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Gulf Oil Spill: Is BP Beyond Corporate Responsibility?

By [Allison Monyei](#) on Jun 10th 2010 4:11PM

Filed under: [News](#)

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The BP oil disaster highlights the issue of corporate responsibility, which saw itself eroded as a critical social concept under the term of President Bush. Corporate responsibility is integrated into a company's business through self-regulation and the acknowledgment of the public's interest in corporate decision making. Businesses benefit from developing business plans that focus on the long-term, broader vision, rather than only short-term profits, because it creates public support and positive community outcomes. However, BP's Gulf oil spill has provided an excellent example of why more businesses need better corporate responsibility standards, and to abide by the rules -- both written and socially implied -- already in place.

[BP's share value has steadily fallen](#) since the April 20th rig explosion and continues to slide with every failed maneuver to stop the oil leak. In fact, the company acknowledges that a permanent solution for containment of the oil will not be available until August. While there is no guarantee that the relief wells being dug will contain the spill, the damage to BP's value and reputation has already been done -- by a failure to take every responsible precaution in the first place.

No one can estimate what effect this oil spill will have on the Gulf region for years to come. Each day, more tar balls wash up on the shores of once pristine beaches and each day we see more photos of pelicans covered in gunk. Who will repair the damaged wildlife habitats and restore the oil-slicked wetlands? Will the Gulf seafood industry be able to rebound? Will oil continue to flow until it reaches the Gulf Stream and ends up on the eastern shore of the U.S.? Who should take responsibility and be held accountable for these worst case scenarios?

Dr. Gary Dirks, the Executive President of BP China, gave a speech in 2001 outlining BP's plans for corporate social responsibility, stating:

"We believe that wherever we operate our activities should generate economic benefits and opportunities and our conduct should be a source of positive influence; that our relationships should be honest and open; and that we should be held accountable for our actions."

Indeed. Can John Q. Public actually believe that this company is financially and ethically invested in the betterment of society given BP's response to the Gulf oil spill? From the amount of money that the oil industry spends lobbying [to reduce financial damages for oil disasters](#), to buying Internet keywords to promote their

[spin on the disaster](#), BP does not seem to be taking the oil spill seriously. Hopefully this oil disaster in the Gulf will make the public and the government take the idea of enforcing of corporate responsibility more seriously. Because we can't count on major corporations to do so.

As Barbra Striesand stated in a recent article on The Huffington Post, we cannot expect [corporations to self-regulate](#). We need to be the enforcers of community standards for businesses, unless we want more disasters like the BP Gulf oil spill to threaten even more fragile elements of our society.

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By: Linda GuertinGuer87625@AOL.COM on 6/10/2010 5:25PM

Neutral  

Corporate responsibility eroded under the Bush administration much the same as personal responsibility has eroded in the black community over the last 30 years.

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By: concerned on 6/11/2010 5:19PM

Neutral  

you missed the point, your racist attitude is so odvious

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By: Aquil on 6/12/2010 12:50AM

Neutral  

> The ONLY answer for black people is FARRAKHAN

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By: Stephanie on 6/16/2010 7:06AM

Neutral  

Everyone is pointing fingers and accusing Bp, the president, Congress, the states, etc. As long as there no problems, though, no one questioned the wisdom or risk of drilling underwater, at depths where we cannot even pretend to know or control what we are doing. What kind of federal response do you expect, after all the years of downsizing and cutting back on undersea research and exploration? The federal government does not have the equipment or expertise, and it is likely no one can do anything until new technology ids developed to address the problem. Do the critics of the president expect him to send soldiers to enforce a repeal of the laws of physics, or build a dam big enough to place the oil well on dry land? At least this catastrophe may lead us to realize we HAVE to develop alternative energy sources, because we are poisoning the earth in our mindless quest for more, more, MORE!

Stephanie Mcnealy

<http://www.famous-philanthropists.org>

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By: Melvin Goldstein on 6/17/2010 10:28PM

Neutral  

There are foibles in all of us. There are even Physics Foibles. Entropy is one of them.

Inside a warm damp cave, completely sealed off from the outside world, will life survive?

Answer: No life forms could flourish indefinitely.

In an isolated system, entropy always increases. Life tries to push entropy in the opposite direction. When life is created, entropy decreases in the cave but nature demands a greater entropy increase offset.

The cave, being sealed, would mean that entropy would reach its max, thus energy necessary to sustain and generate new life would be unavailable.

Maybe we should learn a lesson from this. Available energy is mandatory. Wealth may equate to available energy. If you want to live in a nation that is prospering, make sure that its available energy supply is abundant. Don't over use it. Protect the environment.

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By: Veronica on 6/22/2010 11:18AM

Neutral  

great article about this, an interview with Richie Havens

http://www.thewaster.com/index.php?option=com_content&view=article&id=648:richie-havens-the-moment-for-a-generation&catid=27:homepage&Itemid=77

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By: R Dickensheets on 7/10/2010 10:47PM

Neutral  

Why was there NO or little informative news concerning the Blow Out Preventer, BOP, that failed to shut off the oil flow at the onset. We have never heard anything of any value. Why was there no redundant feature that would allow operating the BOP by an external method using one of the mini control subs. Was this because the BOP was "cheap and dirty", the cheapest on the market. Is this same BOP on other or all other wells by BP. Scary isn't it ! !

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By: ALTA27Stewart on 8/25/2010 8:01AM

Neutral  

Some specialists tell that loan aid people to live their own way, because they are able to feel free to buy needed stuff. Moreover, some banks give term loan for different classes of people.

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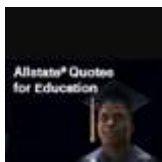
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