National Chengchi University

Workshop on Sustainability Issues
Tuesday 9:10-12:00

Let's Make the World Sustainable

Instructor Information

Prof. Brian Chi-ang Lin (林其昂), Ph.D.
Office: General Building 270940
Phone: 50940 (campus) or 2938-7296 (O)
E-mail: calin@nccu.edu.tw
LinkedIn: https://www.linkedin.com/in/briancalin/

Prof. Brian Lin has taught in the Department of Public Finance at National Chengchi University since August 1997. Brian has rich experience in administrative services, academic editorship, business advising, and international cooperation. He has lectured widely on the circular economy and sustainability issues in Taiwan, Japan, China, South Korea, and greatly enjoys his association in the East Asian region. To Brian, higher educational institutions are an important source of inspiration for individual students and the society as a whole. For individual persons, inspiration is the process of realizing an individual's capacity for furthering her or his working performance, economic status, living satisfaction, or social responsibility. In this regard, Brian has regularly led large groups of students to visit rural areas and remote tribes in order to generate learning inspirations for his students. For previous field trips, his students have often remarked that they felt like the child protagonists from the Chronicles of Narnia.

Course Description

The main purpose of this course is to help students think critically about the circular economy and sustainability issues. The global economy has evolved into a borderless age of climate change. Numerous studies have pointed out that the nature of climate change is an international and intergenerational externality problem. This human-induced change in the rising global mean temperature is mainly due to the
enormous emission of carbon dioxide arising from the combustion of fossil fuels. To date, more than 100 countries have adopted a global warming limit of 2°C or below (relative to pre-industrial times) as a general guideline (IPCC, 2007). That is, the concentration of carbon dioxide should be maintained at a range of 400-450 parts per million (ppm). The major topics will at least include: (1) the circular economy, (2) international externalities, (3) sustainable development, (4) green public goods, (5) international public goods, (6) green spending, (7) cost-benefit analysis, (8) green transfer payments, (9) environmental ethics and justice, (10) green taxation, (11) green budget, (12) disposal of nuclear waste, (13) wetland values, and (14) valuation of natural resources. Conceptual and theoretical work will be given equal consideration.

**Suggested Reading and Texts**

Grading Policy

Grades will be determined on the basis of the student’s performance in relation to a) class attendance and participation, b) one individual assignment, c) one group presentation on reviewing a corporate social responsibility (CSR) report released by a Berkshire Hathaway company, and d) one individual report on a field study.

Class attendance and participation (10%)
Individual assignment (20%)
Group presentation (30%)
Field study report (40%, due January 10)

Selective Lecture & Discussion Topics

1. The Circular Economy
2. International Externalities
3. Sustainable Development
4. Green Public Goods
5. International Public Goods
6. Green Spending
7. Cost-benefit analysis
8. Green Transfer Payments
9. Environmental Ethics and Justice
10. Green Taxation
11. Green Budget
12. Disposal of Nuclear Waste
13. Wetland Values
14. Valuation of Natural Resources
Guideline for Preparing a Group Presentation

The corporate social responsibility (CSR) or sustainability report has been increasingly recognized as essential for evaluating a corporation's capacity for generating long-term profits and promoting sustainability. The purpose of this group work (preferably a group of 5-7 persons) is to evaluate a CSR or sustainability report released by a Berkshire Hathaway company such as a Wells Fargo or Gen Re CSR report. To prepare this group presentation, you have to first analyze Mr. Warren Buffett's investment strategy from a sustainable business perspective. A sustainable business can be defined and understood as a business with long-term version for generating corporate profits and promoting community sustainability, preferably at a global level. Then, you have to analyze business sustainability from a circular economy perspective.

To date, more and more corporations and governments have taken measures to promote the circular economy. Please check the following for your quick reference:

Google https://sustainability.google/projects/circular-economy/

H&M https://www.ellenmacarthurfoundation.org/about/partners/global/h-m

ING


Maersk http://www.ouroboros.works/maersk.html

Philips https://www.ellenmacarthurfoundation.org/about/partners/global/philips

Renault https://www.ellenmacarthurfoundation.org/about/partners/global/renault

EU 2018 Circular Economy Package

Zero Waste Europe https://zerowasteeurope.eu/

Zero Waste France https://www.zerowastefrance.org/

Zero Waste Italy https://zerowasteeurope.eu/tag/zero-waste-italy/
With global advanced progress of the circular economy (or at least "don't waste waste") in your mind, please take the following elements into account when you evaluate the CSR/Sustainability reports:

1) Vision of the company along with the goals: How does the company define sustainability or a sustainable business? What does business innovation mean by the company?

2) Measures adopted by the company for fulfilling the goals: Do the measures taken by the company meet the circular economy or zero-waste standard?

3) Check the existence of a sustainability branch/sector (Essential Check): Why?

Fact 1) All companies with 1000 employees definitely have a financial sector with at least 30-50 persons along with one senior financial officer.

Fact 2) All companies with 1000 employees seldom organize a sustainability sector with 5-10 persons along with one sustainability officer. Thus, we want to inquire further: Who prepares the CSR/sustainability report for the company? Who outlines the vision of the company?

4) Do the CSR/Sustainability reports release the tax return principles or tax-related news? If the company cares about the society and is willing to assume corporate social responsibility, the company will at least honestly file the tax returns.

After reviewing a company’s CSR/Sustainability reports for a sequence of 3-5 years, you should be able to make a preliminary judgment about the following questions: Does the company create sustainable opportunities for people and communities in the society? Or, does the company create promising opportunities only for the company itself?
Guideline for Preparing a Field Study Report

Generally speaking, the purpose of a field study is to collect data/information in the real world (rather than in the classroom or lab) using a variety of methods such as visual inspection, discussions and interviews, participation in the daily life of the community under investigation, and so on. It is preferable that, after the field trip, the researcher can submit a scientific report based on the data/information collected during the trip. Given the time constraint of the field trip in this class, there is no formal requirement on the report format. The contents of your report, however, should include the following descriptions and analyses.

(A) A Title of Your Study

Take the Orchid Island trip for example. The title of your study could be as follows: The Circular Economy: Barriers and Opportunities for Orchid Island.

(B) The Importance of Your Study

In this regard, you should clearly describe the importance of your study for furthering the progress of sustainability.

(C) The Trip and the Corresponding Activities

I’ll lead you to observe some economic and ecological activities. Also, you’ll have personal time to conduct interviews with local people and/or arrange individual meetings on your own.

(D) Data/Information

Data can be quantitative or qualitative. Information may be obtained in a private or secret manner. In any case, you should try your best to collect reliable data/information.

(E) Main Text

The report must be at least 2,000 words in length. The main text should describe the major results and generally not be shorter than 1,000 words.
(F) Photos/Graphs

The inclusion of photos/graphs is not mandatory but is instrumental for helping the reader comprehend the width or depth of your field study.

(G) Reference Sources

A concise list of your references is required. Reference sources include books, journal articles, on-line publications, or any other well-identified news or reports.

(H) Supplementary Materials

Before you submit the report, you are free to post your draft report (including photos) on Facebook, LinkedIn, Twitter, YouTube, or any other media. You can submit your final report along with feedback/comment received from the aforementioned media if you receive some positive or favorable attention. I’ll also consider this type of attention as a crucial part of your efforts for promoting sustainability.

---

*Practice Sustainability to Live Longer and Happier for All Creatures*
Fall 2019 Field Trip

Dec. 6-8, Fri.-Sun.: Jiuliao River Ecological Park, Skikun Tribe (四季部落), Nanshan Tribe (南山部落) & Wuling Farm

Past field trip photo links for your reference

Spring 2019 Field Trip (May 24-26): Gaomei Wetland, Taichung Power Plant, National Sihu Senior High School, Sihu Township, Lukang Township, Zhoushui River, and Alishan National Park & Field Trip (June 6-8): Kinmen County
https://drive.google.com/drive/folders/15VyAyM5wQcZZ8bRnl68oicRbRuPbSEgx
(Prof. Brian Lin's “Workshop on Sustainability Issues”)

Fall 2018 Field Trip (Nov. 30-Dec. 2): ZhenXiBao and Smangus & Field Trip (Dec. 8-10): Tanayiku, Charshan Tribe, Namasia Tribe, Tefuye Trail, Shihu Township, and Taichung Power Plant
https://photos.google.com/share/AF1QipMsuiB8H0JZKkotQv_20YlhnvSXACI7PFFBs_Z3pbp3u9iudSn1mHrQ4AKLANz5g?key=R2ZpNW42S2dRVWlEZVAwYW1VhW1zbE85OXRxb0NR (Prof. Brian Lin's “Workshop on Sustainability Issues”)

Spring 2018 Field Trip (May 25-27): Orchid Island
https://drive.google.com/drive/folders/1JKjm2RDiZYXn_D301S4sQz2C5lmvQq_K
(Prof. Brian Lin's “Workshop on Sustainability Issues”& “Ecological Economics”)

Fall 2017 Field Trip (Dec. 9-11): Nanshan Tribe & Wuling Farm

Fall 2017 Field Trip (Dec. 1-3): ZhenXiBao and Smangus
https://drive.google.com/drive/folders/1_TPHb2yV7Nc_MhQo3iLuY8xkHneAlaCv?usp=sharing
(Prof. Brian Lin's “Workshop on Sustainability Issues”& “Ecology and Economics”)

Travel Anywhere & Learn Anytime