

Syllabus

**Environmental Management: Law and Policy
LGST 215/815**

Prof. Eric Orts

office: 648 Huntsman Hall
phone: 215 898 3018 [voice mail]
e-mail: ortse@wharton.upenn.edu [preferred contact method]

Classes: Wednesdays, 3:00 pm to 6:00 pm, JMHH F45

Office hours: To be announced and by appointment

Texts: The required texts consist of the following materials.

- § Paul Hawken, *The Ecology of Commerce: A Declaration of Sustainability* (revised edition, Harper Business 2010).
- § Daniel Goleman, *Ecological Intelligence: How Knowing the Hidden Impacts of Everything We Buy Can Change Everything* (Broadway Books 2009) [paperback].
- § James Salzman and Barton H. Thompson, Jr., *Environmental Law and Policy* (3d ed., Foundation Press 2010) [paperback text].
- § James Gustave Speth, *The Bridge at the End of the World: Capitalism, the Environment, and Crossing from Crisis to Sustainability* (Yale University Press 2009) [paperback].
- § Adam Werbach, *A Strategy for Sustainability: A Business Manifesto* (Harvard Business Press 2009) [hardcover]

The books are available for purchase in the Penn book store and elsewhere.

Handouts: Supplementary handouts that may be provided in class or by online reference and distribution are considered required course material.

Course description: This course provides an introduction to environmental management with a focus on law and policy as a basic framework and orientation. The primary aim of the course is to give students a deep, informed, and practical sense of the important relationship between business and the natural environment and to encourage them to think critically about how best to manage this relationship.

Papers, Group Presentation, and Grading: There will be two required mid-term papers and one final group presentation. Each of the formal requirements will count for approximately one-third of the final grade for the course. Class participation will also be taken into account as discussed below. There is no final exam.

Paper requirements and guidelines: Two mid-term papers are required of **six to eight pages**, double-spaced (with appropriate references single-spaced as footnotes or in a bibliography). Use default or standard settings for margins (rather than squeezing or expanding to achieve longer or shorter length). Standard settings should also be used for fonts and spacing. The papers should discuss a relevant topic in environmental management, policy, or law related to material assigned in the course. **Topics must be discussed with the professor (or at least approved) in advance** in discussions after class during office hours, by appointment, or via e-mail or phone conversation. As with any paper, a citation method must be used for sources. Any source quoted or used must be footnoted, with source and page references, or noted parenthetically, for example (Sax 1980, p. 7) with full citation provided in a bibliography (e.g., Joseph L. Sax, *Mountains without Handrails: Reflections on the National Parks* (University of Michigan Press 1980)). Please **reference any and all sources used**. No statement that relies on a source should fail to reference the source. Papers must represent only the student's own creative work and effort. Any plagiarism or cheating will be prosecuted to the fullest possible extent. Students may use computer-assisted spelling or grammar check programs and may discuss general ideas of paper topics with others. But no writing coaches, relatives, or other personal assistance may be relied upon for the research and writing of the papers. The work must be your own. With respect to grading, credit will be given to well-organized, well-written, and well-reasoned papers. The paper should deal with material critically and thoughtfully. What works best for each person varies, but many students find the following methods to be useful: stating a thesis and defending it against the best counter-arguments, writing an outline and then following it, or writing and organizing notes on index cards or otherwise before beginning to compose. *An unerring rule of good writing is to rewrite.* Be self-critical in assessing your own writing and be sure to give yourself enough time to revise and edit. Deadlines will be strictly enforced with penalties assessed for lateness (except for true emergencies).

Group Project and Presentation: A primary component of the course is a group project. Students should begin to consider a topic that they would like to investigate relatively early in the semester. **Topics must be discussed with (or at least approved by) the professor in advance.** Class time will be allocated to teams at the end of the semester for presentations. Students may join together in groups of two, three, or four (maximum) and share the responsibility and grade for the overall presentation. Individual projects are also permitted. Grades for the projects will be based on the quality of the presentation, as well as any supplementary written or other submissions provided indicating sources and research.

Class Participation: An important part of the learning experience for this course is classroom discussion. In addition to formal written and presentation requirements, students are expected to read and be prepared to discuss the material assigned for each class. Consistent attendance and consistently excellent participation in class may be taken into account to increase a student's grade by one step (e.g., B+ to A-). Poor attendance or failure to participate in class discussion may be taken into account to reduce a student's final grade by one step. In assessing class participation over the course of the semester, quality as well as quantity of comments will be taken into account.

Quality circle: A small quality circle of student representatives may be used to provide mutual feedback on teaching, classroom issues, and class performance. No extra credit in terms of grading will be given for representatives in a quality circle, but volunteering for this service is nevertheless appreciated by the professor and other students.

Syllabus revision: This syllabus may be revised during the semester in accordance with class progress and discussions about student interests and preferences.

Course Outline and Readings

Introduction

1. Opening Class: Discussion of professor's and students' backgrounds and expectations, handout of hard-copy of syllabus, description of the course, and discussion of teaching expectations. **[Jan. 11]**

Special guest lecturer: Emily Schapira (WG '09), Associate Director of Sustainability and Leadership, The Wharton School

Part One: Approaches to Environmental Management

2. Opening View I **[Jan. 18]**
Hawken, pp. ix-84.
3. Opening View (cont'd) **[Jan. 25]**
Hawken, pp. 85-195
4. Opening Diagnosis **[Feb. 1]**
Speth, pp. ix-106.
5. Opening Diagnosis (cont'd) **[Feb. 8]**
Speth, pp. 107-237

6. Sustainable Consulting [**Feb. 15**]

Werbach [entire book]

Special guest (invited): Adam Werbach, Chief Sustainability Officer, Saatchi & Saatchi

7. Environmental Measurement and Reporting [**Feb. 22**]

Goleman [begin reading]

[Handout or internet-sourced materials to come]

Special guest (invited): Mike Wallace, Director, Focal Point US, Global Reporting Initiative

8. Environmental Marketing [**Feb. 29**]

Goleman [finish reading]

[Handout or internet-sourced materials to come]

Special guest: Gary Purvis (W '86), Chief Operating Officer, Geoscape Solar

First Midterm Paper: Six-to eight page paper on topic of environmental management (double-spaced, page limit includes single-spaced footnotes and/or bibliography) **due** in class on **February 29**. Please deliver hard copy in class (or in professor=s mailbox on sixth floor of Huntsman Hall) *and* send electronic copy to ortse@wharton.upenn.edu. Follow guidelines and requirements on papers discussed in main syllabus above.

[Spring Break]

Part Two: Interdisciplinary Perspectives on Environmental Law and Policy

9. Introduction to Environmental Law and Policy—and the Tragedy of the Commons [**Mar. 14**]

Salzman & Thompson, pp. 1-86.

Handouts: Garrett Hardin, AThe Tragedy of the Commons,@ 162 *Science* 1243 (1968) and Elinor Ostrom, “Polycentric Systems for Dealing with Collective Action and Global Environmental Change,” 20 *Global Env'tl. Change* 550 (2010).

Computer teaching simulation: AThe Tragedy of the Tuna 2.0@ [classroom to be scheduled and announced].

10. Air Pollution Regulation: Basic Structure and Global Problems [**Mar. 21**]

Salzman & Thompson, pp. 87-145.

11. Regulation of Water Pollution, Toxics, and Waste [**Mar. 28**]

Salzman & Thompson, pp. 146-239.

12. International Trade, Energy, Environmental Impact Analysis, and Life Cycle Assessment/Analysis [**Apr. 4**]

Salzman & Thompson, pp. 241-63, 302-36.

Goleman [review]

Second Midterm Paper: Six-to-eight page paper on a topic of environmental law and policy (double-spaced, page limit includes single-spaced footnotes and/or bibliography) **due** in class on **April 11**. Please deliver hard copy in class (or in professor's mailbox on sixth floor of Huntsman Hall) *and* send electronic copy to ortse@wharton.upenn.edu. See also notes above in syllabus.

Part Three: Student Presentations [to be scheduled]

13. Project Presentations I [**Apr. 11**]

14. Project Presentations II [**Apr. 18**]