danger to aquatic life
- Danger to wildlife because of the extinction of several species of plant and animals
- Decrease in agricultural yield
- Global warming
- Depletion of the ozone layer
- Acid rain
- Higher temperature
- Sea levels rise due to the melting of glaciers
- A certification because of the expansion of the world's desert
- Frequency of natural disasters increases.
- Decay of marble and limestone-based building statues etc.

#### **The solution to the problem**

The industry should set standards of water consumption which could be based per unit of production and conduct auditing and set benchmarking for these resources, we should consider the recycling process of our resources so we make sure and prevent the freshwater resources will be pollution-free, harvesting tools can also be used. The motor vehicle should be run electronically or with less polluting fuels, uses of public transport should be promoted. energy sources which are used in our industry should be renewable like wind energy solar energy tidal energy etc. technological changes are required in factories which is resulting in lesser emission of gases. Traditional fuels should be replaced with biofuels the fuels which are produced from crops and to tackle the situation of deforestation we should encourage the process and activities of afforestation. The greenhouse gases emission should be reduced with the help of increasing trees and forests

It is the need of the hour to ensure the adequate and proper use of natural resources by the protection of natural resources like fossil fuels, soil, clean water, clean air, mineral deposits, plants, and animals so our future generations can also use these resources. An awareness program is required about conservation methods among business enterprises and households. Plants that are run by renewable sources should be replaced by a non-renewable source of energy (solar and wind energy plants can be used in place of coal energy plants). The business enterprise should be aware that conservation leads to economic progress. Which we can use through strict statutory regulation for the efficient use of scarce resources.

### **Strategies, practices, or measures for environment-friendly behavior**

#### **Overall strategy**

while setting up a new unit, developing a new product, factory layout environmental issues should be considered and their goals should be integrated with ecological ethics

#### **Value Analysis**

Environmental Protection should always consider and maintain while framing economic progress and before profit (profit should not be earned at the cost of the environment). Consideration of environmental factors is necessary for every business decision such as cost and benefit analysis of sources of energy and types of equipment.

#### **Eco-friendly attitude**

promoting research and development and innovation is important to bring new ideas and eco-friendly technology to save energy and it will lead to economic progress. An audit regarding the environment is also important by which we can identify the areas where energy and cost can be saved so that after the audit, we can apply some measures to overcome.

#### **Waste management** – use of three 'Rs viz.-

- Reduce (minimization of waste)
- Reuse (maximization of use of waste) and
- Recycle (processing waste to create a new product)

Policy regarding waste management plays a vital role, waste disposable practices are very important so that the degradation of the environment is minimal. Waste that is hazardous in nature should be handled safely. With sound waste, disposable practices management can save money and enhance their overall efficiency

#### **Environmental standards**

policy guidelines that can control, regulate and improve environmental performance are called policy guidelines and can also implement environmental standards for ammonium it's 1 for ambient air quality it's 2, and so on. ISO 14000,14001 etc.

#### **Resources**

An organization should focus on renewable sources of energy and reduce the consumption of non-renewable sources of energy. the business infrastructure should be energy efficient and can achieve by maximizing the use of wave, wind, solar, tidal, and thermal energy which is free, renewable, and sustainable. All industries based on natural resources have a special type of responsibility towards the environment and should adopt such environmentally friendly practices. The business process should be analyzed to minimize the use of non-renewable resources, reduce waste and prevent pollution and also works for environment-friendly products.

#### **Green accounting system**

The impact of economic activities on resource depletion and environmental degradation ignores under the conventional accounting system and due to this the decision, which is taken are non-sustainable. Which may cause failure in long run. Under a green accounting system, the cost of a product requires to include the environmental cost in it. It is also

known as environmental accounting and natural resource accounting. This concept is emerging nowadays relatively as compared to conventional accounting systems.

### Conclusion

The financial cost of preventing or remedying environmental damage is to be borne by those who cause it. we should apply such principles as PPP (polluter pays principle) which means that the party responsible for causing pollution is made liable to pay for the damages caused to the environment. So according to this the cost which is required for the prevention or control is borne and paid by the polluter itself. Those who are responsible for pollution should be liable for sufferers as well as the cost to the environment. It means the responsibility to deal with pollution is not associated with the government only it makes responding to a business organization as well to deal with the Pollution. Reducing the emission of greenhouse gases, reducing pollution, and making rational use of scarce resources. Although it is not easy to calculate the cost of who is causing pollution and making damage to the environment it is extremely difficult to know the cost it's not easy to calculate. Finding out the main polluter is not so easy because in legal terminology polluter is the person who directly or indirectly damages the environment. This definition is so wide that it cannot be supportive in many situations. The cost which is calculated under the green accounting system should be the basis of granting subsidies by the government and those who are damaging the environment should be eliminated or reduced from the subsidy list if we can calculate the cost of the environment then it is possible would the business organization to reduce the damage of environment and adopt measures for it.

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