

U1.10 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

Climate change: benefit of controlling the issue?

Builds trust, loyalty and stronger stakeholder relationships.

CARD 2

Climate change: negative of ignoring the issue?

Can cause reputation damage, greenwashing backlash and loss of trust.

CARD 3

Pollution: benefit of controlling the issue?

Builds a responsible image, goodwill and stronger community trust.

CARD 4

Pollution: negative of causing the issue?

Can cause backlash, lost customers, fines and reputational damage.

CARD 5

Energy use: benefit of controlling the issue?

Creates a modern, responsible image and can improve competitiveness.

CARD 6

Energy use: negative of wasteful use?

Can create a wasteful image, higher costs and negative customer reactions.

CARD 7

Animal testing: benefit of controlling the issue?

Can build an ethical image, trust, loyalty and positive word-of-mouth.

CARD 8

Animal testing: negative of not adhering?

Can trigger backlash, boycotts, retailer risk and loss of trust.