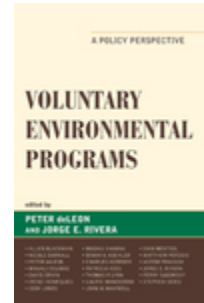


## **Voluntary Environmental Programs: A Policy Perspective**

*Edited by Peter deLeon and Jorge E. Rivera*

"This book is a very useful compilation of essays by many of the scholars who have devoted most serious attention and research to the evaluation of voluntary environmental programs. It will be valuable to anyone interested in doing research on them, as well as to anyone interested in knowing what we have learned about these policy tools and what they have and have not accomplished."—Richard N. L. Andrews, University of North Carolina at Chapel Hill



Protecting the environment is often not the primary objective of businesses. As the world has become more environmentally aware, the necessity of environmental regulations becomes apparent. *Voluntary Environmental Programs: A Policy Perspective* examines different approaches to environmental protection in business. Environmental improvements on the part of industry often result from government regulations that command certain action on the part of industry and then control how well they perform. An alternative approach is Voluntary Environmental Agreements (VEA), where firms voluntarily commit to make certain environmental improvements individually, as part of an industry association, or under the guidance of a government entity. For example, many new initiatives targeted towards climate change originate from companies that voluntarily commit to reduce their carbon output or "footprint."

*Voluntary Environmental Programs* (VEP) provides an overview of current research on VEPs, looking at issues such as what motivates firms to participate, how a VEP structure affects a company's efficiency and credibility with stakeholders, and who monitors compliance of participants. This current work examines how a firm's environmental performance over time compares with VEP commitments. This book also discusses the particular considerations for VEPs in developing countries, where information flows and regulatory oversight capacities differ from the U.S.

### **List of Contributors**

Allen Blackman, Aseem Prakash, Charles Koerber, Cody Jones, Darnell, David Ervin, Dinah A. Koehler, Irene Henriques, Ivan Montiel, John W. Maxwell, Jorge Riviera, Laurie Manderino, Madhu Khanna, Magali Delmas, Matthew Potoski, Patricia Koss, Perry Sadorsky, Peter de Leon, Thomas P. Lyon, Sides

**Peter deLeon** is a professor of public policy at the University of Colorado, and has published extensively. In 2008, he was chosen to be coeditor of the *Policy Studies Journal*.

**Jorge E. Rivera** is associate professor in the Department of Strategic Management and Public Policy at George Washington University. He is also the author of the forthcoming book, *Business and Public Policy* by Cambridge University Press.

**Table of Contents:** Chapter 1. Voluntary Environmental Programs: An Introduction by Peter de Leon, Jorge Riviera, Laurie Manderino • Chapter 2. The Effectiveness of Voluntary Environmental Programs--A Policy at a Crossroads? by Dinah A. Koehler • Chapter 3.

Environmental Public Voluntary Programs Reconsidered by Thomas P. Lyon, John W. Maxwell • Chapter 4. Voluntary Environmental Management: Motivations and Policy Implications by Madhu Khanna, Cody Jones, David Ervin, Patricia Koss • Chapter 5. Collective Action Through Voluntary Environmental Programs: A Club Theory Approach by Aseem Prakash, Matthew Potoski • Chapter 6. The Diffusion Voluntary International Standards: Responsible Care, ISO 9000 and ISO 14001 in the Chemical Industry by Magali Delmas, Ivan Montiel • Chapter 7. Is Greener Whiter Yet? The Sustainable Slopes Program After Five Years by Jorge Rivera, Peter de Leon, Charles Koerber • Chapter 8. Assessing the Performance of Voluntary Environmental Programs: Does Certification Matter? by Darnell, Sides • Chapter 9. Can Voluntary Environmental Regulation Work in Developing Countries: Lessons from Case Studies by Allen Blackman • Chapter 10. Voluntary Environmental Programs: A Canadian Perspective by Irene Henriques, Perry Sadorsky • Chapter 11. Concluding Opinion, Voluntary Environmental Programs: Are Carrots Without Sticks Enough for Effective Environmental Protection Policy? by Jorge Rivera, Peter de Leon

LEXINGTON BOOKS