University Of Toronto - Department Of Geography
Course Outline – Fall 2010
GGR335 – Business and Environmental Change

Instructor: Chuck Hostovsky, PhD, MCIP, RPP
Sessional Lecturer 2 www.cupe3902.org
Email: chuck.hostovsky@utoronto.ca

Web site: Blackboard portal
Phone: Geography Department 416 978-3375, office 416 978-5992
Lectures: L5101: Thursdays 6-8 pm in SS 1087
GGR335 office hours: 4 - 5:30 pm in SS5060 and
Other office hours see: http://calendar.yahoo.ca/chostovs
Note: the instructor is part-time; hence office hours are limited to Thursdays only on a drop-in or appointment basis. You may also see him at UTSC this term on Tuesdays.

Recommended preparation: JGE221Y

Required reading:
- Other articles and online Blackboard readings as per the lecture schedule

Recommended reading:

Course description:
Geography Handbook description: “Steadily increasing pressure on biospheric resources (eg. water) and sinks (eg. the atmosphere) requires business to adapt and innovate, while simultaneously responding to globalization and the information revolution. Examples include the financial services sector, as well as energy, transportation, tourism and resource-based industries.”

GGR335 will analyze the implications of environmental change for private-sector businesses in Canada and developing countries. Many companies are espousing the “triple bottom line” of “people, planet, and profit”, developing environmental/sustainability and social responsibility policies, implementing environmental audits/management systems, and issuing corporate sustainability reports to their shareholders and the public. We will critically evaluate these activities in GGR335 through assignments, guest speakers, lectures and films. First, we will examine the growing number of green marketing campaigns and so-called green products in Canada. Using “life cycle analysis/management” as a means of determining environmental performance, the course seeks to differentiate between green-washing and truly improved corporate environmental performance. Green-washing is a term derived from “whitewashing” by environmentalists who claim that some corporations want to present an environmentally responsible public image by misleading consumers regarding their environmental practices or the benefits of their products or services. We will examine if and how green-washing is prevalent in today’s’ green marketing campaigns.
General principles of business-as-usual economics and resource management will be presented and contrasted with modern environmental theory; including "ecological footprint analysis". The course will also identify the strategies that various sectors of the economy have implemented to cope with environmental change and reduce their ecological footprint, with emphasis on the International Organization for Standardization's (ISO) 14,000 Environmental Management certification. We will also examine carbon/emissions trading, and renewable energy strategies such as wind-farming. Finally we will also examine the insurance industry and green investing strategies. Guest speakers from the business and academic community will highlight some of these topics.

**Evaluation:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Due Date</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Attendance</td>
<td>ongoing</td>
<td>5%</td>
</tr>
<tr>
<td>Green advertising and labelling audit</td>
<td>Oct 7</td>
<td>25%</td>
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<tr>
<td>Research Paper proposal on a selected business sector</td>
<td>Oct 28</td>
<td>10%</td>
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<tr>
<td>Research Paper on a selected business (3,000 words)</td>
<td>Nov 25</td>
<td>30%</td>
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<tr>
<td>Exam</td>
<td>Exam week</td>
<td>30%</td>
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**Late penalty – 5% per day including weekends**

Requests for re-grading must be made to Dr. Hostovsky in memo format (a half page to full page in writing with the original assignment and TA grading sheet attached), containing rationale based on adjustments you believe pertain to the TA not giving you due credit according to the assignment "marking key" below. The instructor may give a lower grade than the TA. The instructor and TA will not tolerate lobbying or harassment for better marks.

**TA’s Typical Marking Key:**

Points: 0 – no effort, 1–poor, 2–needs work, 3–adequate, 4–good, 5–excellent

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>MARK (0 – 5)</th>
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<tbody>
<tr>
<td>Introduction</td>
<td>5</td>
</tr>
<tr>
<td>Understanding of issues</td>
<td>5</td>
</tr>
<tr>
<td>Critical thought and analysis</td>
<td>5</td>
</tr>
<tr>
<td>Conclusions</td>
<td>5</td>
</tr>
<tr>
<td>Grammar/spelling</td>
<td>5</td>
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<tr>
<td>Quality and number of references using the APA style</td>
<td>5</td>
</tr>
<tr>
<td>Note: Wikipedia and similar sites will not accepted – marks will be deducted</td>
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<tr>
<td>Effective use of supplied course reading materials</td>
<td>5</td>
</tr>
<tr>
<td>Effective use of original research (field trip, interviews, journal articles, books, etc) not in course readings or text book</td>
<td>5</td>
</tr>
<tr>
<td>TOTAL (maximum 40)</td>
<td>40</td>
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Accessibility Needs: The University of Toronto is committed to accessibility. If you require accommodations for a disability, or have any accessibility concerns about the course, the classroom or course materials, please contact Accessibility Services as soon as possible: disability.services@utoronto.ca or http://studentlife.utoronto.ca/accessibility

Handing In Late Assignments: Accepting late papers is solely at the discretion of the instructor. Being too busy will not be accepted for extensions. Requests for extensions must be in writing or via email with your rationale explained before the due date. All assignments should be handed in at or before the beginning of the class on the due date specified. Assignments should be given directly to the professor. If this is not possible, the assignment should be presented at the departmental office, during business hours. The instructor is not responsible for assignments put under the office door and those assignments will be given a late penalty based on the date the instructor finds it under the door.
<table>
<thead>
<tr>
<th></th>
<th>Tentative Lecture Schedule and Associated Readings/Links:</th>
</tr>
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| 1 | **Introduction – Definitions, Economic Fundamentalism, and the History of Environmentalism**  
| 2,3 | **Green Marketing, Eco-labeling and Greenwashing**  
U.S. Environmental Protection Agency  
http://www.epa.gov/nrmrl/lcaccess/resources.html |
| 4 | **Greening the Automotive Sector – Are Hybrids Green? A Life Cycle Assessment Approach**  
• UNEP chapter 3  
| 5 | **Greening the Quick Service Food Industry part 1**  
Film – McLibel 2005  
http://www.mcspotlight.org/ - follow links for “issues” then “environment”  
• UNEP chapter 1  
| 6 | **Greening the Quick Service Food Industry part 2**  
Film – McLibel 2005 continued  
http://www.mcspotlight.org/ - follow links for “issues” then “environment”  
• UNEP chapter 2 |
| 7 | **Opportunities, Potential and Application of Green Product Engineering - Guest lecturer – Dr. Velma Grover, United Nations University, Hamilton campus (@ McMaster)**  
| Page | Tentative Guest Speaker TBD – Toronto Hydro: wind farms and public opposition  
http://savethetorontobluffs.com/  
| --- | --- |
| 9 | Guest Speaker – Ms. Amy Hall, MSc (UofT grad) – Innovest Strategic Value Advisors (an internationally recognized investment research and advisory firm specializing in analyzing companies’ performance on environmental, social, and strategic governance issues)  
www.carbonzero.ca  
| 10 | Corporate Environmental Management Programs (e.g. ISO 14,000)  
Guest Speaker – Mr. Roland Krueger, CEA, EMS(LA) (Certified Environmental Auditor - Canadian Environmental Auditing Association)  
http://www.torontohydro.com/electricsystem/environmentalcommitment/ |
| 11 | Synthesis, “green jobs” - careers in Environmental Management/Auditing Exam overview |

**Academic Integrity**

"Students agree that by taking this course all required papers may be subject to submission for textual similarity review to Turnitin.com for the detection of plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism of such papers. The terms that apply to the University’s use of the Turnitin.com service are described on the Turnitin.com web site." Unless alternate arrangements are made with the instructor, students are asked to upload their research paper assignment to www.turnitin.com and submit papers in hard copy to the instructor. PAPERS WILL NOT BE GRADED UNLESS THE UNIQUE TURNITIN PAPER I.D. IS ON THE FRONT PAGE.

Academic integrity is essential to the pursuit of learning and scholarship in a university, and to ensuring that a degree from the University of Toronto is a strong signal of each student’s individual academic achievement. As a result, the University treats cases of cheating and plagiarism very seriously. The University of Toronto’s Code of Behaviour on Academic Matters (http://www.governingcouncil.utoronto.ca/policies/behaveac.htm) outlines the behaviours that constitute academic dishonesty and the processes for addressing academic offences. Potential offences include, but are not limited to: IN PAPERS AND ASSIGNMENTS: Using someone else’s ideas or words without appropriate acknowledgement. Submitting your own work in more than one course without the permission of the instructor. Making up sources or facts. Obtaining or providing unauthorized assistance on any assignment. ON TESTS AND EXAMS: Using or possessing unauthorized aids. Looking at someone else’s answers during an exam or test. Misrepresenting your identity. IN ACADEMIC WORK: Falsifying institutional documents or grades. Falsifying or altering...
any documentation required by the University, including (but not limited to) doctor’s notes. All suspected cases of academic dishonesty will be investigated following procedures outlined in the Code of Behaviour on Academic Matters. If you have questions or concerns about what constitutes appropriate academic behaviour or appropriate research and citation methods, you are expected to seek out additional information on academic integrity from your instructor or from other institutional resources (see [http://www.utoronto.ca/academicintegrity/resourcesfor students.html]).