**Collaborative Learning Discussion 2 – Peer Responses**

1. **Simon**

In the UK, there are regulations that may impede Whizzz’s ability to claim nutritional benefits based on Abi’s mixed findings (Department of Health & Social Care, 2021). UK regulations have been bolstered since the UK’s exit from the EU to include an assessment process and requirement for a nutritional claim to be added as an approved claim on a central register before being advertised. Stringent regulations like this reinforce Simon’s point that Abi should seek to remain impartial and provide full results as this will ensure they can withstand expert scrutiny. In addition, if a claim is rejected on the basis of biased research, this will be reflected on the public register and could impact Abi’s ability to secure future research opportunities.

References

Department of Health & Social Care (2021) Nutrition and health claims: guidance to compliance with Regulation (EC) 1924/2006. Available from: <https://www.gov.uk/government/publications/nutrition-and-health-claims-guidance-to-compliance-with-regulation-ec-1924-2006-on-nutrition-and-health-claims-made-on-foods/nutrition-and-health-claims-guidance-to-compliance-with-regulation-ec-19242006> [Accessed 17 March 2022].

1. **Yibeltal (& Jan)**

Whilst I agree with both Yibeltal and Jan on a moral level regarding Abi circumventing Whizzz to publish full results, due consideration should be given to the recourse that Abi may face. For example, a confidentiality agreement is likely to form part of Abi’s contract with Whizzz (Bott, 2014). The onus would be on Abi to follow lengthy and possibly expensive legal processes to prove that Whizzz’s false advertising causes sufficient harms to society to justify breaking that agreement, otherwise he would not be legally protected from consequences. With mixed results arising from Abi’s study, it is unlikely that he would have sufficient evidence to protect himself and taking this course of action could result in more harm than good.

References

Bott, F. (2014) *Professional Issues in Information Technology*. 2nd ed. London: BCS.

1. **Ahmad (& Jan)**

Further to being the morally correct thing to do and assisting in avoiding litigation, taking a transparent approach to corporate social responsibility (CSR) can also positively impact financial performance in the food industry (Partalidou et al., 2020). Whilst they often come at a cost, CSR initiatives can lead to positive sentiment regarding a brand and are often seen as positive by investors. In avoiding possible harms to society of making misleading claims regarding the nutritional value of Whizzz, the manufacturer could use this as an opportunity to boost brand and sales through outwardly fixing the identified problems with the product. In this way, a negative can become a positive with ethical leadership in place.

References

Partalidou, X., Zafeiriou, E., Giannarakis, G. & Sariannidis, N. (2020) The effect of corporate social responsibility performance on financial performance: the case of food industry. *Benchmarking: An International Journal* 27(10): 2701-2720.