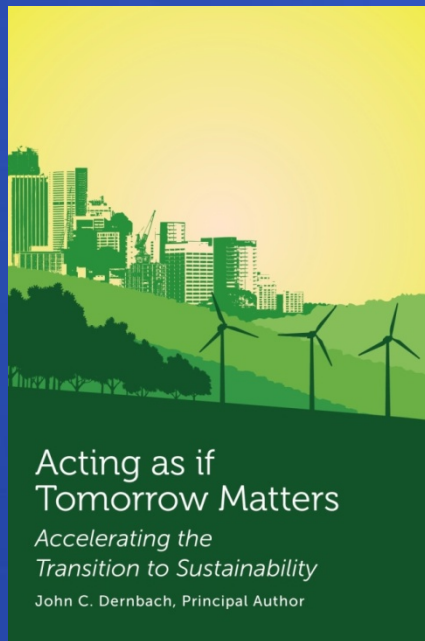


Acting as if Tomorrow Matters



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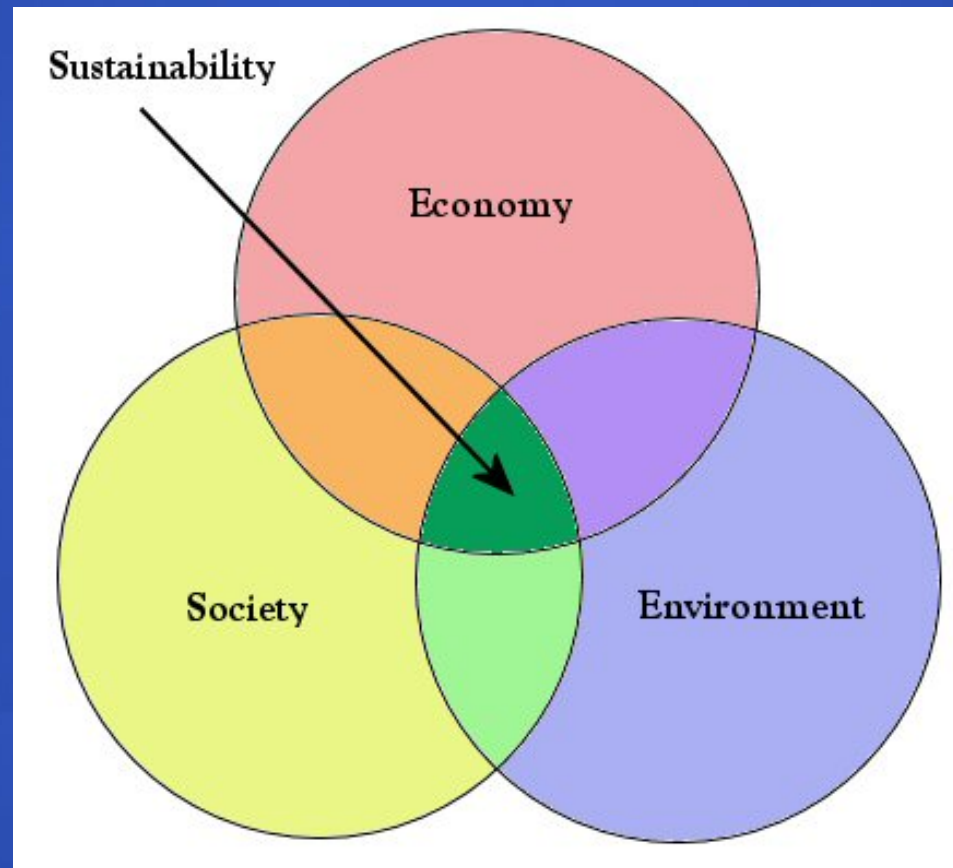
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Two kinds of environmental protection activity in U.S.

- Environmental regulation—
 - More than four decades
- Emerging sustainability movement—
 - This is new, and much broader than environmental regulation



The focus of this emerging movement



Take Away Messages

- U.S. sustainability effort thus far is primarily bottom up—based on seizing opportunities and limiting risks.
- Patterns in progress thus far suggest a workable framework for moving ahead.
- Stronger sustainability movement, involving all sectors, is needed.
- Rio can help this process and draw public attention to it.



Overview

1. Efforts in Last Two Decades

2. Drivers for Sustainability

3. Obstacles

4. How to Accelerate Progress



1. Efforts in Last Two Decades



U.N. Conference on Environment and Development--1992

- Nations of the world endorsed sustainable development
 - Agenda 21—comprehensive action plan
 - Rio Declaration—statement of principles
 - United States participated actively and agreed
 - Implementation and periodic review



Modest progress toward an increasingly distant goal

- Most substantial efforts include: green building, community sustainability, corporate sustainability, brownfields redevelopment, higher education
- Our environmental footprint has grown.
- Greenhouse gas emissions have grown in spite of growing evidence of:
 - The seriousness of the risks climate change presents
 - The fact that climate change is already occurring.

2. Drivers for Sustainability



Growing support in spite of mixed public opinion

- On one hand: Mixed opinion polling
- On the other hand:
 - More-supportive public opinion on specific issues
 - More supportive nongovernmental organizations and corporations
 - Support and advocacy by NGOs
 - Public-private partnerships
 - Market and peer pressure



More-sustainable decisions are easier to make and more attractive

- Better practices
- Attractiveness of more-sustainable alternatives
- Growing cost of, and limits to, business as usual
- More and better tools



Lawmaking is not limited to environmental regulation

- Implementation of existing environmental laws
- New economic development laws for environmental sustainability
- Government financial or other support
- Other legal and policy tools



3. Obstacles



Basic challenges to departing from “business as usual”

- Existing habits
- Lack of urgency
- Uncertainty about alternatives



Unsupportive law and governance

- Laws that support and encourage unsustainable development
- Lack of substantial and bipartisan consensus
- Governance failures



Political opposition and growing influence of other countries

- Economic recession and budget deficit
- Political opposition
- Continuing adherence to conventional development



4. How to Accelerate Progress



More and better sustainability choices

- More credible and demanding standards
- Broader availability of sustainability options
- Better decision-making tools
- More use of behavioral tools



Law for sustainability

- From a primary focus on environmental regulation to a focus on the law of sustainability
- Address climate change in a manner that corresponds to its seriousness



Visionary and pragmatic governance

- Bipartisan narrative and strategy
- Improved public education and engagement
- Prioritize transformational technological research
- Willingness to discuss and act on hard issues



An American movement for sustainability

- Emerging movement already exists
- Should include middle 60-80% of public
- Include all sectors, all groups, that are supportive
- Why participate?
 - Higher quality of life
 - Sustainability is economically attractive
 - Sustainability is right thing to do



Summing Up

- There is emerging sustainability movement in the U.S., and it is primarily bottom up.
- Patterns in progress thus far suggest a framework for moving ahead—providing more and better choices, employing law on behalf of sustainability, and governing in both visionary and pragmatic ways.
- Sustainability movement, involving all sectors, is needed.
- Rio can help



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