

Environmental Management and Public Policy

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1. Course Description

The purpose of this class is to critically explore a wide range of important private and public policy initiatives to address current environmental challenges. A primary focus is on the dynamics of the relationship between management environmental strategies and public environmental policies. Corporate practices play an important role in both causing and ameliorating environmental problems, while public policy both constrains and facilitates improvements in corporate environmental performance. Accordingly, both policy-makers and corporate managers require a sophisticated understanding of how business practices and public policies affect one another. The class has a broad focus exploring both business strategies and public policies in California, the United States, the European Union, and China as well as at the international level.

2. Course Requirements

Participants will be evaluated on class participation (25%), and on three 5- 7 page individual papers that expand on the topics covered in three classes. These papers will be due at the class at which these topics are discussed.

3. Class Schedule and Reading Guide

1. The Contemporary Dynamics of Environmental Policy-Making in the US and the EU

Readings:

David Vogel, "The Hare and the Tortoise Revisited: The New Politics of Consumer and Environmental Regulation in Europe," British Journal of Political Science

R. Dan Kelemen and David Vogel, "Trading Places: The Role of the United States and the European Union in International Environmental Politics," Comparative Politics Studies 2010

2. The Science and Politics of Risk Assessment

“The Precautionary Principle,” HBS June 28, 2010

Gail Charmley and E. Donald Elliott, “Risk Versus Precaution: Environmental Law and Public Health Protection,” *Environmental Law Institute*, 32 *ELR* 10363

Cass Sunstein, “The Paralyzing Principle,” *Regulation*, Winter 2002-2003

3. The Regulation of Chemicals in the US, the EU, California, and Internationally

Megan Schwarzman and Michael Wilson, “Reshaping chemical policy on two sides of the Atlantic: the promise of improve sustainability tough international collaboration,” in Vogel and Swinnen eds. Transatlantic Regulator Cooperation: The Shifting Roles of the EU, the US and California Edward Elgar 2011

Chris Ansell and Jorg Balsiger, “Circuits of Regulation: Transatlantic Perspectives on persistent organic pollutants and endocrine disruptive chemicals” in *ibid*

4. Trade Policy, Globalization, and Environmental Regulation

David Vogel, “Environmental Regulation and Economic Integration,” Journal of International Environmental Law 2000

Ken Conca, “The WTO and the undermining of global environmental governance” Review of International Political Economy Autumn 2000

Michael Weinstein and Steve Charnowitz, “The Greening of the WTO,” Foreign Affairs November- December 2001

5. Private Activism and Business

The Brent Spar Platform Controversy (A) and (B) (IMD OIE 070, 071, 072) (C) (to be distributed in class)

“Strategic Activism: The Rainforest Action Network,” (Stanford Graduate School of Business, Case # P – 44, 07/29.04)

6. The Science and Politics of Global Climate Change

Sandy Tolan, "Global warming: can we adopt in time?" California September-October 2006

Michael Zeilenziger, "Extreme Science," California September-October 2006

Peter Alsop, "Flower Power," California September-October 2006

Townshend, et al., "Legislating Climate Change on a National Level," Environment September-October 2011

7. Business Lobbying and the Making of Environmental Policy

Porter and de Linde, "Green and Competitive: Ending the Stalemate," Harvard Business Review Sept- Oct 1995

Auden Schendler and Michael Toffel, "The Factor Environmental Ratings Miss," Sloan Management Review fall 2011

"Cleaning Up: A Special Report on business and climate change," Economist June 2, 2007

8. The Politics and Economics of Clean Technology

Clayton Christensen, et al. "Picking Green Tech's Winner and Losers," Stanford Social Innovation Review Spring 2001

"The Power and the Glory," Economist June 21, 2008

"Can Venture Capital Really Influence Environmental Sustainability?" Knowledge Wharton September 2001

Sarah Murray "Industry search for a clean break from the Past," Financial Times October 31, 2011

Sylvia Pfeifer, "How to get brass from a variety of muck," Financial Times, September 29, 2011

Ed Crooks, "Difficult Balance of Supply and Demand," Financial Times September 29, 2011

9. The Potential and Challenges of Green Consumerism

Mark Hopkins, "What the 'Green' consumer wants," Sloan Management Review Summer 2009

Green and Capell, "Carbon Confusion," Business Week March 17, 2008

Andrew Edgecliff-Johnson, "Greenwash fails to sway Skeptical consumers," Financial Times September 1, 2009

"What do Labels Really Tell You?" Wall Street Journal April 2, 2009

Paul Keegan, "The Trouble with Green Product Ratings," Fortune July 25, 2007

Shelia Bonini and Jeremy Oppenheim, "Cultivating the Green Consumer," Sanford Social Innovation Review Fall 2008

10. Global Industry Environmental Self-Regulation

Jessica Green, "Private Standards in the Climate Regime: The Greenhouse Gas Protocol," Business and Politics 2010

"Corporate responsibility, maturing innovation," Ethical Corporation Institute March 2007

11. Environmental Metrics

TBA

12. Greening the Supply Chain

"Wal Mart's Sustainable Product Index," INSEAD 2011

"Walmart: Love Earth" (A and B) INSEAD 2011

"Life -Cycle Analysis," William Davidson Institute January 1995

13. Green Building and Energy Efficiency

"Rating Environmental Performance in the Building Industry: Leadership in Energy and "Environmental Design," Darden Publishing UV2005

Sarah Murray, "Rising price of power may concentrate minds," Financial Times, September 29, 2001

Fiona Harvey, "Efforts to improve sustainability," Financial Times April 27, 2009

Sarah Murray, "Regulation must point the way," *ibid*

Dan Llett, "DIY Power production gains traction," *ibid*

David Fickling "The industry faces an uphill struggle to meet targets," *ibid*

14. Environmental Policy in China

Sarah Murray, "Turbine talent seeks overseas outlets," Financial Times September 29, 2012

William, Kibby and Brittany, "China's Environmental Challenge," HBS 9-308-11

"Integrating Environmental Goals and Firm Strategy," China Mobile and Climate Change," William Davidson Institute January 27, 2010

15. Sustainable Environmental Management

Marc Epstein, "Thinking Straight About Sustainability," Stanford Social Innovation Review Summer 2010

"Sustainability in the Boardroom," The Conference Board June 2010

Knut Haanaes, et al. "New Sustainability Study: The Embracers Seize Advantage," Sloan Management Review April 2011

Gregory Unruh and Richard Ettenson, "Winning in the Green Frenzy," Harvard Business Review November 2010

David Lubin and Daniel Esty "The Sustainability Imperative," Harvard Business Review 2010