Syllabus

Ethics and Sustainability Governance in International Value Chains

Summer semester 2018

Tuesdays, 8.00am – 10.00am, Scharnhorststr. 100 - SCH 100.124

Institute of Political Science, Westfälische Wilhelms-Universität Münster

Instructor: Janina Grabs

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Office hours: Tuesdays, 10.00am – 12.00pm, or by appointment

Course description

Child labor, deforestation, environmental pollution, human rights abuses - there are many sustainability issues in international value chains that need to be solved. This interdisciplinary seminar gives an overview of governance tools that governments, NGOs and private actors have developed to improve the economic, social and environmental sustainability of international production and consumption. From international trade agreements to local fisheries councils, from Fair Trade certifications to public-private partnerships, we will study the accomplishments and shortcomings of many real-world mechanisms on different levels of the global-local and public-private spectrums. The literature covered will include approaches from political science, international law, business ethics and economics that critically examine questions of legitimacy, effectiveness, and representativeness of existing approaches. We will also incorporate many current issues into our discussions.

Course aims

This course has three specific aims:

- To introduce you to the most common forms of sustainability governance that are being implemented at the moment, as well as the current academic and practical debates;
- To encourage you to connect real world issues to governance, business ethics and sustainability theory, and use theoretical constructs in your discussion of these issues;
- And to empower you in your use of scientific research and communication methods in the pursuit of specific research questions.

Learning objectives

On completion of this course, students should be able to:

- Demonstrate an understanding of the justification for the involvement of public and private actors in governing sustainability in international value chains (WHY should sustainability be governed?);
- Examine the advantages and drawbacks of public vs. private and global vs. local approaches at governing sustainability (WHO should govern sustainability?);
- Critically evaluate the appropriateness and success of different governance mechanisms, employing concepts such as legitimacy, effectiveness, deliberative capacity, and representativeness (HOW should sustainability be governed?);
- Summarize and critically discuss the main arguments of an academic article;
- And write a well-structured, in-depth researched term paper examining a clearly stated research question, using clear and compelling arguments grounded in governance, business ethics and/or sustainability theory.

Assessment overview

- Course work: Complete mandatory reading and prepare guiding questions (ideally sent in writing before class to janina.grabs@uni-muenster.de)
- Homework: Mandatory written homework for Lecture 9, in replacement of seminar
- 'Studienleistung' (pass/fail): Class presentation of your answer to a *specific research question* on the basis of own research, text analysis or data analysis
  - o List of suggested topics are on page 4, but you can also suggest other topics of interest and we will work them into the class
  - o Research, regression analysis, interviews – be creative!
  - o 1 or 2 people, 10-15 minutes per person (20-30 minutes for 2)
- 'Prüfungsleistung' (graded): Hausarbeit nach Maßgabe der Prüfungsordnung (term paper according to the stipulations of the examination regulations)
  - o Language: German or English
  - o 5.000 – 6.000 words (ca. 15-18 pages) –words, not page numbers, count
  - o Full academic references
  - o **Final deadline: 30.09.2018** (submission via e-mail to janina.grabs@uni-muenster.de)

LearnWeb

All readings, assignments, homework and the syllabus can be found on our LearnWeb page. Access LearnWeb here: https://sso.uni-muenster.de/LearnWeb/learnweb2/. Let me know if you cannot access it and we will fix it together.

<u>Course calendar</u>

Section A: Theory of sustainability and Corporate Social Responsibility

10.04.2018	1. Introduction to the course and to definitions of sustainability
	+ How to effectively read academic texts
17.04.2018	2. Concepts and frameworks of sustainability governance
24.04.2018	3. The concept and implementation of Corporate Social Responsibility

Section B: Private sustainability governance, from single-firm to sectoral engagement

01.05.2018	4. Firm-level corporate sustainability governance in action
08.05.2018	5. Non-state market-driven governance (certifications) and their impact
15.05.2018	6. Corporation-NGO collaboration and contested value regimes

==================*Vacations (Pfingstferien)*=========================

29.05.2018	7. Industry Roundtables and sector-based governance
	+ Writing clinic/feedback on outline suggestions

Section C: Public sustainability governance on an international level

05.06.2018	8. Supranational governance of sustainability
12.06.2018	9. International sustainability governance in trade – WTO and beyond

Section D: Public sustainability governance on a national and local level

19.06.2018	10. National command-and-control regulation of sustainability
26.06.2018	11. National market-based instruments of sustainability governance (cap-and-trade and Payments for Ecosystem Services)
03.07.2018	12. Local governance of the commons

Section E: Wrap-up

10.07.2018	13. When the public and private meet: Public-private partnerships and public-private governance interactions
17.07.2018	14. Revision, review and question session
30.09.2018	Final paper deadline

General information

For all the required readings and the discussion questions, please refer to the document "Reading list and guiding questions" (Handout 2).

For all the readings and literature referred to in the Lectures (hint: these are a great start for your term paper!), please refer to the document "Sources and references" (Handout 3). Most important material is also uploaded on LearnWeb.

All lecture slides will be uploaded on the LearnWeb the day *after* the lecture.

Expectations

In my classroom, I have one main expectation: Respect. I respect you in your time, your interests, and your opinions, and you do the same for me and your colleagues. This includes that class will start and end on time; that we are attentive to each other during lectures, presentations and discussions; and that we respect each other's opinions, even if we don't agree.

You can use computers to take notes, but I reserve the right to confiscate it until the end of the class if I see you on social media or other non-class related sites. Same goes for cell phone use during class time – you will get your device back after the end of class.

You are free to eat or drink during the class as long as it is not disruptive.

Presentation and final essay deadlines may only be rescheduled for very valid reasons (valid reason: sickness or death in the family; non-valid reason: I have another paper due the same day.)

Presentation guidelines

The presentations should last 10-15 minutes per person, and you can choose to do them alone or in teams of two. In your presentation, focus on answering *one specific research question* with the evidence you find. For instance, if your broad topic is "The Nescafé Plan in China", don't just present the plan, but look for an interesting or contentious question you can present arguments for. These can be "How", "Why", or "Is" questions. For instance, "how does Nestlé ensure that Chinese coffee farmers adopt better farming practices?"; "why doesn't Nestlé use the Fairtrade label instead of creating its own program?"; or "is the Nescafé Plan inclusive to farmers' priorities?". At the end of your presentation, prepare 1 – 2 discussion questions that the class can discuss together. Please send me your PowerPoint slides the day before your presentation so I can incorporate them into the main lecture.

The following are some suggested broad presentation topics. Sign up for one of them on the Google Doc link or email me with your own ideas. You can also suggest topics for classes not listed here if it fits the general lecture theme. First come, first served!

Section A: Theory of sustainability and Corporate Social Responsibility

24.04.2018	3. The concept and implementation of Corporate Social Responsibility

- Case study of business values and implementation: Patagonia
- Case study of business values and implementation: Ben & Jerry's
- Case study of business values and implementation: The Body Shop

Section B: Private sustainability governance, from single-firm to sectoral engagement

08.05.2018	5. Non-state market-driven governance (certifications) and their impact

- Fair Trade: emergence and impact
- Rainforest Alliance: emergence and impact
- Forest Stewardship Council: emergence and impact

29.05.2018	7. Industry Roundtables and sector-based governance

- The progress of the Global Roundtable on Sustainable Beef
- The progress of the Better Cotton Initiative
- The development of the Global Coffee Platform

==================*Vacations (Pfingstferien)*=========================

Section C: Public sustainability governance on an international level

12.06.2018	9. International sustainability governance in trade – WTO and beyond

+ Individualized paper outline feedback sessions

- The Trade Facilitation and Trade Enforcement Act of 2015 (USA)
- The Modern Slavery Bill of 2015 (UK)
- The US-Cambodia Textile Agreement
- The Harkin-Engel Protocol in the cocoa sector

Section D: Public sustainability governance on a national and local level

19.06.2018	10. National command-and-control regulation of sustainability

- The US Clean Air Act
- The EU Nitrates Directive (and its implementation in Denmark)

| 26.06.2018 | 11. National market-based instruments of sustainability governance (cap-and-trade and Payments for Ecosystem Services) |

- Payments for Ecosystem Services in Costa Rica
- National carbon/emission trading schemes (pick your country/ies: EU, Canada, Korea, California, China)

| 03.07.2018 | 12. Local governance of the commons |

- Alpine grazing system in Törbel, Switzerland
- The "Huerta" system of communal water governance in Southern Spain
- Fishery management in Alanya, Turkey

Final paper guidelines

The final paper is your opportunity to show off your skills and interests and is a good practice run for your Bachelor's thesis. We will have several occasions to go into more detail on what makes a good paper, including a writing clinic (on 29.05.2018) as well as a recap session on the last day of class. You are encouraged to start thinking early about your preferred topic – if you submit a final paper outline proposal to me *before the end of June,* you can come to my office hours for feedback and developing your idea further together. In general, a successful paper will have all of the following:

- A clear and focused research question;
- A straightforward thesis statement;
- A clear structure (e.g. Introduction – Argument 1 – Argument 2 – Argument 3 – conclusion);
- Convincing arguments grounded in primary research as well as theoretical concepts;
- A conclusion that summarizes the main results;
- Uniform in-text citations and reference list, following one single citation style (I would recommend APA or Chicago)
- 5.000 – 6.000 words (ca. 15-18 pages) including references

The final paper should be **emailed** to me (janina.grabs@uni-muenster.de) in Word or PDF format by **30.09.2018**.

It is important to start thinking early about your research topic in order to have ample time to do the reading, arrange interviews, find and analyze data, etc. Please take advantage of my office hours to discuss approaches and topics! I am here to help you!

If you have any questions, concerns, ideas, doubts, or requests, please do not hesitate to contact me via email (janina.grabs@uni-muenster.de) or in person to discuss them. Welcome!