



*When Decisions Matter*

**Environmental Ethics**  
**(According to the Lorax and the Runaway Bunny)**

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# Green Rules and ?

Dr. Seuss (unpublished)

Do you know ethics  
Environmental pro

I do not know them  
High or low  
I do not know them  
Though I am an environmental pro

Would you follow them  
Now or then?

I would follow them  
Now or then  
I do not know them  
Even though I really, really try  
But I can never get a straight answer  
And I have to make a living  
And my boss doesn't care  
And rhyming is overrated.

# Ethics Requirements

- **Attorneys –**

Rules of Professional Conduct – established by Pennsylvania Supreme Court

- **Professional Geologists and Engineers –**

Engineer, Land Surveyor and Geologist Registration Act – Act 367, section 4(g)

- **Government Employees –**

Governor's Code of Conduct

PA Public Official and Employee Ethics Act

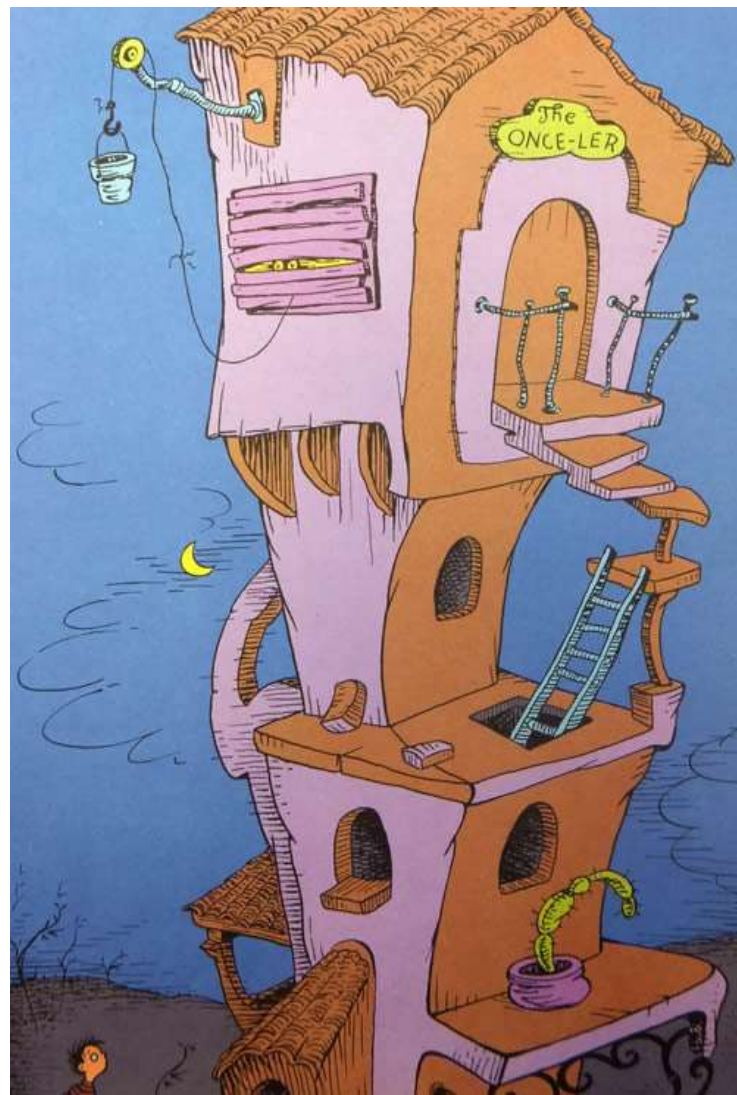
- **Professional Organizations' Codes of Ethics**

“Ethics is knowing the difference between what you have a right to do and what is right to do.”

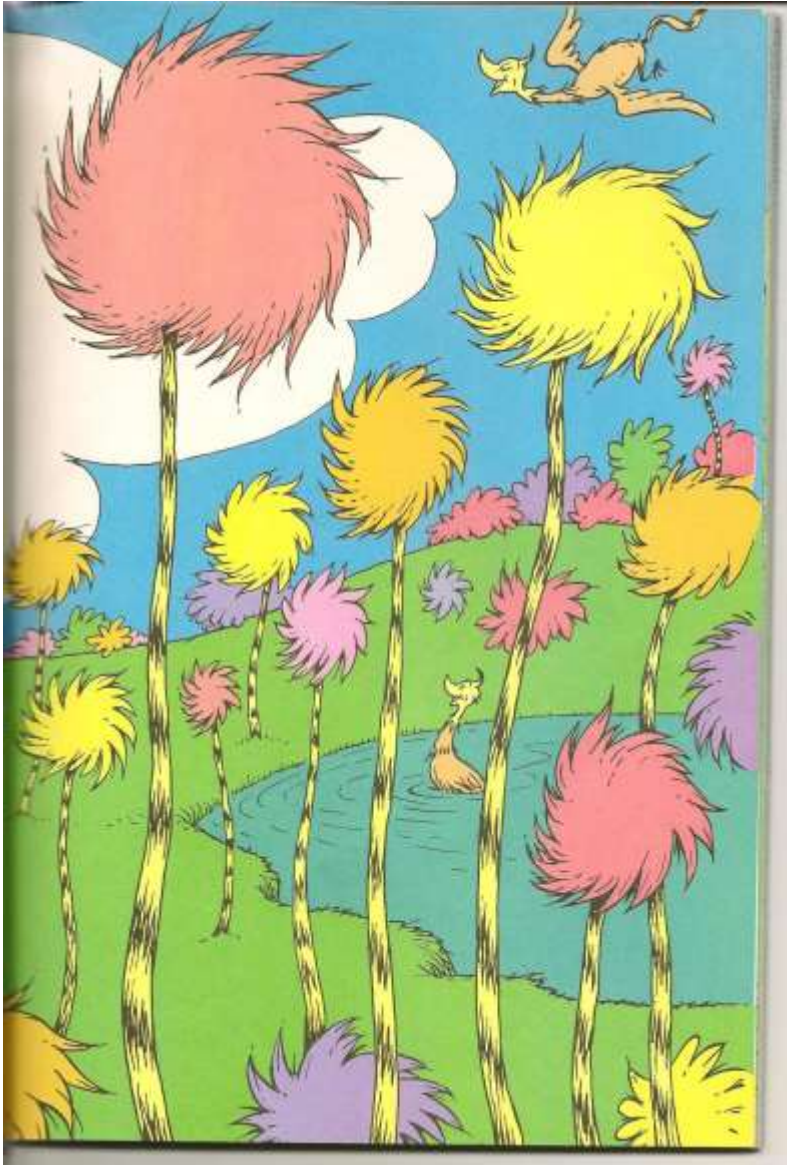
Potter Stewart, U.S. Supreme Court Justice



“I am the Lorax. I speak for the trees.”



"I will call you by Whisper-ma-Phone, for the secrets I tell are for your ears alone."



## Resources of Concern

- Truffula trees
- Bar-ba-loots
- Swomee-swans



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When decisions matter **Stock** and **Leader**.



# Lorax' Ethical Issues:

- Truffula Grove is located entirely on Once-ler's private property
- Once-ler has already obtained all necessary environmental permits
- Is it ethical to assist a client in effort to delay or block an important economic development project when there is no hope of success?
- Is it ethical not to make every effort to protect the environment?

# Once-Ler's Ethical Issues

- The new business was originally environmentally sustainable.
- To fill growing demand would require cutting down truffula trees at an unsustainable rate.
- Destroying truffula grove would likely lead to extinction of a number of endangered species.
- Perhaps has the right to do it but is it the right thing to do.

# What are your ethical obligations to the Once-ler?

- Can't falsify submissions to DEP.
- Is it ok to “tailor” endangered species survey to minimize impact, i.e. is this really a barba-loot habitat?
- Is there an ethical obligation to advise the Once-ler that there may be a more sustainable but less profitable way to harvest the truffula trees?
- Does it matter that the Once-ler has saved one last truffula seed? (What about genetic diversity?)
- Natural resource damages?
- Climate change impacts?

## Ethical Issues

- Mandatory child abuse reporting?
- Conflict of interest in representing both the Little Bunny and his mother?
- Introduction of non-native species to wild trout stream
- Animals standing in streams





## Ethical Issues

- Nutrient reduction requirements associated with a location named “Pooh Corner”

“One seldom recognizes the devil when he is putting his hand on your shoulder.”

Albert Speer

# Questions?



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