



“In the world of ethics in electronics, even small steps can make a significant impact”

Erik Jansen  
Managing Director



In this insightful interview, we discuss the importance of ethical behavior and responsibilities of companies towards environmental sustainability. Join us as we delve into the balance between innovation, profit, and ethical responsibilities in creating a sustainable future.

**E**thics represents one of the most significant achievements of human civilization. However, it is not enough to uphold ethical standards in our everyday lives alone; we must also ensure that entire industries and businesses commit to ethical practices.

The electronics industry serves as the foundation of modern society, permeating every aspect of our daily lives. As a result, it is crucial that the industry strives to maintain the highest ethical standards possible. CEOs around the world must evaluate every decision, not only based on profitability but also with a constant consideration of ethics.

By prioritizing ethics in all aspects of the industry, we can create a better and more responsible future

for ourselves and generations to come. This kind of ethical commitment is what Elektor striving to do.

**What does ethical behavior mean for you?**

For me, ethical behavior means being socially responsible, honest, fair, and respectful to others as an individual, but also as a company within our electronics community. It involves adhering to values that guide actions and decisions, even in the absence of external oversight or pressure.

We shouldn't wait for laws to dictate our decisions; it's never too early to start behaving in an ethical way. Ethical behavior also entails always considering the impact of our actions on others, society, and the environment and striving to not only do no harm but also do good.

Overall, ethical behavior is about doing the right thing, even when it is difficult or unpopular, and being accountable for our actions.

**What ethical responsibilities do companies have in terms of environmental sustainability and reducing their carbon footprint?**

Companies have a significant ethical responsibility

when it comes to environmental sustainability and reducing their carbon footprint.

Companies must consider the environmental impact of their decisions, products, and services throughout their lifecycle, from production to disposal. They should promote sustainability by encouraging their employees, suppliers, and customers to adopt sustainable practices.

Companies have a significant ethical responsibility to take action towards environmental sustainability and reducing their carbon footprint. By doing so, they can help address the pressing global challenge of climate change and contribute to building a more sustainable future.

*We pledge that in every business decision we make, we will conduct research and thoughtfully consider the ethical implications, rather than succumbing to short-term thinking.*

**How can we balance the need for innovation and profit with our ethical responsibilities to people and the planet?**

Balancing implies that in reality, only one side can truly win. However, the truth is that our society is moving towards a more ethical and sustainable mindset, including end customers and investors. Innovation and profit are not the opposite of ethical and sustainable practices; they are essential and unavoidable.

In fact, the younger generations, such as Gen Z, prioritize working for “good” companies over high salaries, while customers are willing to pay more for products that align with their values.

Additionally, more and more investors seek to invest in ethical and transparent business plans. Therefore, the question should not be “how can we balance,” but “how can we not?”

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