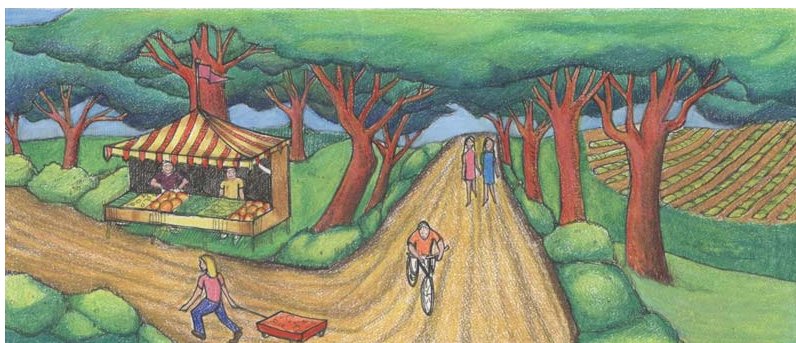
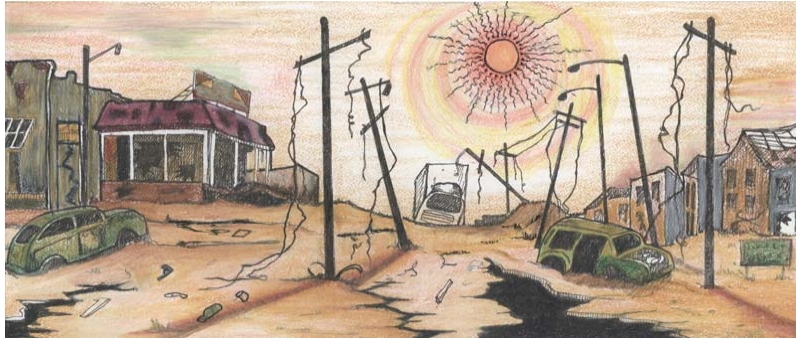


From <http://www.realfuture.org/GIST/course.html>

# Sustainable Business

Growth, Inequality, Sustainability & Technology



University of Washington/Ritsumeikan University

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[Fieldtrip 01](#) Boeing Plant, Everett

[Fieldtrip 02](#) Port of Seattle

[Project 01](#) International Fluxes

[Project 02](#) Coffee

## Project 03 Oil

### Background Reading

#### Grading

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### **General**

Classes commence 25 September, terminate 04 December. Classes on Tue, Thu 10:30-11:50.

Each Tuesday class will start with a **student presentation** on a 5-10 minute current pertinent global event of choice. Students will be expected to keep up with current events.

Each Thursday class will finish with a group discussion focusing on the weeks reading and lecture material. A short 2-3 paragraph **response paper** based on the discussion must be e-mailed to the instructor by Friday 17:00.

There will be two field-trips.

2-3 **weekly readings** will distributed in advance.

**Active student participation is highly encouraged. Bonus points** are available (see [Grading](#)).

All class material will be maintained on-line at URL:  
<http://www.realfuture.org/GIST/course.html>

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### **Week 01 Course Overview**

This class aims to link the concepts of Growth, Inequality, Sustainability & Technology ('GIST'). Our focus will gradually scale in, from the global [Earth] to the local [Community]. In the process, we will examine theoretical and empirical arguments for and against the *efficacy* and *validity* of mainstream 'Neoliberal' Economics - with a view to critically examining the role of the World Bank, International Monetary Fund and World Trade Organization in the context of GIST. Case studies, using our very own

University District as a platform, will highlight aspects relevant to GIST using the two most heavily traded commodities on the planet: oil and coffee.

#### Overview of Student Responsibilities

- Attendance
- Bi-weekly presentations
- Reading
- Projects
- Fieldtrips

#### Overview of Grading Methodology

### Reading

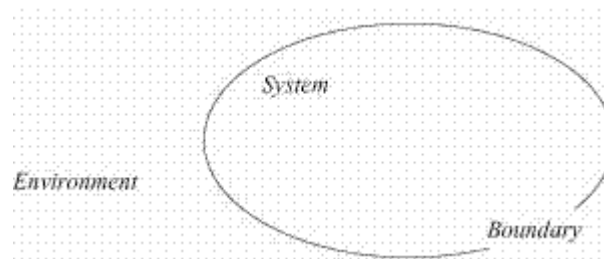
Greider, William (2008), ['Economic Free Fall: Bailing out the Bad Guys'](#)

### Discussion

"The state of America in 2008"

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## Week 02 'Sustainability': Introduction to the Concept



'Soft' definitions of 'Sustainability'

Introduction to Systems Theory

Physical foundation of 'Sustainability'

Second Law of Thermodynamics

[The Story of Stuff](#) (Movie, Annie Leonard)

The Economy as a sub-system of the Earth System

### Discussion

"What is 'Sustainability' and is it even possible?"

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### Week 03 'Sustainability': Historical and Cultural Contexts



[East meets West](#) (Exhibit, Yang Liu)

Oriental views

Minimalism: Confucianism (Confucius, Lao-Tze), Buddhism (Suzuki)

Occidental views

Individualism: Judeo-Christianity, John Locke, Stuart Mill, Jean-Jacques Rousseau, United States Constitution, Adam Smith

Environmentalism: John Muir, Alfred North Whitehead, Aldo Leopold, Bill McKibben

### Discussion

"How and why do Western, Japanese and Chinese culture view nature differently?"

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## **Week 04 'Sustainability': Scope of the Problem**

Overview of pertinent issues

- Population growth
- Pollution
- Climate Destabilization
- Energy
- Food
- Technology
- Terrorism

The Ecological Footprint

Case Studies

- (1) Climate Destabilization
- (2) Plastics

### **Reading**

UNEP [Intergovernmental Panel on Climate Change](#), 'Fourth Assessment Report: Climate Change 2007'.

Pascala, S. & Socolow, R. (2008), '[Stabilization Wedges: Solving the Climate Problem for the Next 50 Years with Current Technologies](#)', *Science*, **305**, pp. 968-972.

Costanza, R. et al. (1997), '[The value of the world's ecosystem services and natural capital](#)', *Nature*, **387**, pp. 253-260.

### **Discussion**

"Biodiversity: does it *really* matter?"

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## **Week 05 Traditional Economics**

The Birth and Life of Capitalism

Origins of Liberalism

Industrial Revolution

Japan

Neo-liberalism

For & Against Growth

### **Reading**

Friedman, Thomas L. (1999), 'The Lexus and the Olive Tree', Farrar, Straus and Giroux.

Douthwaite, R. (1999), 'The Growth Illusion'.

Daly, H. & Cobb, John B. (1994), 'For the Common Good'.

### **Discussion**

"How did Japan get rich?"

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## **Week 06 Economics: National Niveau**

Wealth

Traditional Measures: Gross Production

Gross- and Net- National Production ('GNP', 'NNP')

The Balance of Payments

Alternative Measures

Measure of Economic Welfare ('MEW')

Index of Sustainable Economic Welfare ('ISEW')

Resources

'The Resource Curse' (Jeffrey Sachs)

Happiness

Social Capital (Robert Putnam)

### **Discussion**

"To what extent does wealth influence happiness?"

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## **Week 07 Trade, Investment & Debt**

Trade

Investment

Loans

Aid

International Institutions

The International Monetary Fund

The World Trade Organization

The World Bank

### **Project 01**

Flows of International Wealth



## **Discussion**

Movie: [Life + Debt](#)

"Life + Debt"

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## **Week 08 Inequality**

### Inequality

The Gini Index

Spatial trends

Global patterns

National patterns

Regional patterns

Temporal trends

## **Reading**

Harnmeijer, J. (in prep.), 'Why are some countries rich and others poor?', Chapter 5.

## **Discussion**

"Why are some countries rich and others poor?"

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## **Week 09 Community Solutions: Food**

**Project 02**

Coffee

**Discussion**

Discussion time will be used to plan and organize student projects.

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**Week 10 Community Solutions: Energy**

**Project 03**

Oil

**Discussion**

Discussion time will be used to plan and organize student projects.

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**Fieldtrip 01 Boeing Plant, Everett**

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**Fieldtrip 02 Port of Seattle**

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## **Background Reading**

### **Globalization**

Greider, William 'One World, Ready or Not'

### **Global Inequality**

Chang, Ha-Joon, 'Bad Samaritans'

Reinert, Eric S. (2007) 'How Rich Countries Got Rich ... and Why Poor Countries Stay Poor'

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## **Grading**

**Grades** will be allocated on the basis of:

- (i) Quality of Response papers; [10 x 2% = 20%]
- (ii) Quality of Class Projects; [3 x 20% = 60%]
- (iii) Current-event Presentation; [1 x 10% = 10%]
- (iv) Group discussion Participation; [10 x 1% = 10%]

**Bonus points** are awarded for:

- (i) Extra-curricular material (news articles, websites, books, etc., etc.) brought to the instructor's attention;
- (ii) Outstanding engagement in group discussions;
- (iii) Voluntary oral presentations.

There will be no mid-term or final exam.

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