

# Green Capitalism?: Exploring the Crossroads of Environmental and Business History

Hagley Museum and Library Soda House - October 30 and 31, 2014

co-sponsored by German Historical Institute, D.C., and the Center for the History of Business, Technology, and Society

## THURSDAY 30 OCTOBER

### 9:00-9:30 - Welcoming remarks

Erik Rau, Hagley Museum and Library

Hartmut Berghoff, German  
Historical Institute D.C.

### 9:30-12:00 - Session 1: Firms as Conservationists?

William D. Bryan, Emory University  
Corporate Conservation and Conflict:  
Determining the Ideal Forms of  
Development for the American South

Julie Cohn, University of Houston  
Utilities as Conservationists: The  
Conundrum of Electrification during the  
Progressive Era in North America

David B. Cohen, Brandeis University  
Capitalism and the Wilderness Idea: The  
Case of the Great Northern Paper Company

Frank Uekötter, University of Birmingham  
How Green was Chemurgy? A Movement  
in Search of Corporations

Comment: Ann Greene, University  
of Pennsylvania

### 12:00-1:00 - Lunch

### 1:00-3:00 - Session 2: Consumers' Demands

Ai Hisano, University of Delaware  
Making Natural: Coloring Florida  
Oranges, 1930s-1950s

Brian C. Black, Penn State Altoona  
Energy Hinge: Green Consumerism  
and the Energy Scene since 1973

Rachel Gross, University of  
Wisconsin, Madison

Greening Outdoor Recreation  
in the Age of Plastics

Comment: Adam Rome, University of Delaware

### 3:30-5:30 - Session 3: Globalization

B. R. Cohen and Matthew Plishka, Lafayette  
College

Cottonseed, Oil, and the Environmental  
Entanglements of a Global Gilded Age Industry

Emily K. Brock, Max Planck Institute  
Naming Commodities: Colonial Power,  
American Business and the Rebranding of  
a Tropical Forest Tree in the Philippines

Simone Müller-Pohl, University of Freiburg  
Why American Cities go Wasting  
Abroad: Local Political Economy and  
International Trade in Hazardous Waste

Comment: Yda Schreuder,  
University of Delaware

### 5:30-6:30 - Reception

## FRIDAY 31 OCTOBER

### 9:00-11:30 - Session 4: Firms Going Green

David Kinkela, State University of  
New York at Fredonia  
Hi-Cone Plastic Six-Pack Rings, Ocean  
Pollution, and the Challenge of a  
Global Environmental Problem

Bart Elmore, University of Alabama  
Towards a History of Sustainable  
Business?: What the Coca-Cola Company  
Can Tell Us about the Ecological  
Causes of Corporate Restructuring

Leif Fredrickson, University of Virginia  
The Rise and Fall of an Ecostar:  
Environmental Technology Innovation  
and Marketing as Policy Obstruction

Ann-Kristin Bergquist, Umeå University  
Dilemmas of Going Green: Company  
Strategies in the Swedish Mining  
Company Boliden 1960-2000

Comment: Regina Lee Blaszczyk,  
University of Leeds

### 11:30-12:30 - Lunch

### 12:30-2:00 - Session 5: Governance

Roman Köster, Bundeswehr University Munich  
Private Companies and the Recycling of  
Household Waste in West Germany, 1965-1990

Hugh Gorman, Michigan Technology University  
The Role of Businesses in Constructing  
Systems of Environmental Governance

Comment: Brian Balogh, University of Virginia

### 2:00-3:00 - Conference Summary

Christine Meisner Rosen, Haas School of  
Business, University of California-Berkeley

Advance registration for the conference is  
required. Registration is free. Lunch on site can  
be purchased in advance for \$15. To register, visit  
[www.hagley.org/hagleyconference2014](http://www.hagley.org/hagleyconference2014). For  
more information, contact Carol Lockman at  
(302)-658-2400, ext. 243, or [clockman@hagley.org](mailto:clockman@hagley.org).

The conference will be held in Hagley's Soda House  
building. Use Hagley's Buck Road East entrance  
off Route 100 in Wilmington, Delaware. Directions  
at [www.hagley.org/library-directions](http://www.hagley.org/library-directions). For those  
staying overnight, we recommend the Best Western  
Brandywine Inn, [www.brandywineinn.com](http://www.brandywineinn.com); a block  
of rooms is available for attendees and shuttle  
service during the conference is provided.