

“Aim above morality. Be not simply good, be good for something.”

--Henry David Thoreau

“We realize that in today's world, a business leader must be an environmental leader as well. Hence our determination is to analyze every aspect of our business in terms of its impact on the environment, and to take actions beyond what is expected if they hold the prospect of leaving future generations an environmentally sound world.”

--McDonald's Corporation

"The secret of success is honesty and fair dealing. If you can fake these, you've got it made.“

--Mark Twain

"We seem ultimately always thrown back on individual ethics as the basis of conservation policy. It is hard to make a man, by pressure of law or money, do a thing which does not spring naturally from his own personal sense of right and wrong."

--Aldo Leopold





Average Commute Times (minutes)



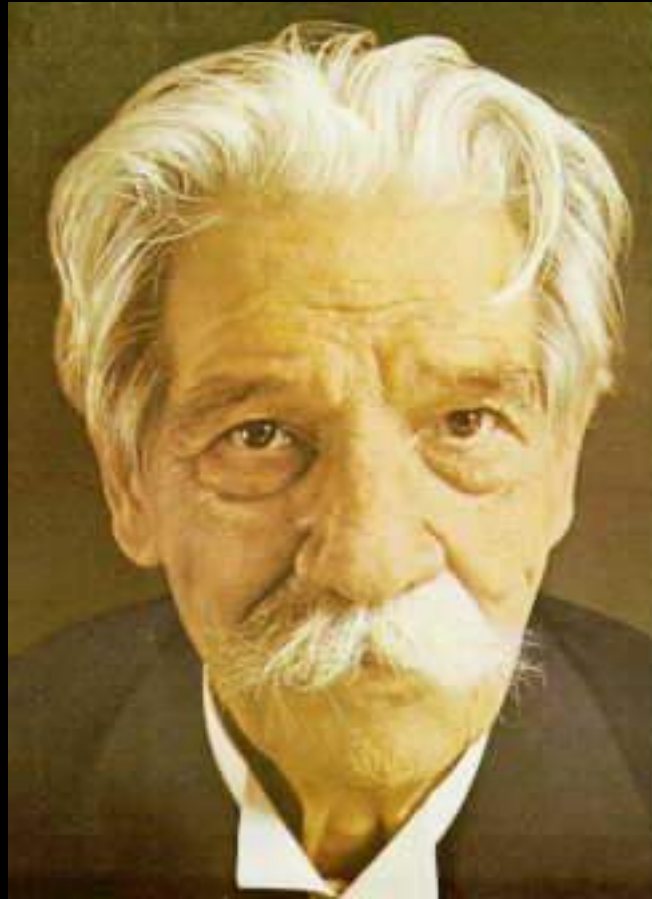
- New York City 38.4
- Georgia 27.7
- Kentucky 23.5
- Florida 26.2
- New Jersey 30.0
- North Dakota 15.8
- Northeast 28.2
- U.S. 25.5





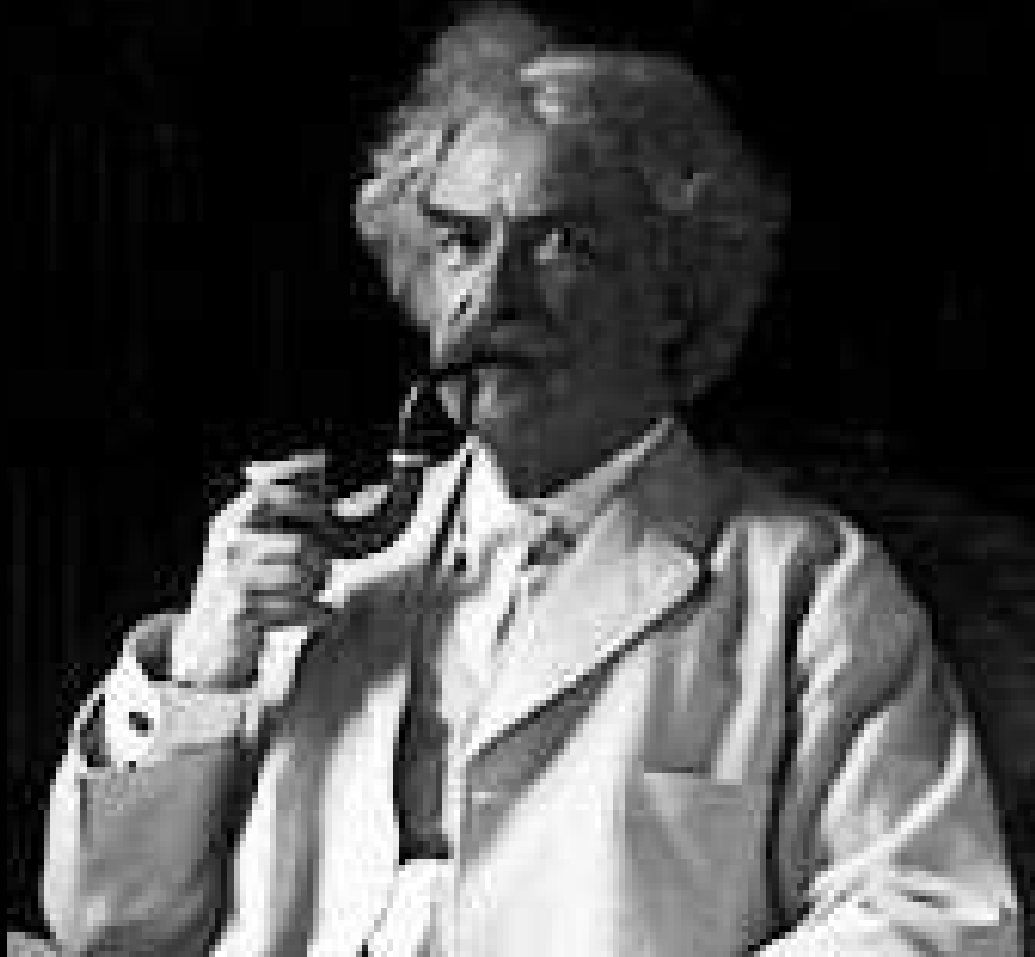
Aldo Leopold

“...quit thinking about decent land-use as solely an economic problem. Examine each question in terms of what is ethically and esthetically right, as well as what is economically expedient. “



“Ethics is nothing but reverence for life. Reverence for life affords me my fundamental principle of morality, namely that good consists of assisting and maintaining life, and that to harm or hinder life is evil.”

--Albert Schweitzer



*"It is curious that physical courage should be so common
in the world, and moral courage so rare."*

--Mark Twain

Should Bush and Clinton have admitted their mistakes about WMD / Sex?





“I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor.”

-- Henry David Thoreau

morals are standards of right and wrong, **ethics** is the study of morals

consequentialist ethical theories—

ethical egoism, utilitarianism, the common good

nonconsequentialist ethical theories—

rights, justice, and virtue

ethical egoism



“My philosophy, in essence, is the concept of man as a heroic being, with his own happiness as the moral purpose of his life, with productive achievement as his noblest activity, and reason as his only absolute.”

--Ayn Rand



Pharmacist in Kansas City is accused of diluting cancer drugs

"There could literally be hundreds of patients who received improper dosages," FBI spokesman Jeff Lanza

South Florida doctor arrested, accused of selling diluted cancer and AIDS medications. Some of the sales took place at the strip club he owns.

"The idea that somebody can be so cruel as to be willing to profit by weakening life-saving drugs to cause the suffering of another human being is just outrageous," Florida Attorney General Charlie Crist

utilitarianism



John Stuart Mill



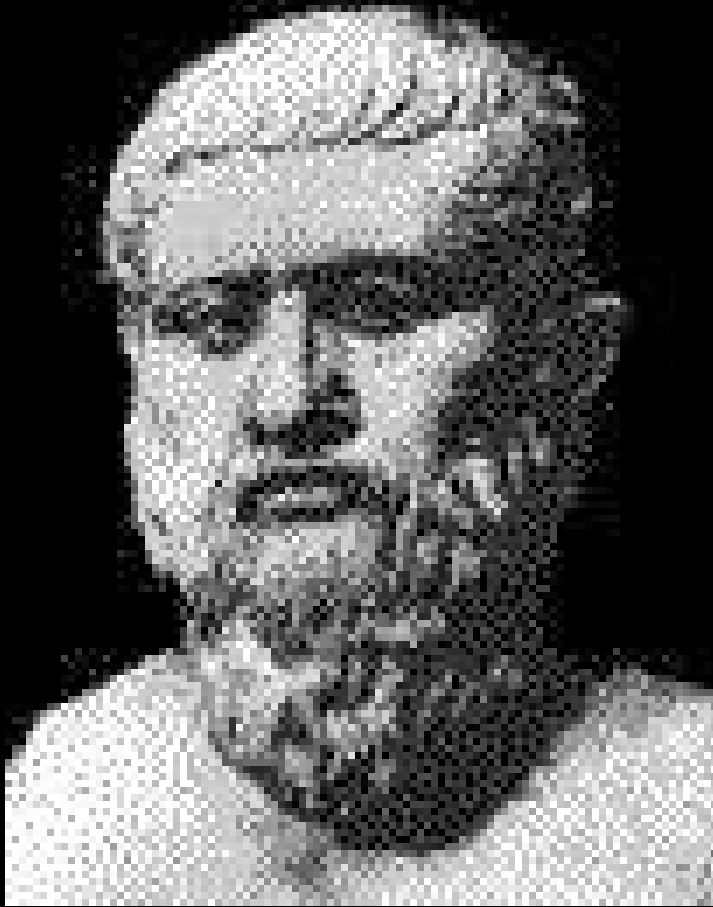
Jeremy Bentham



John Rawls

maximin

the common good



Plato



Cicero

vir
tu
e

*That which is the prize and end of
virtue seems to be the best thing
in the world.*

--Aristotle

cowardice

courage

rashness

low self-esteem

modesty

arrogance



Immanuel Kant

"Act as if the maxim from which you act were to become through your will a universal law of nature."

"Auschwitz begins wherever someone looks at a slaughterhouse and thinks: they're only animals." --Theodor Adorno, Jewish Philosopher

During the seven years between 1938 and 1945, 12 million people perished in the Holocaust.

THE HOLOCAUST ON YOUR PLATE

The same number of animals is killed EVERY FOUR HOURS for food in the U.S. alone.

fairness and justice



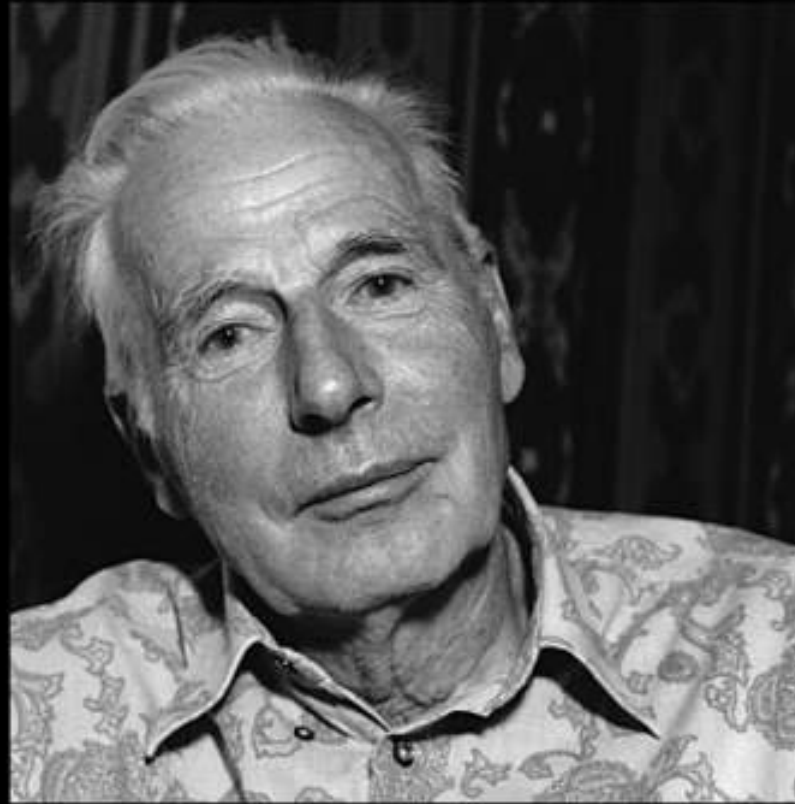


The greatness of a nation and its moral progress can be judged by the way its animals are treated. - Gandhi



Arne Naess

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Arne Naess, 1996

Shallow ecology

is the anthropocentric fight against pollution and resource depletion in order to improve the health and affluence of people in developed nations.

Deep ecology

adds to this fight the elements of ecocentrism and sustainability, and the intrinsic value of nonhuman nature.



Francois d'Eaubonne

Ecofeminists see a common thread of immorality in varying levels of disrespect for women and for wilderness.

Ethical Egoism:

Is this action good for me?

Utilitarianism:

Does it bring the greatest good to the greatest number?

The Common Good:

Is it good for society as a whole?

Virtue:

Does this action reflect balance between vices?

Rights:

Does this action respect the moral rights of everyone?

Kantianism:

Would I want everyone to do it?

Justice:

Is this action fair and just? Does it treat equals equally?

Deep Ecology:

Is this action sustainable and ecocentric?

Social Ecology:

Is it consistent with social equality and ecological interests?

Ecofeminism:

Does this action show due respect for living things?

What Would Jesus Drive?



To some, the question might seem amusing. But we take it seriously. As our Savior and Lord Jesus Christ teaches us, "Love your neighbor as yourself" (Mt. 22:39-41).

Of all the choices we make as consumers, the cars we drive have the single biggest impact on all of God's creation.

Car pollution causes illness and death, and most affects the elderly, poor, sick and young. It also contributes to global warming, putting millions at risk from drought, flood, hunger and homelessness.

Transportation is now a moral choice and an issue for Christian reflection. It's about more than engineering—it's about ethics. About obedience. About loving our neighbor.

So what would Jesus drive?

We call upon America's automobile industry to manufacture more fuel-efficient vehicles. And we call upon Christians to drive them.

Because it's about more than vehicles—it's about values.

Rev. Olive Caban, Ph.D.
President, World Relief

Rev. Richard Clark
Vice President for International Affairs, National Association of Evangelicals

Lynn Condit-Hess
Executive, Youth with a Mission
President, University of the Nations

Rev. David H. Englehard, Ph.D.
General Secretary, Christian Reformed Church in North America

Michael Fuller
Founder & President, Institute for Democracy International

Rev. Warren Gramlich, Ph.D.
Chancellor, Denver Seminary

Rev. Steve Hayes, Ph.D.
Past President, Interfaith Christian Fellowship

Rev. Johannes Heintze, Ph.D.
International Director, World Vision

Rev. Richard Meier, Ph.D.
President, Fuller Theological Seminary

Rev. Don Miller, Ph.D.
President, Evangelicals for Social Action

Sponsored by **THE EVANGELICAL ENVIRONMENTAL NETWORK**

10 East Lancaster Ave., Wyomissing, PA 19381 www.WhatWouldJesusDrive.org

For more information, call 610-398-1000 or visit www.teen.org.











Desertification due to overgrazing, soil erosion from chemical farming, and global warming threaten food supplies and will increase food prices to the peril of the poor.



Economists estimate the value of a statistical life to be about \$6 million.

What is the most that society should be willing to spend now on environmental regulations that would save 1000 lives in 300 years?

Maximum Current Expenditures to Save 1000 People in 300 Years

Discount Rate (%)	Maximum Expenditure (\$)
10	0.0023
9	0.035
8	0.56
7	9.18
6	153.60
5	2,638.53
4	46,574.63
3	845,247.39
2	15,779,735.59
1	303,206,924.70
0	6,000,000,000.00











“Unless someone like you cares a whole awful lot, nothing is going to get better, it’s not.”