

EK 100 - Freshman Advising Seminar

Ethics in Engineering Topics for Discussion

“Lawsuit over Keurig coffee pod recyclability moving forward”

1. If a company thinks that a product may be regionally recyclable, is it alright to put the label on the package with the instructions to check locally? Assuming no changes to the actual recyclability of the product, how could Keurig have gotten this message across better?
2. Discuss the "60% Access Rule." Should companies be able to claim their products as recyclable if only 60% of consumers can recycle them? If not, what should the number be? Do you think the positive effect of putting the label on the packaging outweighs the negative effect of misleading consumers?
3. Do you think this situation requires legal action? If not, why not? If so, what should the consequences be?
4. Discuss some alternatives to the current system. Are free mail-back programs such as the one offered by Nespresso a good idea? Should there be a total redesign of the Keurig pods? How would you propose making the trend of single-serving coffee pods more sustainable?