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

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. For more information, contact Carol Lockman at (302)-658-2400, ext. 243, or 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. For those staying overnight, we recommend the Best Western Brandywine Inn, www.brandywineinn.com; a block of rooms is available for attendees and shuttle service during the conference is provided.