

# **Syllabus for Introduction to Sustainable Development**

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## **Objective**

The objective of the introduction, beyond providing a basic introduction to sustainable development concepts, is to recognize the challenges of sustainable development; the opportunities and limits for the private sector in meeting these challenges; and prepare you for the application of these concepts in functional business topics.

The introduction is organized around two themes:

What is sustainable development,” where does it come from, and why it has moved from a marginal to central position in today’s world.

What are the roles and techniques used by the private sector (firms) and public sector (governments, international organizations, etc.) to further sustainable development efforts in the developed and developing worlds?

## **Course Materials**

In the spirit of sustainability, class lecture slides (found on <http://www.bendickegan.com>) and readings are available on the web to support in class lectures. For guidance to additional sources, please notice the link to various bibliographies at the end of the syllabus.

## **Grading**

There will be two brief written quizzes in class that will be included in the 60% of the course total grade.

## **Class Sessions**

### **Session 1: Social Responsibility, Firms and Sustainable Development**

Learning objectives: Able to answer the following questions:

What are the definitions of the basic concepts of sustainability?

What are the landmark events that have contributed to today’s notion of sustainability?

How does sustainable development affect your likely career path in management?

Part 1. Introduction to course

Part 2. What is sustainability?

Additional information:

For definitions and criteria

<http://www.sustainability.com/developing-value/definitions.asp>

Read “Chapter 2, “Managing a Broader Portfolio of Assets” (pp. 13 – 35), in World Bank Development Report 2003. On line <http://econ.worldbank.org/wdr>

Read pages 1-13 in Panayotou’s “Globalization and Environment.” This site gives you access to the full paper in pdf.

<http://www.cid.harvard.edu/cidwp/053.htm>

Read The Challenge of Sustainability, Global Environment Facility. Washington, D.C: World Bank, 2002.

## **Session 2: Is it possible to combine sustainability and business success?**

Learning objectives: Able to answer the following questions:

Why do firms adopt a sustainable strategy?

What tools do firms use to implement their SD strategies?

How do stakeholders evaluate a firm’s commitment to sustainable strategies?

Part 1. Quiz

Lecture

Part 2. Case studies and presentations

Additional information:

Porter, Michael. 2002. Preface. In *Tomorrow’s Markets, Global Trends and their Implications for Business*. On line

<http://www.wbcsd.org/newscenter/media.htm>

Michael Porter and Claas van der Linde. “Green and Competitive: Ending the Statlemate.” Harvard Business Review, Sept-Oct., 1995: 120-134.

“PricewaterhouseCoopers LLP 2002 Sustainability Survey Report” executive summary and key findings (pp. 1-3 and 6-12) On line

<http://www.pwcglobal.com/eas>

MacLean, Dick. "Making the Move from Spin to Strategy." AHC Group. On line [http://www.enviroreporting.com/mjv\\_link3.htm](http://www.enviroreporting.com/mjv_link3.htm)

Read pp. 30- 41 in Panayotou's section "Globalization and Environment".  
<http://www.cid.harvard.edu/cidwp/056.htm>

Note: In-class information on business strategies (e.g. tools and cases) is based on materials from *Business and Sustainable Development: A Global Guide*, found at: [http://www.bsdglobal.com/tools/bt\\_dfe.asp](http://www.bsdglobal.com/tools/bt_dfe.asp); and "The Sustainable Development Journey," found at: [http://www.bsdglobal.com/sd\\_journey.asp](http://www.bsdglobal.com/sd_journey.asp)

### **Make Session 3: Firm Level: Environmental Management Systems: Using Standards, Certification and other Systems to further SD goals**

Learning objectives: Able to answer the following questions:

What global management systems exist to guide firms in establishing and implementing a strategy?

How do these various approaches, including certification, encourage sustainable business practices?

Part 1. Environmental Management Systems

ISO 14001

EMAS

Presentation of case studies: Do firms benefit from adopting practices such as ISO?

Part 2. The Social Side of SD

SA8000

Cases

Film

Additional information:

World Development Report 2003. "Chapter 3, Institutions for Sustainable Development." On line <http://econ.worldbank.org/wdr>

Standards and systems, read [http://www.bsdglobal.com/tools/systems\\_iso.asp](http://www.bsdglobal.com/tools/systems_iso.asp)

Read and understand the definitions of empowerment

<http://www.worldbank.org/poverty/empowerment/whatis/index.htm>

And social capital <http://www.worldbank.org/poverty/scapital/SChowmeas1.htm>

Case studies on ISO 14000 from <http://www.iso.ch/iso/en/iso9000-14000/articles/casestudies.html>

#### **Class 4: The Boundaries of Sustainable Development**

Learning objectives: Able to answer the following questions:

1. How do stakeholders cause policies – and boundaries -- to change?
2. What role do reporting systems play in this process?
3. What has the NRE offered that other reporting systems have not?
4. What does the law (national & international) cover and not cover in this process of defining boundaries?

#### Quiz

##### Part 1: Institutions/stakeholders & SD

- A. Markets, NGOs, & Governments
- B. Transparency & Reporting Systems
  - 1.GRI
  - 2.NRE

##### Part 2: International

- A. Evolution of SD law
- B. International trade: GM Food

#### Contest

#### Additional information:

SustainAbility. 2003. “The 21<sup>st</sup> Century NGO.” <http://www.sustainability.com>

M. Egan, D. Wolff, F. Mauleon and M. Bendick. 2003. “The NRE,” Presentation to APPAM Conference, Washington, DC. <http://www.bendickegan.com>

#### **References**

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Berger. 1994. “The Environment and the Economy.” In Smelser and Swedberg (eds.) *The Handbook of Economic Sociology*. Russel Sage Foundation.

D’Arcy, David. Transcript of broadcast, Dec. 5, 2002, “In Houston, a Treasure of Exiled Afghan Art,” National Public Radio, found at <http://discover.npr.org/features/feature.jhtml?wfld=867875>

Egan, Mary Lou and Marc Bendick, Jr. "Workforce Diversity Initiatives of US MNCs in Europe." *Thunderbird International Business Review*, Forthcoming December 2003.

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Hecht, Alan D. 1999. "The Triad of Sustainable Development: Promoting Sustainable Development in Developing Countries." *Journal of Environment & Development*, June, 8.2, 111-132.

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International Institute for Sustainable Development. Various articles. Winnipeg, Manitoba, Canada. At <http://www.iisd.org/about/>

International Monetary Fund. 2002. "Chapter III. Trade and Financial Integration." In *World Economic Outlook*. Washington, DC: IMF. On line

Jones, Ann. 2002. *Looking for Lovedu*. New York: Vintage Books.

Lipschultz, David. Sept. 9, 2001. "Solar Power is Reaching Where Wires Can't." *New York Times*. On line <http://www.nytimes.com/2001/09/09/business/09SOLA.html?pagewanted=all>

MacLean, Dick. "Making the Move from Spin to Strategy." AHC Group. On line [http://www.enviroreporting.com/mjv\\_link3.htm](http://www.enviroreporting.com/mjv_link3.htm)

MacLean, Richard and Romi Gottfrid. 2000. "Executive Summary: Corporate Environmental Reports: Stuck Management Processes Hold Back Real Progress." In CES Focus, Measuring and Reporting Environmental Performance. *Corporate Environmental Strategy* 7 (3): 244-255. On line <http://www.corporate-evn-strategy.com>

Michigan State University, 2002. Center for International Business Education and Research, "Market Potential Indicators for Emerging Markets – 2002." <http://globaledge.msu.edu/ibrd/marketpot.asp?SortField=OverallMarketPotentialIndexR#MarketPotential>

Panayotou, Theodore. 2000. "Globalization and Environment," CID working Paper No. 53, *Environment and Development Paper No. 1*. Center for International Development at Harvard University. <http://www.cid.harvard.edu/cidwp/056.htm>

Perlin, John. 1999. "Electrifying the Unelectrified." *Solar Today Magazine*. Nov/Dec. [http://www.selco-intl.com/articles/static1/1007150988\\_1005167634.html](http://www.selco-intl.com/articles/static1/1007150988_1005167634.html)

Petkova, Elena, Crescencia Maurer, Norbert Henninger, and Frances Irwin. 2002. "Closing the Gap: Information, Participation and Justice in Decision-Making for the Environment." Washington, DC: World Resources Institute. On line <http://pubs.wri.org>

PricewaterhouseCoopers Environmental Advisory Services. 2002. "Sustainability Survey Report." On line <http://www.pwcglobal.com/eas>

PricewaterhouseCoopers. 2002. "PwC 5<sup>th</sup> Annual Global CEO Survey." <http://www.pwcglobal.com/eas>

Porter, Michael. 2002. Preface. In *Tomorrow's Markets, Global Trends and their Implications for Business*. Geneva, Switzerland: World Business Council for Sustainable Development. On line [http://www.wbcd.ch/newscenter/reports/2002/tomorrows-arket/tm\\_porter\\_preface.pdf](http://www.wbcd.ch/newscenter/reports/2002/tomorrows-arket/tm_porter_preface.pdf)  
For full report see, <http://www.wbcd.org/newscenter/media.htm>

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SustainAbility. 2002. *Developing Value: The Business Case for Sustainability in Emerging Markets*. Project cases: Matrix. On line <http://www.sustainability.com/developing-value/contents.asp>

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United Nations. "Working List of Indicators of Sustainable Development." In Agenda 21. On line <http://www.un.org/esa/sustdev/indisdev/english/worklist.htm>

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US Department of Energy. 2002. "Principles and Guidelines for Sustainable Business and Industry." In Smart Communities Network. On line <http://www.sustainable.doe.gov/business/bukey.shtml>

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World Bank. 2003. *World Development Report 2003: Sustainable Development in a Dynamic World*. New York: Oxford University Press. On line <http://econ.worldbank.org/wdr>

World Bank. 2002. *World Development Report 2002: Building Institutions for Markets*. New York: Oxford University Press. On line <http://econ.worldbank.org/wdr>

World Business Council for Sustainable Development and UNIDO. 2002. *Developing Countries and Technology Cooperation*. Go to link at <http://www.wbcsd.ch/newscenter/media.htm>

World Resources Institute <http://pathways.wri.org>. Various power point presentations.

World Resources Institute. "Earth Trends, The Environmental Information Portal." On line <http://earthtrends.wri.org>

Tomorrow's Markets: Global Trends and their Implications for business [http://www.wri.org/wri/business/tomorrows\\_markets\\_toc.html](http://www.wri.org/wri/business/tomorrows_markets_toc.html)

Where are the Poor: Experiences with the Development and Use of Poverty Mapping, [http://pubs.wri.org/pubs\\_pdf.cfm?PubID=3758](http://pubs.wri.org/pubs_pdf.cfm?PubID=3758)

World Summit on Sustainable Development. Johannesburg 2002. <http://www.johannesburgsummit.org>

### **Links to Links**

<http://www.sdgateway.net/introsd/bibliography.htm>

<http://www.sustdev.org/links/>

Websites with case examples

<http://www.wbcsd.ch/casestud/index.htm>

<http://www.sustdev.org/case.studies/index.shtml>

<http://www.sdgateway.net>

<http://www.sustainable.doe.gov/business/sbartoc.shtml>

<http://www.virtualexhibit.net/new/globalShowcase.php>

