



EC 335 THE ECONOMICS OF SOCIAL AND ENVIRONMENTAL SUSTAINABILITY: FOOD & WINE SECTORS IN THE NEW GLOBALIZATION

IES Abroad Siena

DESCRIPTION: The course provides an overview of economics and social sustainability issues in the global economy. This course will provide students with theoretical concepts and models with respect to sustainability as well as hands-on experience in the new era of economics of sustainability. Finally, the course will analyze in particular the sustainability in wine and food sectors, with a specific focus on the reality of Tuscany and Italy. Food and wine sectors will be used as tools to understand how to apply the principles of economic, social and environmental sustainability.

The first week will focus on introductory remarks of definitions, preview and foundations of sustainability and sustainable development. During the second week, will focus on inequality, poverty and Kuznets Curve. The third week will focus on sustainability conditions and the Environmental Kuznets Curve, in theory and practice. The fourth week will focus on the concept of sustainable development, global warming and energy trends. The fifth week will focus on inequality health and environment. The sixth week will focus on globalization process and the connection with environmental and social variables. The seventh week will focus on the concepts and issues of the new globalization. The eighth week will focus on sustainable firm and their long-run performance and the corporate social responsibility. The ninth week will focus on environmental policy for sustainable development. The tenth week will analyze the position of Governments and their policies about Sustainable development.

For each topic, the instructor will provide theoretical and empirical examples related to the field of wine and food.

The emphasis in the course is to enable students to apply the concepts learned to every economic and social context, helping them develop the capacity to analyze problems and to solve them using the principles of sustainable development. In particular, we would like the students to understand the role of the agricultural sectors of wine and food in the development of the principles of sustainable development in European, Italian and Tuscan economies.

CREDITS: 3 credits

CONTACT HOURS: 45 hours

LANGUAGE OF INSTRUCTION: English

PREREQUISITES: None

METHOD OF PRESENTATION:

- Lectures
- Students' presentations
- Seminar discussions

REQUIRED WORK AND FORM OF ASSESSMENT:

- Active class participation and class discussions - 10%
- Written final exam in the form of essay-style answers - 30%
- Oral presentation - 20%
- 3 writing assignments of 4-5 pages - 30%
- Weekly Moodle Forum - 10%

Written final exam

In-class written exam is designed to assess a student's knowledge of and familiarity with all the content and skills associated with the course. Professor will provide 7 open questions and the student must choose 5 to answer. Students will have two hours to complete the exam.

Oral presentation

Students choose an official EU document (EU White and Green paper; EU legislation) and deliver a 15-minute presentation in class which summarizes the paper and explains its important to and impact on the concept of sustainability. Students will also produce a Power Point presentation to accompany this presentation. Each student will be able to freely choose the topic and the teacher will provide 6 different documents on the subject chosen, among which students will choose one. These presentations will occur throughout the semester.

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Writing assignment

The professor will give to each student a case study regarding an economics decision, resolution or policy adopted by the EU or the WTO to address a recent problem (e.g. solutions for health emergencies related to food safety). Students will write a short paper (4-5 pages) analysing the case.

Weekly Moodle Forum

Every week the professor will open a new forum on Moodle about a topic covered in the last week. The forum will ask students what they think about a specific argument. Students will have to answer the question and defend their response.

LEARNING OUTCOMES:

By the end of the course students will be able to:

- Explain the meaning and the social and economic implications of sustainability and sustainable development.
- Analyze the mechanisms cause-effect relationship between the variables of sustainable development.
- Describe various economic and social policies for sustainable development.
- Critically analyze issues related to sustainability.
- Discuss and take a position on current topics related to social and environmental sustainability.
- Analyze sustainability in Food and Wine sectors giving empirical example in Tuscany and Italy.

ATTENDANCE POLICY:

Successful progress of the program depends on the full cooperation of both students and faculty members: regular attendance and active participation in class are essential parts of the learning process. More than TWO unexcused absences (that are not medically excused with a written certificate of the doctor or caused by serious sudden family and/or personal occurrences, as for example death of a family member) will result in a lowering of your grade by a half grade

CONTENT:

Week	Content	Assignments
Week 1	Introductory remarks: definitions, preview and foundations of sustainability and sustainable development. <ul style="list-style-type: none"> • Globalization: definition and evolution • Sustainable development: definition and foundation • The globalization of environmental and social problems • Wine and food business • Class discussion 	<ul style="list-style-type: none"> - Borghesi S. and Vercelli A., “Global Responsibility: social and environmental conditions”, Palgrave Macmillan. 2008: Pages 1-33. - Aghion, P.; Howitt, P. 2006. “Appropriate growth policy: A unifying framework”, in Journal of the European Economic Association, Vol. 4, Nos 2–3, pp. 269–314. - Raustiala K, Munzer SR, The global struggle over geographic indications, European Journal of International, 2007
Week 2	Inequality, poverty and Kuznets Curve. <ul style="list-style-type: none"> • Globalization and Inequality • Inequality and poverty • Globalization and Kuznets relations. • Environmental degradation and globalization • Wine and food business 	<ul style="list-style-type: none"> - Borghesi S. and Vercelli A., “Global Responsibility: social and environmental conditions”, Palgrave Macmillan. 2008: Pages 34-50. - Tisdell C., Globalization and sustainability: environmental Kuznets curve and the WTO, Ecological Economics, 2001, Elsevier. - Dal Bianco A. et al., Tariffs and non-tariff frictions in the world wine trade, European Review of Agricultural Economics, 2015. - Becker T, Staus A, European food quality policy: The importance of geographical indications, organic

		certification and food quality assurance schemes in European countries, Journal of International Law and Trade Policy, 2009.
Week 3	Sustainability conditions and the Environmental Kuznets Curve <ul style="list-style-type: none"> • The requirements of environmental sustainability • Requirements of sustainable globalization • Environmental Kuznets curve • Land use in wine and food sectors 	<ul style="list-style-type: none"> - Borghesi S. and Vercelli A., “Global Responsibility: social and environmental conditions”, Palgrave Macmillan. 2008: Pages 51-80. - Tietenberg T. and Lewis L., “Environmental & Natural Resources Economics”, 2011, Prentice Hall 9/E: pages 320-330. - Carson R.T. The environmental Kuznets curve: seeking empirical regularity and theoretical structure, Environmental Economics and Policy, 2010. - Ardente F.et al., POEMS: a case study of an Italian wine-producing firm, Environmental management, 2006.
Week 4	Sustainable development, global Warming and energy trends. <ul style="list-style-type: none"> • Sustainable development and energy system • The current energy model • The conventional position • Global Warming and energy policies 	<ul style="list-style-type: none"> - Borghesi S. and Vercelli A., “Global Responsibility: social and environmental conditions”, Palgrave Macmillan. 2008: Pages 81-100. - McMichael AJ, Powles JW, Butler CD, Uauy R, Food, livestock production, energy, climate change, and health, The lancet, 2007. - Olesen JE, Bindi M, Consequences of climate change for European agricultural productivity, land use and policy, European journal of agronomy, 2002
Week 5	Inequality health and environment. <ul style="list-style-type: none"> • Inequality and health. • Health and environment. • Levels of health and environmental sustainability. • Main causal links between economic development and health. • Sustainable development environment and health • Wine and food sectors 	<ul style="list-style-type: none"> - Borghesi S., Vercelli A., “Global Responsibility: social and environmental conditions”, Palgrave Macmillan. 2008: Pages 101-128. - Pietrykowski B, You are what you eat: The social economy of the slow food movement, Review of social economy, 2004. - K Henle et al., Identifying and managing the conflicts between agriculture and biodiversity conservation in Europe—A review, Agriculture Ecosystems & Environment, 2008. - H van Meijl, T Van Rheenen, A Tabeau The impact of different policy environments on agricultural land use in Europe, Agriculture Ecosystems & Environment, 2006
Week 6	Globalization process: environmental and social variables. <ul style="list-style-type: none"> • Causal links between globalization and health. • Direct impact of globalization on health • Causal links between globalization and environment • Causal links between globalization and inequality • Empirical analysis • Wine and food business 	<ul style="list-style-type: none"> - Borghesi S. and Vercelli A., “Global Responsibility: social and environmental conditions”, Palgrave Macmillan. 2008: Pages 183-220. - Tietenberg T. and Lewis L., “Environmental & Natural Resources Economics”, 2011, Prentice Hall 9/E: pages 300-310. - JM Codron et al., Social and environmental attributes of food products in an emerging mass market: Challenges of signaling and consumer perception, with European illustrations, Agriculture and Human Values, 2006.

Week 7	New globalization. <ul style="list-style-type: none"> • Definition • The "new economy" • New Economy and sustainability: opportunities and risks • WTO • New globalization and environmental policies • Wine and food business • Class discussion 	<ul style="list-style-type: none"> - Borghesi S. and Vercelli A., "Global Responsibility: social and environmental conditions", Palgrave Macmillan. 2008: Pages 129-151. - Inglis D., Gimlin D., The globalization of food, 2009. - Corrado R., Odorici V., Winemakers and wineries in the evolution of the Italian wine industry: 1997–2006, Journal of Wine Research, 2009
Week 8	Sustainable firm: long-run performance and the corporate social responsibility. <ul style="list-style-type: none"> • Definition of sustainable enterprise • Corporate social responsibility and business ethics • How to Consolidate Corporate Sustainability • Sustainability and financial sector • Wine and food business • Class discussion 	<ul style="list-style-type: none"> - Borghesi S. and Vercelli A., "Global Responsibility: social and environmental conditions", Palgrave Macmillan. 2008: Pages 152-182. - Santini C et al., Sustainability in the wine industry: key questions and research trends, Agricultural and Food Economics, 2013. - Corporate social responsibility in the food sector - M Hartmann - European Review of Agricultural Economics, 2011
Week 9	Environmental policy for sustainable development. <ul style="list-style-type: none"> • Environmental policies • Economic instruments for the environment • Tradable permits • Economic valuation of environmental resources • Class discussion • Wine and food business 	<ul style="list-style-type: none"> - R.K. Turner, D. W. Pearce and I. Bateman, "Environmental Economics: an elementary introduction", Johns Hopkins University Press, 1994: pages 30-45. - Tietenberg T. and Lewis L., "Environmental & Natural Resources Economics", 2011, Prentice Hall 9/E: pages 150-160. - Tregear A. et al, Regional foods and rural development: the role of product qualification, Journal of Rural studies, 2007.
Week 10	Governments and policies for Sustainable development. <ul style="list-style-type: none"> • Boundaries of sustainability • International institutions for sustainable development • International agreements for sustainable development • Wine and food business • Class discussion 	<ul style="list-style-type: none"> - R.K. Turner, D. W. Pearce and I. Bateman, "Environmental Economics: an elementary introduction", Johns Hopkins University Press, 1994: pages 100-120. - Tietenberg T. and Lewis L., "Environmental & Natural Resources Economics", 2011, Prentice Hall 9/E: pages 180-200. - Campbell G. et al, Wine and globalisation: changes in the international market structure and the position of Italy, British Food Journal, 2006 - Seyfang G Ecological citizenship and sustainable consumption: Examining local organic food networks, Journal of rural studies, 2006. - Thøgersen J, Country differences in sustainable consumption: The case of organic food, Journal of Macromarketing, 2010.

COURSE-RELATED TRIPS: During the course, we will take two course-related trips:



- Visit a farm in San Gimignano (Fall) or Monte Amiata (Spring) to better understand the effects of sustainable development policies on local agricultural production and how the local community has responded to sustainability issues.
- Confagricoltura (The General Confederation of Italian Agriculture) in Siena for a discussion of the effects of global market and sustainable policies on Italian agricultural sector.

REQUIRED READINGS: Provided in a course packet.

Selections from:

- Borghesi S. and Vercelli A., "Global Responsibility: social and environmental conditions", Palgrave Macmillan. 2008.
- R.K. Turner, D. W. Pearce and I. Bateman, "Environmental Economics: an elementary introduction", Johns Hopkins University Press, 1994.
- Tietenberg T. and Lewis L., "Environmental & Natural Resources Economics", 2011, Prentice Hall 9/E.
- Anderson K., 2004, The world's wine markets: Globalization at work.

Every week the professor will give to students the power point slides of the course, and may give further articles to read.