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**THE TWENTIETH ANNIVERSARY  
WORKSHOPS IN  
INTERNATIONAL STUDIES**

*Is Sustainable Development Feasible?*

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The West Virginia Consortium  
for Faculty and Course Development  
in International Studies

November 9-11, 2000

Lakeview Scanticon Resort and Conference Center  
Morgantown, West Virginia

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Michael J. Strada, Professor of Political Science, West Liberty State College

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#### *Assistant Director:*

Ann Levine

#### *Administrative Secretary:*

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### PROGRAM PLANNING AND ADMINISTRATION OF WORKSHOPS

#### *Central Program Office:*

*Program Coordinator:* Michael Strada, Co-Director, FACDIS

*Program Assistant:* Ann Levine, Assistant Director, FACDIS

#### *Workshop Chairpersons:*

Gary Beller (Political Science, West Virginia State College)

Georgine Fogel (Management Studies, Salem International University)

Ron Fortney (Civil & Environmental Engineering, West Virginia University)

Jamie Jacobs (Political Science, West Virginia University)

## *Is Sustainable Development Feasible?*

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The West Virginia Consortium for Faculty and Course Development  
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PROGRAM

THURSDAY, NOVEMBER 9

Guide to speakers/workshop leaders can be found at end of the Program.

1:30 - 5:00 pm REGISTRATION: Library  
BOOK DISPLAY: University Hall

2:00-3:00 pm Steering Committee Meeting: Stewart Room

3:30-5:00 pm OPENING PLENARY SESSION: University Hall  
Panel Discussion: Tensions Inherent in Sustainable Development

Moderators:

Jack Hammersmith and Michael Strada, Co-Directors, FACDIS

Panelists:

Carl Frankel, writer, journalist and consultant specializing in business and sustainable development

Valentine U. James, Associate Professor of Public Policy, Southern University

Margaret Keck, Professor of Political Science, Johns Hopkins University

Dennis Pirages, Professor of Government, University of Maryland

5:00-6:00 pm Institutional Representatives Meeting:  
Ward Christopher Room

5:00-6:00 pm Video Screening: Traning Room 1

6:15-7:15 pm Social Hour with Consultants (Cash Bar): University Hall

7:15 pm Banquet: University Hall  
Welcome: Ann Levine, Assistant Director, FACDIS  
FACDIS at 20 Years: A Look Back and a Look Ahead

8:30 pm Keynote Address  
Religion and Ecology: New Contributions to Sustainable Development  
Mary Evelyn Tucker, Professor of Religion, Bucknell University

FRIDAY, NOVEMBER 10

7:30 am Breakfast: University Hall

Friday Concurrent Workshop Sessions:

8:30-10:00 am First Concurrent Sessions  
10:30-noon Second Concurrent Sessions  
1:30-3:00 pm Third Concurrent Sessions  
3:30-5:00 pm Fourth Concurrent Sessions

8:30-10:00 am FIRST CONCURRENT SESSIONS

Topic 1: MULTINATIONAL CORPORATIONS AND  
SUSTAINABLE DEVELOPMENT  
Casting Multinational Corporations in the Sustainability  
Drama: Heroes or Villains?

Consultant: Carl Frankel

Room: Seminar 1 & 2 (take elevator opposite Chestnut Room and go to middle level of hotel)

Chairperson: Georgine Fogel (Management Studies, Salem International University)

This session examines the two conflicting models on the role of multinational corporations (MNCs) in sustainable development: MNCs as saviors, MNCs as villains. Statistics can argue

for either side: the data are examined and critiqued. But in many ways the role of MNCs defies quantitative measurement, and these impacts are also assessed. To a significant degree, this amounts to a discussion of globalization, since it is MNCs that make the globalization world go 'round. In this regard it examines the "conversation" that was launched, to the shattering of glass and heads, at the 1999 World Trade Organization (WTO) meeting in Seattle.

Topic 2: NONGOVERNMENTAL ORGANIZATIONS AND  
SUSTAINABLE DEVELOPMENT  
Three Decades of Environmental Action

Consultant: Margaret Keck

Room: Seminar 3 & 4 (take elevator opposite Chestnut Room and go to middle level of hotel)

Chairperson: Jamie Jacobs (Political Science, West Virginia University)

What are NGOs and what do they do? This session is meant as an overview of the emergence of these organizations as key domestic and international actors in the sustainability debate in the three decades since the United Nations Conference on the Human Environment in Stockholm in 1972. Different models correspond both to different kinds of activities and to different national contexts. The idea of sustainable development emerged from a collaboration between NGOs and international organizations that resulted in the World Conservation Strategy (1981), later taken up in the report of the World Commission on Environment and Development. Alongside this collaborative model among established conservation organizations developed the more confrontational style of Greenpeace, but the differences may be more apparent than real. With some notable exceptions, developing country NGOs emerged a bit later.

Topic 3: MORE DEVELOPED COUNTRIES AND  
SUSTAINABLE DEVELOPMENT  
Economic Growth and Sustainability - The Record

Consultant: Dennis Pirages

Room: Training 4 (take elevator opposite Chestnut Room and go to lowest level of hotel)

Chairperson: Ron Fortney (Civil & Environmental Engineering, West Virginia University)

This session will examine the changing perspectives on sustainability over the past 30 years by looking at the following questions and issues: Who and what is not sustainable - The China-India-U.S. Problem - Population growth and resource consumption - The real nature of limits to growth - Economic growth and environment in the industrial countries - Ecological footprints and ecoimperialism - The greening of the North - Country success stories (and failures).

Topic 4: LESS DEVELOPED COUNTRIES AND  
SUSTAINABLE DEVELOPMENT  
Principles of Sustainable Development and  
Third World Countries

Consultant: Valentine U. James

Room: Training 1 (take elevator opposite Chestnut Room and go to lowest level of hotel)

Chairperson: Gerry Beller (Political Science, West Virginia State College)

This session examines how developing countries have incorporated the principles of sustainable development into their overall development plans. What strategies enable developing countries to mitigate against problems created by growth in their communities? Who are the key players on the sustainability stage in developing nations? Other questions that will be wrestled with in this session include: What needs to be done in building institutions and human capacities in order to provide a lasting or durable development? What lessons can be learned from successful development in the North? What are the strategies for sharing development knowledge? What ground rules undergird successful collaboration between the North and the South with regard to sustainability?

10:00-10:30 am BREAK



**10:30-12:00 noon SECOND CONCURRENT SESSIONS**  
 (rooms remain the same)

**Topic 1: MULTINATIONAL CORPORATIONS AND SUSTAINABLE DEVELOPMENT**  
*Multinational Corporations and Power*

Consultant: Carl Frankel

Of all the issues surrounding sustainable development, power is perhaps the most important. Both inside MNCs and in the broader public-policy world, power relations help determine who wins and who loses — which strategies get adopted and which fall by the wayside, who gets fed and who goes hungry. Yet among corporate executives the subject is rarely mentioned, perhaps because corporations have so much of it. In what spheres do corporations have power? Do they abuse it, and, if so, in what ways? To what extent is that power a function of the 'system,' and to what extent is it within the power of corporate executives and others to change it? What strategies are available for shifting power toward sustainability, both inside and outside the corporate environment, and to what extent are corporate executives pursuing those strategies? This session treats power as a dynamic and fluid issue, dynamic because of its importance, fluid for its potential to be transferred from one sector to another. And it examines MNCs' institutional capacity to do so.

**Topic 2: NONGOVERNMENTAL ORGANIZATIONS AND SUSTAINABLE DEVELOPMENT**  
*The Politics of Expertise*

Consultant: Margaret Keck

NGOs acquire influence because they concentrate information and expertise that is hard to find elsewhere. Advocacy NGOs specialize in generating and managing information flows, getting information about environmental harm (and occasionally about positive examples, too) to where it can have the most impact. Conservation NGOs are more likely to specialize in the management of protected areas or of resources under stress. Increasingly, bilateral and multilateral lenders and assistance programs have preferred to channel money to NGOs rather than to third world states, arguing that they're "less political" and more likely to use it efficiently. This strategy has a down side, however, in that it lets states off the hook for commitment to sustainable development policies, and does not insure continuity of action. Further, conservation NGOs' primary commitment is to the resources (forests, endangered species, etc.) giving them a strong incentive to "get the job done" themselves, instead of involving local people. An exclusive focus on scientific expertise often leads to a misreading of local actors and power relations

**Topic 3: MORE DEVELOPED COUNTRIES AND SUSTAINABLE DEVELOPMENT**  
*Re-thinking Growth and Progress*

Consultant: Dennis Pirages

This session will build on the earlier session and continue by examining the following issues: What is being sustained - The distinction between growth and progress - The components of economic growth - Quantitative and qualitative growth - Indicators of genuine progress - Structural transformations in industrial economies - new ways of thinking about efficiency.

**Topic 4: LESS DEVELOPED COUNTRIES AND SUSTAINABLE DEVELOPMENT**  
*Dimensions of Sustainability in the Third World*

Consultant: Valentine U. James

Developing countries are currently experiencing tremendous growth. In most cases, development objectives are not clearly defined, and the coordination of international efforts is poorly organized. The scale and the complexity of aid-assisted development do not correspond with the capacity of host countries, because the assistance offered by industrialized nations is donor-

centered. Some important aspects surrounding sustainability in LDCs include poor planning of resource exploitation and exponential population expansion. This session analyzes and explicates the "keys to sustainability" in order to explain the North-South dilemma regarding sustainable development.

**12:00-1:30 pm Luncheon Banquet: University Hall**

*TIAA-CREF and the Hesburgh Award: Salute to FACDIS*  
 Jay Mahoney, Pittsburgh Office, TIAA-CREF

*Remembering the Early Years*

David Powers, Executive Director, Nebraska Coordinating Commission for Postsecondary Education and former Vice-Chancellor, West Virginia Board of Regents

**1:30-3:00 pm THIRD CONCURRENT SESSIONS**  
 (rooms remain the same as in the morning)

**Topic 1: MULTINATIONAL CORPORATIONS AND SUSTAINABLE DEVELOPMENT**  
*Multinational Corporations and Transformation*

Consultant: Carl Frankel

MNCs have good reason to shift their strategies and competencies toward sustainability. For instance, according to the tenets of 'strategic environmental management,' managers who plan with the environment in mind gain competitive advantage. But there are also plenty of arguments for not doing so; for instance, the adage that it's the pioneers who get the arrows. What are the arguments for transformation and are they becoming more persuasive? What are the obstacles, how entrenched are they and what is the likelihood that they will be overcome? How do technology, markets and above all the celebrated New Economy fit into the equation? Which MNCs are leading the way into sustainability? And which sectors? This session weighs the relative power of the momentum toward change and the impulse toward inertia.

**Topic 2: NONGOVERNMENTAL ORGANIZATIONS AND SUSTAINABLE DEVELOPMENT**  
*The Politics of Equity*

Consultant: Margaret Keck

The idea of sustainable development contains a strong equity component. The argument is that if people are forced by poverty—magnified by ignorance—to resort to unsustainable practices (farming marginal lands, clearing forest, polluting streams with domestic waste), a "tragedy of the commons" is inevitable. This was intended to address the claim by developing countries at Stockholm that poverty was the worst polluter. Beginning in the 1980s, however, another argument began to emerge among a subset of NGOs, that there were in fact poor people's organizations struggling against environmental destruction wrought, on a much larger scale, by the rich (cattle ranchers, timber barons, plantation developers, miners, etc.). In the decade of democratization, this argument was echoed in demands for local participation in decision-making around projects for "sustainable development."

**Topic 3: MORE DEVELOPED COUNTRIES AND SUSTAINABLE DEVELOPMENT**  
*Ecological Modernization*

Consultant: Dennis Pirages

Session three will focus on the following new concerns and questions: The changing discourse in developed countries - Environmentalism as social transformation - Environmentally benign growth - A changing role for science and technology - Institutional transformation and sustainability - Tapping into natural capital - Ecostructuring and sustainability - Paradigm shifts and learning our way out.



**Topic 4: LESS DEVELOPED COUNTRIES AND SUSTAINABLE DEVELOPMENT**  
*A Collaborative Public Policy Imperative: Operationalizing Sustainable Development Theory*

Consultant: Valentine U. James

The landscape of many developing countries is dotted with unsuccessful development projects that fail to meet the needs of local communities. Some projects have failed because they were established to change behavior; yet many of the parties involved lack an understanding of the recipe for sustainable development. This session provides reasons why development projects succeed. Attendees will be exposed to a solid example of sustainable development that is well planned and implemented. Stages of development are explained, as is the importance of involvement by local people.

**3:00-3:30 pm BREAK**

**3:30-5:00 pm FOURTH CONCURRENT SESSIONS**  
(rooms remain the same)

**Topic 1: MULTINATIONAL CORPORATIONS AND SUSTAINABLE DEVELOPMENT**  
*MNCs and the Emerging Paradigm*

Consultant: Carl Frankel

In energy, transport and other industries, new technologies and more broadly new and more sustainable rules of business practice are emerging. What are these new rules and what are the signposts of their existence? To what extent are MNCs heeding their message? Is enough of a groundswell developing to signal a broad and imminent shift in a fundamentally new industrial direction? Is the notion that a 'new industrial revolution' has begun a futuristic fantasy or is it a reality? This session examines the proposition that we are in the early stages of a dramatic shift into a fundamentally different and profoundly more sustainable industrial paradigm.

**Topic 2: NONGOVERNMENTAL ORGANIZATIONS AND SUSTAINABLE DEVELOPMENT**  
*NGOs and Power*

Consultant: Margaret Keck

Who sustains what, for whom, and how? Who decides? And where do NGOs fit into the picture? Most NGOs in developing countries are heavily dependent on external funding for their day-to-day operations, which limits their control over their own agendas. Often they have more influence in international arenas than in their own local or national political system. How can sustainable development become politically sustainable?

**Topic 3: MORE DEVELOPED COUNTRIES AND SUSTAINABLE DEVELOPMENT**  
*Sustainability as Process*

Consultant: Dennis Pirages

The final session in this series will examine the issue by looking at the following topics: Sustainability is not a condition but a process - Globalization processes and sustainable development - Technology transfer and inter-generational obligations - Obligations of developed countries under the Montreal and Kyoto Protocols - The record of OECD development assistance - Can countries leapfrog development? - Forging a new global compact

**Topic 4: LESS DEVELOPED COUNTRIES AND SUSTAINABLE DEVELOPMENT**  
*Understanding Sustainability Through Local Community Planning*

Consultant: Valentine U. James

The purpose of this session is to discuss LDCs' perspectives in global sustainability. The Principles of the Rio Declaration on Environment and Development embrace elements that are germane to the examination of sustainability and sustainable development at the local level. However, the mechanisms for achieving the goals expressed in the Principles are unclear. This session challenges the conventional ways of establishing policies for achieving environmental sustainability. It offers alternatives by examining each Principle in the Rio Declaration.

**5:00-6:00 pm Video Screening: Training Room 1**  
**6:00-7:00 pm Social Hour with consultants (cash bar): University Hall**  
**7:00-8:15 pm Banquet: University Hall**  
**8:15 pm Keynote Address**  
*Sensible Disagreement on Sustainable Development*  
**Paul Portney, President, Resources for the Future**

**SATURDAY, NOVEMBER 11**

**7:30 am Breakfast: University Hall**  
**8:30-10:00 am Closing Plenary Session: Chestnut Rooms 1 & 2**  
**Panel Discussion – Pedagogy: Critical Thinking, Sustainable Development, and the Classroom**

**Moderators:**

Jack Hammersmith and Michael Strada, Co-Directors, FACDIS

**Panelists:**

Carl Frankel, consultant specializing in business and sustainable development  
Valentine U. James, Associate Professor of Public Policy, Southern University  
Margaret Keck, Professor of Political Science, Johns Hopkins University  
Dennis Pirages, Professor of Government, University of Maryland

**10:00-10:15 am BREAK**

**10:15-11:45 am Teaching Workshops (choose one)**

**Using Simulations: Global Problems Summit: Seminar Room 1 & 2**

Presenter: Jeffrey S. Lantis, Chair, International Relations Program, College of Wooster.  
Secretary, Active Learning in International Affairs Section (ALIAS), International Studies Association (ISA)

Active learning and interactive teaching methods are receiving greater attention in higher education in the 21st century. This workshop discusses the value of simulations and exercises for international studies courses. We will focus on the design and implementation of the "Global Problems Summit," a role-playing simulation to promote experiential learning about international diplomacy and the complexity of global issues.

**Using the "Choices" Approach to Teaching About the Environment: Training Room 4**

Presenter: Michael T. Snarr, Assistant Professor, Dept. of Social and Political Studies, Wilmington College, previously of Wheeling Jesuit University

The "Choices for the 21st Century" public policy discussion series, organized by the Watson Institute for International Studies at Brown University, is held in over 100 public libraries in a dozen



states. This workshop will overview the four-week series that encourages the public to discuss the future direction of U.S. foreign policy.

### ***Model Syllabi as Catalysts for Teaching Global Issues Innovatively:*** **Seminar Room 3 & 4**

Presenter: Michael Strada, Co-Director, FACDIS, Professor, Political Science,  
West Liberty State

FACDIS has long considered improving course syllabi as an under-appreciated means of improving teaching and learning. Here I use the syllabus for my Introductory Global Issues course to illustrate how striving for the holy grail of a "model" syllabus can trigger creative pedagogy.

## **ADJOURNMENT**

## **KEYNOTE SPEAKERS**

### **PAUL R. PORTNEY (Ph. D., Northwestern University)**

President and Senior Fellow, Resources for the Future

An economist by training, Paul Portney has directed the efforts of Resources for the Future (RFF) as its President since 1995. RFF is a nonprofit and nonpartisan organization conducting independent research—rooted primarily in economics and other social sciences—on environmental and natural resource issues. Dr. Portney first joined the research staff of RFF in 1972, and subsequently became a senior fellow and director of two of RFF's research divisions: the Quality of Environment division and the Center for Risk Management division, as well as serving as RFF's Vice President for six years. Dr. Portney has also taught at Berkeley and Princeton Universities, served as chief economist at the Council on Environmental Quality in the Executive Office of the President, and chaired the Environmental Economics Advisory Committee of the EPA's Science Advisory Board. The author or co-author of ten books dealing with economics and environmental issues, his book titles include *Footing the Bill for Superfund Cleanups: Who Pays and How?* (RFF, 1995), and numerous articles including "Counting the Cost: The Growing Role of Economics in Environmental Decisionmaking," *Environment Magazine* (March, 1998).

### **MARY EVELYN TUCKER (Ph.D., Columbia University)**

Professor of Religion, Bucknell University

A professor of religion at Bucknell University in Lewisburg, Pennsylvania, Dr. Tucker teaches courses in world religions, Asian religions, and religion and ecology. A specialist in the history of religions, much of her work has been on Confucianism in Japan. She has published *Moral and Spiritual Cultivation in Japanese Neo-Confucianism* (SUNY Press, 1989), co-edited *Worldviews and Ecology* (Orbis Books, 1994), *Buddhism and Ecology* (Harvard, 1997), and *Confucianism and Ecology* (Harvard, 1998). With her husband, John Grim, she has directed a series of ten conferences on World Religions and Ecology at the Harvard University Center for the Study of World Religions from 1996-1998. Currently, they are the series editors for the ten volumes which are being published from the conferences by the Center and Harvard University Press. Tucker and Grim are also editors of a book series on Ecology and Justice from Orbis Press, and are coordinating an ongoing Forum on Religion and Ecology (FORE). Dr. Tucker has been a committee member of the Environmental Sabbath program at the United Nations Environment Programme (UNEP) since 1986 and is Vice President of the American Teilhard Association.

## **WORKSHOP PRESENTERS**

### **CARL FRANKEL (J.D., Columbia University School of Law)**

Carl Frankel is a writer, journalist, and consultant specializing in business and sustainable development. From 1990 through 1994, he was editor and publisher of the business newsletter, *Green MarketAlert*, which he founded. From 1996 through May 1999, he was North American Editor for *Tomorrow* magazine, which tracks issues relating to business and sustainability. He is currently a contributing editor to that same magazine, and he is also contributing editor to the UK-based *Green Futures* magazine. A member of the Society of Environmental Journalists, his articles on business and sustainability have appeared in a broad array of magazines, he has

contributed to several books on environmental management, and he is the author of the critically-acclaimed book, *In Earth's Company: Business, Environment, and the Challenge of Sustainability* (New Society Publishers, 1998). He is currently completing a book called *Talking Ghosts: A Conversation With the Past about the Future*, which presents a broad and "integral" vision of sustainable development.

### **VALENTINE U. JAMES (Ph.D., Texas A & M University)**

Associate Professor of Public Policy and Director of the PhD Program in Public Policy at the Nelson Mandela School of Public Policy and Urban Affairs, Southern University

With degrees in Biology, Environmental Science, and in Urban and Regional Science, Valentine James' major research interests involve Third World development planning, international development, and sustainable environmental, economic and social development in less developed areas of the world, with emphasis on Africa. Prior to his current position at Southern University in Baton Rouge, he was the Director of African Studies at Kalamazoo College in Michigan, and also taught Urban and Environmental Planning at the University of Virginia and the University of Southwestern Louisiana. He is the author/editor of eleven books and numerous articles on environment and development, including *Sustainable Development in Africa: Prospects for the Twenty-First Century* (International Scholars Publications and University Press for West Africa, 1999) and *Sustainable Development in Third World Countries: Applied and Theoretical Perspectives* (Praeger Publishers, 1996). He is editor-in-chief of the *Journal of Sustainable Development in Africa* (JSDA). A native of Nigeria, James has studied and lived in both Europe and Africa, and speaks several African languages.

### **MARGARET E. KECK (Ph.D., Columbia University)**

Professor of Political Science, The Johns Hopkins University

One of the leading academics who has studied and written on the influence of NGOs on Third World development, Margaret Keck's recent work, with Kathryn Sikkink, *Activists beyond Borders: Advocacy Networks in International Politics* (Cornell University Press, 1998) received the 1999 Grawemeyer Prize for Ideas Contributing to World Order. The volume also received the 1999 Chadwick Alger Award of the International Studies Association for the best book published in the previous year in the area of international organizations. A specialist in Latin American politics, with emphasis on Brazil, her other publications include the award-winning *The Worker's Party and Democratization in Brazil* (Yale University Press, 1992) and numerous articles on transnational advocacy networks, sustainable development, and environmental policymaking in Latin America. Prior to joining Johns Hopkins, Dr. Keck taught nine years at Yale University. Currently on sabbatical leave from Johns Hopkins where she directs the Program in Latin American Studies, she is serving as a Resident Fellow with the Woodrow Wilson International Center for Scholars' Environmental Change and Security Project, researching the micropolitics of water reform in Sao Paulo and completing two book manuscripts: *Politicizing the Environment*, on Brazilian environmental politics, and *Networking in the State*, studying the politics of water resource management reform.

### **DENNIS PIRAGES (Ph.D., Stanford University)**

Professor of Government, University of Maryland

Dennis Pirages has been a pioneering figure in developing the field of global environmental studies. His edited book, *The Sustainable Society*, published in 1977, was a path-breaking effort to focus scholarly and policy attention on the socioeconomic and political dimensions of global change and sustainability. His next publication, *Global Ecopolitics: The New Context for International Relations* (1978) set the standard for much of the global environmental literature that has followed, and the term "ecopolitics" has now become commonly used in the field. The author or editor of twelve books and more than fifty articles and book chapters in his areas of specialization, Dr. Pirages has also received recognition as an excellent teacher in courses in environmental policy and global ecopolitics as well as ecological security. At the University of Maryland, he has also nourished the development of the Harrison Program on the Future Global Agenda. In addition to academic positions at the Universities of Connecticut, California-San Diego, and Georgia, he was the Senior Staff for the Presidential Commission on a National Agenda for the 1980s and has been a consultant for the US Department of State. He is currently completing a book, *Ecological Security*, which argues for a broader evolutionary and environmental perspective in thinking about security policy.



# *Hesburgh*<sup>2000</sup>

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