Environmental Management and Public Policy
Prof. David Vogel
University of California at Berkeley

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

2. The Science and Politics of Risk Assessment


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


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


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


Peter Alsop, “Flower Power,” California September-October 2006


7. Business Lobbying and the Making of Environmental Policy


8. The Politics and Economics of Clean Technology


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


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

9. The Potential and Challenges of Green Consumerism


Andrew Edgediff-Johnson, “Greenwash fails to sway Skeptical consumers,” Financial Times September 1, 2009


10. Global Industry Environmental Self-Regulation


“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


13. Green Building and Energy Efficiency


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 Murrray, “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


William, Kibby and Brittany, “China’s Environmental Challenge,” HBS 9-308-11


15. Sustainable Environmental Management


“Sustainability in the Boardroom,” The Conference Board June 2010

