

## **Lyuba Zarsky**

608 San Miguel, Berkeley, CA 94707

510 495 4598

*lyubazarsky@gmail.com*

### **Teaching and research interests**

- Global business and sustainability
- Coastal climate risk and resilience
- Business models for sustainable development
- Sustainability in extractive industries

### **Education**

Doctor of Philosophy, Economics (2006)

University of Massachusetts, Amherst

Fields: International Economics, Development Economics

Master of Arts, Economics/Political Economy (1985)

New School for Social Research, New York

Bachelor of Arts, Social Psychology (1975)

University Without Walls Berkeley

### **Teaching Experience**

**Professor, Joint appointment, MBA and International Environmental Policy Program, Graduate School of International Policy and Management, Monterey Institute of International Studies (Fall, 2007--)**

Core:            Business, Sustainability and Society  
                  Business Models for Sustainable Development  
                  International Environmental Politics and Law  
                  Governing the Global Commons  
                  Introduction to Public Policy  
                  Public Policy and the Environment

Electives:      Sustainability Reporting  
                  Business, Sustainability and Society  
                  Public Private Partnerships for Sustainable Development  
                  Foreign Direct Investment, MNCs and Sustainable Industry  
                  Climate and Development  
                  Sustainable Coastal Management  
                  Sustainability in Extractive Industries

**Adjunct Professor, School of Business and Professional Studies, University of San Francisco (Fall 2009)**

Sustainable Business

**Adjunct Professor, Graduate School of International Studies, Monterey Institute of International Studies (Spring, 2007)**

Global Environmental Politics  
Development Economics

**Teaching Assistant  
Department of Economics, University of Massachusetts (1983-88)**

Undergraduate courses in Micro-Economics, Macro-Economics and Political Economy.

**Professional Experience**

**Director, Research and Development,  
Business for Social Responsibility, San Francisco (October, 2005-April, 2006)**

Business for Social Responsibility is an NGO with over 250 global business members. As the first Director of Research and Development, I provided advice on philanthropic and corporate support for policies in support of global corporate social responsibility, including on poverty alleviation and economic development.

**Co-Founder and Director, Globalization and Governance Program  
Nautilus Institute for Security and Sustainability, Berkeley (1992-2001)**

The Nautilus Institute is a non-profit, policy-oriented research and education organization focused on global problems at the intersection of security and sustainability. As Co-Director, I led the Globalization and Governance Program which aimed to integrate environmental ethics and human rights into the governance of the global economy. I designed and led five collaborative international strategic research and education projects, all of which generated publications and contributed to new policy and/or advocacy initiatives by government, business, or NGOs. The projects were: *Human Rights and the Environment*; *Cooperative Approaches to Trade and Environment in Asia-Pacific*; *Environmental Cooperation in Northeast Asia*; *California Global Corporate Accountability*; and *Sustainable and Ethical International Investment Rules*.

**Policy Analyst/Consultant (1991- )**

I have consulted to a variety of international and non-governmental organizations on policy research related to globalisation, corporate social responsibility, and sustainable development, including:

- *Global Development and Environment Institute, Boston*
- *International Institute for Environment and Development, London*
- *Environment Directorate, European Union, Brussels*
- *OECD Environment Directorate, Paris*
- *US-Asia Environment Partnership, Washington D.C.*
- *Asian Development Bank, Manila*
- *Earth Council, Costa Rica*
- *Government of Australia, Environment Department, Canberra*
- *UN Development Program, New York*

- *Worldwide Fund for Nature, UK*
- *Sacred Lands Film Project, San Francisco.*

**Staff Economist and Consultant  
Commission for the Future, Government of Australia (1989-91)**

As Staff Economist, I directed the Sustainable Development program and produced *Sustainable Development: Challenges for Australia*, a framework for policy action developed in collaboration with Australia's largest mining, trade union, environment, and farmer organizations. As a consultant, I organized four national-level stakeholder dialogues to resolve resource conflicts involving business, NGO and government leaders.

**Associate, Center for Popular Economics, Amherst, Massachusetts (1985-89)**

Based at the University of Massachusetts, the Center builds economic literacy among social justice advocates and the general public. As an Associate, I designed a curriculum on the International Economy; co-taught a week-long "How Does the Economy Work?" training for Canadian labor union leaders; and gave numerous public lectures on the international economy and global business to community and university groups.

**Affiliations**

- Affiliated Faculty, Center for the Blue Economy, Monterey Institute
- Senior Research Fellow, Global Development and Environment Institute (GDAE) Fletcher School of Law and Diplomacy, Tufts University, Boston
- Associate, Nautilus Institute for Security and Sustainability. Berkeley
- Member, International Studies Association
- Member, International Society of Ecological Economics
- Member, Latin American Studies Association
- International Fellow, Sustainable Markets Group, International Institute for Environment and Development (IIED), London, (2006-2011)
- Board Member, Occupational Knowledge International, San Francisco, California (2007-2011)
- Reviewer, Sustainability and Globalisation Series, Earthscan Press, London, UK
- Member, Trade and Environment Policy Advisory Committee, Office of the U.S. Trade Representative (1994-2001)
- Member, U.S. Delegation, APEC Sustainable Development Ministerial, 1996, 1997

**Professional Development**

- Environmental, Social and Governance Risk Analysis, online course, UN Environment Program Finance Initiative
- Climate Change: Risks and Opportunities for the Finance Sector, online course, UN Environment Program Finance Initiative
- Training, Conflict Resolution, Johann Galtung, Transcend Network

- Using Scenarios in the Public Sector, training course, Global Business Network
- Training, Grantwriting, San Francisco Management Center
- Frequent public speaker and commenter on radio and television
- Lived and/or worked in the United States, Australia, Asia, Europe, and Latin America

## **Publications**

### **Books and Edited Books**

**Enclave Economy: Foreign Investment and Sustainable Development in Mexico's Silicon Valley** (with Kevin Gallagher), Boston: MIT Press, 2007.

**International Investment for Sustainable Development: Balancing Rights and Rewards** (contributing editor), London: Earthscan Press, 2005..

**Human Rights and the Environment: Conflicts and Norms in a Globalizing World** (contributing editor) London: Earthscan Press, 2002.

**Beyond Good Deeds: Case Studies and A New Policy Agenda for Corporate Accountability** (with Michelle Leighton and Naomi Roht-Arriazza), Berkeley: Natural Heritage Institute, July 2002.

### **Book Chapters**

"Will 'investor rights', segue to 'sustainable development'? Challenges and innovations in international investment rules," in D. Deese (ed), *The International Political Economy of International Trade*, Edward Elgar Publishing, 2014.

"Climate-resilient industrial development paths: design principles and alternative models," in S.R. Khan and J. Christiansen, *Towards New Developmentalism, Market as Means Rather than Master*, New York: Routledge, 2010: pp 227-251.

"Foreign Direct Investment and Sustainable Development," in Kevin P. Gallagher, (ed.) *Handbook on Trade and Environment*, Chettendam, UK: Edward Elgar Publisher, 2009.

"FDI Spillovers and Sustainable Industrial Development: Evidence from US Firms in Mexico's Silicon Valley" (with Kevin Gallagher), in Daniel Chudnovsky and Kevin P. Gallagher (eds), *Rethinking Foreign Investment for Development: Lessons from the Americas*, London: Anthem Press, 2009.

"Lights on or Trade Off? Can Base of the Pyramid Approaches Deliver Solutions to Energy Poverty?" (with Emma Wilson et al), in Prabhu Khandachar and Minna Halme, eds. *Sustainability Challenges and Solutions at the Base of the Pyramid: Business, Technology and the Poor*, Sheffield: Greenleaf Publishing, 2008.

"Havens, Halos and Spaghetti: Untangling the Evidence about Foreign Direct Investment and the Environment," in Klaus E. Meyer, ed., *Multinational Enterprises and Host Economies*, Volume II, Edward Elgar Publishing, 2008.

"FDI and Sustainable Development: Challenges and Opportunities in the IT Sector," in A. Dufey, M. Gran-Grieg and H. Ward (eds), *Responsible Enterprise, Foreign Direct Investment and Investment Promotion*, London: Institute for International Environment and Development and the World Association of Investment Promotion Agencies, 2008.

"No Miracle Drug: Foreign Direct Investment and Sustainable Development" (co-author), in L. Zarsky (ed.), *International Investment for Sustainable Development: Balancing Rights and Rewards*, London: Earthscan Press, 2005.

"Stuck in the Mud? Nation-States, Globalisation and the Environment," in OECD, *Globalisation and the Environment*, Paris: OECD, 1997. Reprinted in K. Gallagher and J. Werksman (eds.), *Earthscan Reader on International Trade and Sustainable Development*, London: Earthscan Press, 2002, pp. 19-44; and in K. Conca and G. Dabelko, *Green Planet Blues, Environmental Politics from Stockholm to Johannesburg*, Westview Press, 2004.

"APEC and the 'Sustainable Development' Agenda," in R. Steinberg (ed.), *The Greening of Trade Law*, Rowman and Littlefield, 2002.

"Global Reach: Human Rights and Environment in the Framework of Corporate Accountability," in L. Zarsky (ed.), *Human Rights and Environment: Conflicts and Norms in a Globalizing World*, London: Earthscan Press, 2002, pp. 31-56.

"Civil Society and the Future of Environmental Governance in Asia," (co-author), in D. Angel and M. Rock, (eds.), *Asia's Clean Revolution: Industry, Growth and the Environment*, Greenleaf Publishing, 2001, pp.128-154.

"From Bystanders to Collaborators, New Roles for Civil Society in Urban-Industrial Environmental Governance," in Asian Development Bank, *Asian Environment Outlook*, Manila: ADB, 2001.

"Environmental Norms in the Asia-Pacific Economic Cooperation Forum," in D. Shelton (ed.), *Commitment and Compliance, The Role of Non-Binding Norms in the International Legal System*, New York: Oxford University Press, 2000, pp. 303-329.

"Havens, Halos, and Spaghetti: Untangling the Evidence About FDI and the Environment," in OECD, *Foreign Direct Investment and the Environment*, Paris: OECD, 1999, pp. 47-74.

"Energy and the Environment in Asia-Pacific," in P. Chasek, (ed.), *The Global Environment in the 21<sup>st</sup> Century*, Tokyo: United Nations University Press, 1999.

"Lessons of Liberalization in Asia: From Structural Adjustment to Sustainable Development," in *Financing for Environmentally Sustainable Development*, Asian Development Bank: Manila, 1994.

"Towards an International Eco-Labeling Framework," in OECD, *Life Cycle Management and Trade*, Paris: OECD, 1994, pp. 194-204.

"Sustainable Development: Challenges for Australia," in *Our Common Future, Australian Edition*, Melbourne: Oxford University Press, 1990. Also published as a monograph by the Commission for the Future, Melbourne, February, 1990.

### **Journal Articles, Working Papers and Conference Papers**

“Do Anti-Mining Conflicts Improve Water Governance by Mining Companies?” paper presented at Latin American Studies Association conference, San Juan, Puerto Rico, May 29, 2015.

“Can Extractive Industries Promote Sustainable Development? A Net Benefits Framework and a Case Study of the Marlin Mine in Guatemala,” (2013) *Journal of Environment and Development*, Vol 22 (2), pp 131-154.

“Shooting in the dark? Assessing costs and benefits of proposed coal development and port expansion on Australia’s Great Barrier Reef,” (co-author), presented to the Fourth National Forum on Socioeconomic Research on Coastal Systems, Center for Natural Resource and Environmental Economics, Louisiana State University, March 24-26, 2013.

“Can extractive industries promote sustainable development? A case study of the Marlin gold mine in Guatemala,” presented to Latin American Studies Association International Congress, San Francisco, May 21-26, 2012.

“Searching for gold in the highlands of Guatemala: Economic benefits and environmental risks of the Marlin mine,” (co-author), Tufts University, Global Development and Environment Institute, September , 2011.

“Climate-resilient industrial development: design principles and alternative models,” (2010), Global Development and Environment Institute Working Paper 10-01, February (available at [http://www.ase.tufts.edu/qdae/policy\\_research/climateresilientdevelopment.html](http://www.ase.tufts.edu/qdae/policy_research/climateresilientdevelopment.html))

“Climate resilient development: Can foreign direct investment play a positive role?” presented to conference on Market as Means or as Master? ‘Neo-developmentalism’ vs Neo-liberalism, Department of Economics, Mt Holyoke College, November 14-16, 2008.

“Sustainable Industrial Development and the State: The Case of the IT Industry in Mexico.” (2008) Presented to panel on New Models of Globalization, International Studies Association Conference, San Francisco, March 29.

“From Regulatory Chill to Deepfreeze?” (2006) *International Environmental Agreements: Politics, Law and Economics*, November.

“Whither Globalization? The Beleaguered Promise of Foreign Investment for Sustainable Development,” (2005) *International Journal of Environmental, Cultural, Economic and Social Sustainability*, November.

“Sustainable Industrial Development? The Performance of Mexico’s FDI-Led Integration Strategy” (co-author), paper to Conference on New Directions for Sustainable Development in Mexico, Science, Technology and Development Program, El Colegio de Mexico, October 20-21, 2003. Also published as a Working Paper of the Global Development and Environment Institute, <http://www.ase.tufts.edu/qdae>.

“Beyond Good Deeds: Strengthening Corporate Social Responsibility with Public Policy,” *Forum Magazine* (UK), July, 2002.

“Getting Traction? Sustainable Development and the Governance of Investment,” paper for conference on *Sustainability, Trade and Investment: Which Way Now for the WTO?* Royal Institute of International Affairs, London, October, 2000.

“The Asia-Pacific Environmental Cooperation Forum and the Environment: Regional Governance in the Age of Globalization,” *Colorado Journal for International Environmental Law and Policy*, 8 (summer) 1997.

“Environmental Cooperation at APEC: The First Five Years,” (co-author), *Journal of Environment and Development*, September, 1997.

“The Prospects for Environmental Cooperation in Northeast Asia,” *Asian Perspective*, Vol. 19, No. 2, Fall/Winter, 1995, pp. 103-130.

“Acid Rain in a Regional Context,” paper to a conference on The Role of Science and Technology in Promoting Environmentally Sound Development, Science and Technology Policy Institute and UN University, Seoul, June 13-15, 1995.

“Environmental Issues and Regimes in Northeast Asia,” (co-author) *International Environmental Affairs*, Vol 6 No 4 , Fall, 1994.

“NAFTA’s Repercussions: Is Green Trade Possible?” *Environment*, No 36:2, March, 1994, pp.2-3.

“Job Benefits of Expanding Investment in Solar Energy” (co-author), *Solar Industry Journal*, Vol 3 Issue 4, Fourth Quarter, 1994.

“The Greening of Trade,” *Philippine Journal of Development Studies*, Vol. X, No. 3-a, 1992.

“Sustainable Development, Global Trading Rules, and the Asia Pacific Region,” *Canberra Journal of Public Administration*, No. 69, May, 1992, pp. 166-172.

“Ecology, Ethics, and Immigration: A Global View,” *Search* (Journal of the Australia-New Zealand Science Association), Vol. 22:4, June, 1991, pp. 124-5.

“Capital Flight From the Philippines,” (co-author), *Journal of Philippine Political Economy*, Vol. 6, No. 2, 1991.

“The Green Market,” *Australian Left Review*, No. 124, December, 1990.

“Green Economics,” *Previews of a Changing World*, Australian Commission for the Future, Melbourne, 1990.

“Images of Asian-Pacific Futures,” in Ministry of External Relations and Trade, Proceedings of the Pacific Security Symposium, Wellington, New Zealand, May, 1990.

## **Reports and Policy Briefs**

“Water risk and mining conflicts in Latin America,” *World Policy Review*, June 10, 2015.

“Sustaining development: Extractive industries and local communities,” *World Policy Review Feature Article*, August 6, 2013.

“Innovating for environment and society: an overview,” IIED Briefing Series, Business Models for Sustainable Development (co-author), May, 2009.

“Foreign Investment and Sustainable Development: Lessons from the Americas,” (co-author) Working Group on Development and the Environment in the Americas, Washington DC: Heinrich Boll Foundation North America, May, 2008.

“Multinationals and the ‘Maquila Mindset’ in Mexico’s Silicon Valley,” (with Kevin Gallagher), Americas Program Policy Brief, Interhemispheric Resource Center, October 12, 2007.

“Is Nothing Sacred? Corporate Responsibility for the Protection of Native American Sacred Sites and Landscapes,” report to Corporate Social Responsibility Program, Sacred Sites Film Project, San Francisco, California, September, 2006.

“Operation Successful—But the Patient Is Not Well: NAFTA, Foreign Direct Investment and Sustainable Development in Mexico,” (co-author), *Foreign Policy in Focus, Special Issue on NAFTA at Ten*, January, 2004.

“Implementing the Environmental Components of the OECD Guidelines for MNEs: Tools and Case Studies,” report to OECD Environment Directorate, June, 2004.

“Searching for the Holy Grail? Making FDI Work for Sustainable Development,” (co-author), Paper prepared for World Wildlife Fund-UK Workshop on International Investment Frameworks for Sustainable Development, London, April, 2003. Also published in *Allies or Antagonists? Investment, Sustainable Development and the WTO*, Washington: Heinrich Boll Foundation, August 2003, pp. 7-29.

“Dodging Dilemmas? Environmental and Social Accountability in the Global Operations of California High Tech Companies,” (co-author), Report to the California Global Corporate Accountability Project, Nautilus Institute, May, 2002 (available online at [www.nautilus.org](http://www.nautilus.org)).

“What Road Ahead? Scenarios for the Future of US-China Relations 2001-2010,” Report of Two Workshops Held in Beijing, June and November, 2000, (co-author), Sponsored by Nautilus Institute for Security and Sustainable Development and Center for American Studies, Fudan University, Nautilus Institute, April, 2001.

“The Future of US-China Relations: Do Progressives Have a Vision?” *Foreign Policy in Focus*, May, 2000.

“Hard Issues, Innovative Approaches,” Briefing Document for Round Table on Improving NGO-Industry Dialogue on Corporate Accountability and Social Responsibility,” [www.nautilus.org/cap/reports/index.html](http://www.nautilus.org/cap/reports/index.html), 1999.



"International Investment Rules and the Environment: Stuck in the Mud" *Foreign Policy in Focus*, Vol. 4, No. 22, 1999.

"Civil Society and Clean Shared Growth in Asia: Towards a Stakeholder Model of Environmental Governance," Report to US-Asia Environmental Partnership, presented at The Outlook for Environmentally Sound Development Policies Workshop, U.S.-AEP and the Asian Development Bank, Manila, Philippines, August 2-3, 1999.

"Trade, Environment and APEC," *Policy Brief*, Asia Foundation, San Francisco, April, 1994.

*Trade-Environment Linkages and Sustainable Development*, Report to Australian Department of Environment, September, 1991.