GOING BEYONG THE LAY; A CASE STUDY

Institutional Affiliation

Name

Date

Going beyond the law

**Situation analysis**

The case involves a situation where a company is forced to choose between its financial needs and its ethical obligations to maintain the environment. Due to recent adjustments in the legal provisions regarding the recycling and reuse of the waste products in industries, Initech Company has found a way of doing away with its wastes from production by dumping them into the river. Rebecca is a concerned employee who believes the decision out of order but lacks the support of the institution, and it appears like she does not have much which she can do to salvage the situation. Besides, she is also desirous to see the company making a turn in its financial fortunes. If she pushes further, she may fall out with her superiors and may even lose her job.

**The Assumptions in the case**

The fundamental assumption in the case is that the executives of the Initech Company are aware of the dire consequences of dumping waste products into the river, but they decide to carry on with their activities. Besides, it also emerges that the institution may have overlooked other ways with which it could raise its profit margins without destroying the environment. In another sense, it may also be assumed that the changes in the law regarding the management of wastes could have been influenced by powerful forces including the firm. That is a plausible reason since the authorities today are looking at ways with which to manage wastes better through enhancement of legal provisions and regulations. Therefore, it is only possible that the relaxation of the rules may have been influenced by some individuals within the industry.

**The statement of the problem**

The fundamental problem in the case is the decision to dump waste materials into a river, and the situation is capable of causing harm to the environment. It is worth noting that much as the company needs to improve its financial performance, it must not be at the expense of environmental protection. It is possible to develop creative e ways of dealing with wastes apart from dumping them into the river.

**Possible alternatives to the situation**

There are some workable solutions that the company can utilize without necessarily causing harm to the environment (Sharholy et al, 2008). It is notable that the greatest worry of the institution is an incurrence of further costs and that would, in turn, reduce its profit margins. However, there are quite some alternatives that they can use which may even bring in more revenues to them. The following are the options that they can use;

The first choice in waste management is the reduction of wastes that are being produced. Notable is the fact that there is a possibility that the company can provide its lubricants efficiently and reduce wastes at the same time. The fundamental idea is to improve the efficiency of their operations, and that would significantly scale down on wastes that they produce. They can acquire modern technologies in their production and that would significantly improve their services.

The another alternative is to reuse the wastes. The company has to be creative in its operations and find alternative uses to the wastes that it produces. Instead of dumping them in the river, the institution may decide to come up with other products that it can also sell to improve its profitability. For instance, the wastes can be used to make building materials and other products that it can sell to increase its revenues. It leads to a reduction in the effluence that goes into the river.

**Evaluation of the alternatives**

**Waste reduction**

The advantage of waste reduction is that it involves a realistic process in managing wastes. It includes efficient utilization of materials to ensure that there is no wastage of resources (Pires et al, 2011). Consequently, the waste reduction strategies will make sure that company does not spend a lot of money in purchasing raw materials which will end up being lost. Accordingly, the waste reduction mechanisms offer solutions to both environmental protection and to internal cost management.

On the disadvantage side, the process of waste reduction through the application of relevant technology is an expensive adventure. It will force the company to invest in new machinery, and that may not solve its financial woes.

**Reuse of wastes**

The major advantage of the reuse of wastes is that it gives the company an opportunity to diversify its activities by coming up with alternative sources of revenues through the utilization of the wastes as raw materials for the production of other items (Monte et al, 2009). These elements, once sold, can be a source of additional income to the organization.

However, there is a disadvantage to the entire process of reuse in the sense that the reuse is only limited to a few situations. Besides, for waste to be used it must first be treated in some sort and that will serve to increase the costs of activities.

*The selected alternative*

From the discussion above, reuse of wastes appears as the best alternative top solving the problem. The reasons are that it is not very expensive and besides, it will lead to the increase the revenues of the company since it will sell the products that it produces. In addition to that, the costs of reuse will be lower than the income and hence making the option more profitable.

*Implementation process*

First is to identify the possible product that the wastes can produce. It will be a process of analyzing all the relevant factors regarding the waste and its qualities with a view of knowing what it can be converted into. Secondly, the wastes will be collected at a central point and treated. After that, the wastes will be used to produce a new item that can be introduced into the market. They would then be sold to earn to earn the company income.

**Evaluation and control**

The success of the reuse of the wastes will be judged solely on the effects on the environment. Firstly, it is better to analyze the output of wastes into the environment if it has reduced and also looking at the cost element of it. In the long run, the project is expected to cost less than the income and also lead to a substantial reduction of wastes in the environment.

References

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