* For years Acme Oil Co. has been dumping waste products in the sea. The company argued that the dumping was far out at sea, and so it harmed no-one. It was a much cheaper method of getting rid of the waste than buying equipment to treat the waste. Low costs helped the firm to keep down prices to consumers.
* Environmental pressure groups had taken some action but it was ineffective. Then, one day, thousands of dead fish and sea birds started to be washed up on the east coast. After examination it was found that they contained dangerous levels of oil-based poisons. Acme oil denied all responsibility and blames a recent oil spill from another firm’s tanker. Environmental pressure groups started to blockade Acme’s petrol stations. They gained great support form the public. Acme’s sales fell but they refused to change their policy. Foreign news reporters were following the story closely.
* The Chief Executive was suddenly replaced and a press conference was announced for the following week. Perhaps the company was about to change its environmental policy after all?

**Activity 27.4**

1. Define the term ‘Pressure Group’.

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1. Why was Acme oil unwilling to change its dumping policy after the fish and birds were washed ashore?

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1. Explain **two** reasons why pressure groups might be successful in changing the business’s decision in this case.

Reason 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
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Reason 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ [4]

1. Do you think that Acme Oil should stop dumping waste and buy equipment to treat it?

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