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Non-Agricultural Environmental Policy

1930 — 1960 — 1975 — 1990 — 2006

Conservation-Preservation

* Pro-growth
* Conservation-Efficiency "Wise Use"*
* Top-down
* Reliance on Exports
* Technological Developments
* Multiple Use

Environmentalism** — Sustainability

*Constrained Growth
* Local Problems
* "Big Dirties"
* Law Solutions Dominate "Command-and-Control"
*Authoritative Approaches
* Federal Rules
* Simple, Single Media Specific
* Ad-hoc
* Win-Lose Mentality
* Tame Problems

*Constrained Growth
* Global Problems
* Many Smaller Firms / Households
* Experimentation with Flexible Incentives
* Local, State Rules; NGOs
* Collaborative Participatory Approaches
* Interdependent, Complicated Problems
* Systems Thinking; Landscape Thinking
* Win-Win Mentality
* Wicked Problems

Corporate Environmental Mgt.

Second Generation CEM

* Private Codes
* Ecolabeling
* Compliance-Push
* Demand-Pull
* From Pollution Control to Pollution Prevention to Sustainability
* Innovation

Third Generation CEM

Goal:
* Helping businesses to succeed
** Collective society exerting control over individual's choices and behavior