

# *Spring 2008 - EnPRO 354 eMotion Code of Ethics*

## **Overarching Canon**

eMotion Corporation will connect those who are physically separated but emotionally bonded in a responsible and safe manner. This means all eMotion employees will respect the privacy of all customers, as a majority will be minors. This includes speaking directly with their parents, receiving parental approval to speak with these minors, and keeping all research participant identities anonymous. Additionally, we will only use suppliers that are in accordance of all industry guidelines and whose materials are environmentally friendly and user safe. Furthermore, eMotion will have an environment in which employees are not discriminated against based on individual values and where personal relationships must be disclosed to special consul so as to reduce potential conflicts. Most importantly, eMotion will operate in regards to all applicable federal, state, and local laws.

## **1. Law**

Canon: eMotion shall strive toward safe practices that meet and exceed all relevant federal, state, and local laws.

Pressure 1: Breaking legal manufacturing procedures is a pressure for our firm. An unethical solution might include unsafe materials, processes, or labor usages to complete a project at reduced cost. This decision would be brought on by stiff competition where ethically unattainable cost advantages might seem like the only solution.

Pressure 2: High demand for eMotion's products could lead to unethically sound business decisions such as labor exploitation and the usage of inferior components or the lax regard of defective parts.

Risk 1: The risks associated with the above pressures include utilizing components that contain levels of toxins above the legal limit and engaging in child labor abuses.

Measure: eMotion shall create an anonymous tip line and post all relevant legal requirements for all employees to see. They will be encouraged to report unethical practices of any type within our core business activity.

## **2. Contracts**

Canon: eMotion shall observe all terms and conditions through established suppliers and purchasers unless these conditions are in direct violation with any ethical standards or federal, state, and local law.

Pressure 1: There is a pressure to secure deals to ensure the growth of eMotion through a steady supply of materials and a broad network of distributors.

Pressure 2: There is a cost benefit to securing contracts using bribery in order to guarantee sales of our products to distributors and other resellers.

- Risk 2: In an attempt to grow rapidly, there is the risk that eMotion will engage in unfair contract entry through bribes or other under the table deals to get products on shelves in major retailers.
- Measure: eMotion will require at least 3 employees to review and internally countersign each contract prior to it being given out. This will limit contracts that are not in congruence with our corporate vision or current capabilities from being entered unfairly

### **3. Professional Codes**

- Canon: eMotion Corporation and its employees shall all engage in transparent and honest transactions between suppliers, wholesalers, distributors, eMotion employees, and all necessary agencies.
- Pressure 1: Personal relationships between decision-makers may be pressured to extend beyond the professional workspace.
- Pressure 2: eMotion employees may be the recipients of gifts and other forms of compensation from companies that seek to engage in business with our company.
- Risk 1: Preferential treatment may be given to suppliers, distributors, and eMotion employees who maintain personal relations with decision-makers.
- Measure: eMotion will prohibit the acceptance of gifts and consideration from parties with whom they deal with on any basis within eMotion.

### **4. Industry Standards**

- Canon: eMotion and its suppliers shall always produce the highest quality products possible using environmentally friendly materials that surpass the industry standards set by the International Council of Toy Industries.
- Pressure 1: Finding a timely and economical method of product development and production.
- Pressure 2: Finding employees and materials for sustainable growth within our core market.
- Risk 1: Engaging in contracts with companies that may not follow basic industry quality standards, labor practices, or show environmental concern as per the standards of the International Council of Toy Industries.
- Measure: eMotion will hire a quarterly consultant to evaluate our practices in regards to both legal requirements and close competitors.

## **5. Community**

- Canon: eMotion shall strive to minimize its production and distribution impact on public health and the environment by partnering with environmental agencies relevant to the community.
- Pressure 1: Production cost reduction needs might force the company to evaluate all available options for product and distribution components.
- Risk 1: There is a risk of utilizing non-biodegradable packaging materials in the distribution of eMotion products, damaging the communities served.
- Risk 2: Components that may cause hazard to people and damage to the natural environment.
- Measure: Require that all portions of the eMotion offering comply with minimalization techniques in packaging to reduce both our costs and environmental impacts.

## **6. Personal Relations**

- Canon: eMotion shall maintain clear and honest communications in a respectful manner for all eMotion employees, customers, stakeholders, and business partners.
- Pressure 1: Relationships may pressure involved parties in a manner that is in violation of the business goals. These may be caused by undue hardships or unmet and unsolicited goals.
- Risk 1: Business affiliates in conflict may engage in acts of sabotage, thus having a negative impact on any persons associated with eMotion.
- Risk 2: Necessary information between business affiliates may be withheld solely because of personal conflict.
- Measure: Require that all employees disclose personal relationships to a general consul or human resources department in regards to any internal or external business activity.

## 7. Personal/Moral Values

- Canon: Our organization actively strives for open minds and superior moral respect of the spiritual values of our employees and customers by offering solutions to enhancing the quality of life and value of harmonious existence.
- Pressure 1: The pressures of daily business processes put us in a position to upset someone in the organization by defying their moral or spiritual values. Often these values are defied without knowing it just by the simple ways things are done. A policy regarding employee action is instrumental to diminishing this pressure.
- Pressure 2: The pressure of discriminating against certain peoples is also evident in a company with little knowledge of its potential consumers. The need to fill a target market with a specific type of person can often lead to exclusion of another type of person who may have shown some interest.
- Risk 1: The risks of cracking under these pressures have with them terrible consequences. Often when the first pressure is released on someone within the organization, the result will be hurt feelings (an exact opposite of the theme of our group's existence) that can lead to withdrawal, legal implications, or even employee suicide (as seen more and more today). When the second pressure is exerted on someone outside the organization, similar results are evident. There occurs hurt feelings or loss of business; however, often the consequences are legal action taken against the firm which can be costly.
- Measure: We will hold a workshop to educate our employees to keep in mind everyone's opinions. Each individual has the right to experience equal treatment and opinions related to their beliefs and personal values.