Question 4

Heikki Salavat employed moral management to the festival. The festival supports child sponsorship organisation Empath and draws millions of dollars into the economy. They pay less than a dozen employees and have over 1000 volunteers. Moral management is about is this money with action fair to us and all parties involved, which Heikki Salavat tries to do. He uses the money generated by the festival to support Empath, helps the economy, and gives free shirts and easter eggs to volunteers.