

Bruce Rich: Speaking: Tues. Feb 15th in Campus Center 301 2pm
To Uphold the World: A Call for a New Global Ethic

Bruce Rich is a Washington DC based attorney who has worked as senior counsel concerning international environmental issues for major U.S. environmental organizations such as the Environmental Defense Fund and the Natural Resources Defense Council. Rich is the author of *Mortgaging The Earth* (Beacon Press, Boston, and Earthscan, London, 1994), an environmental expose and history of the World Bank which was widely acclaimed in reviews ranging from the *New York Times Sunday Book Review* to *Le Monde Diplomatique*. He has written numerous articles and opeds for publications such as *The Financial Times*, *The Nation*, *The Ecologist*, and *Environmental Forum*, the policy journal of the Environmental Law Institute in Washington. He has lectured widely at universities and colleges around the U.S. Rich was accorded the highest environmental prize of the United Nations, the United Nations Environment Program "Global 500 Award" in 1988, and he won the World Hunger Media Award for that year for the best periodical piece on development issues. Rich contributed to the Cornell University Press book *Reinventing the World Bank* (eds. Jonathan Pincus and Jeffrey Winters, 2002), and has authored a book on ancient India history and globalization published by Penguin Books (India) in 2008: *To Uphold the World: The Message of Ashoka and Kautilya for the 21st Century*, with a Foreword by Nobel Economics Laureate Amartya Sen and an Afterword by His Holiness the Dalai Lama, published in April, 2010 in the U.S. by Beacon Press, Boston, as *To Uphold the World: A Call for a New Global Ethic from Ancient India*.

He has worked for a variety of international agencies, including the U.S. Agency for International Development, the United Nations Environment Program, the World Resources Institute, the U.S. Congress Office of Technology Assessment, and the World Bank. He has testified in numerous Congressional hearings on U.S. participation in international financial institutions.

In recent years Rich has been involved in a growing international research and advocacy campaign to promote environmental and social reforms in the export finance agencies of the major industrialized countries. He has given technical presentations concerning proposed environmental guidelines for export finance before the OECD Export Credit Group several times. He has been asked by the Senate Foreign Relations Committee to testify three times in 2004—2006 in a series of hearings on corruption in international development lending. The hearings, and suggestions made by Mr. Rich and other witnesses resulted in major legislation being enacted in November 2005 promoting transparency, governance and anti-corruption reforms in International Financial Institutions. In April, 2009 Mr. Rich completed a survey of global finance of coal plants by publicly supported international financial institutions (available at <http://www.edf.org/coalfinance>). Currently he is Visiting Scholar at the Environmental Law Institute in Washington DC, and is involved in the research and writing of a new book on the World Bank, to be published by Beacon Press in 2012. Mr. Rich is an honors graduate of Yale College and the University of Pennsylvania Law School.

In 1991 Bruce Rich climbed a hill to a remote archaeological site in Southeast India and encountered a startling stone inscription. It said that in 260 BC there was a tremendous battle on the plain below where 100,000 were killed and 150,000 carried off. The inscription was by Ashoka, the Indian Emperor who won this battle and he wrote of the suffering this caused and expressed tremendous remorse. He also proclaimed a new policy of nonviolence and stated that the greatest conquest isn't over the outside world but over oneself.

Rich wondered why he had never heard of Ashoka, whose empire was the largest, richest and most powerful multi-ethnic state of the time. And what the fraught 21st Century might learn from a warrior king of the Third Century BC, who became a Buddhist convert and ruled a conflicted global empire with nonviolence and compassion. The forgotten ethical revolution of Ashoka led Rich to write ***TO UPHOLD THE WORLD: A Call for a New Global Ethic from Ancient India, with a Forward by Amartya Sen, winner of the Nobel Prize in Economics, Afterword by His Holiness the Dalai Lama.***

Paradoxically, research on Ashoka led to his seeming opposite, Kautilya, the “brains” behind his grandfather’s kingdom, who wrote the first major work on economics, “Arthashastra.”(science of material wealth.) Kautilya reasoned that the underlying principle of society was the acquisition and management of material wealth and that the king’s duty was to put it above all. The treasury must be defended first, then social welfare and nature protection as means to uphold the state. Kautilya’s viewpoint was utilitarian and amoral—whatever works. He was ruthless, relying on spy networks, which used holy men and prostitutes.

Yet Rich suggests that Ashoka’s empire would not have been possible without Kautilya’s foundation. For instance, as a matter of self-interest, Kautilya, believed war was a last resort in international relations. The order of options included negotiation, gifts, fomenting internal dissension, and only last, armed aggression and war. And, for weaker states, he wrote, the first ones usually work. He and Ashoka were often in agreement, though for very different reasons.

Rich says we live in a Kautilyan world and need an Ashokan ethic. In a time when the first cities were growing and international trade was expanding, Ashoka had to hold together a large and ethnically diverse empire. He realized without a universal ethic, no society could prosper. And, over the whole Indian subcontinent he inscribed 14 different ethical edicts on rock faces, proclaiming religious toleration, protection of animal species, medical centers for humans and animals at home and abroad, and a state policy of promoting justice and nonviolence for both the kingdom and the whole world.

We now face on a planetary scale problems of globalization, expanded international trade, the tensions of multiculturalism, and need a universal ethical system to hold it together. TO UPHOLD THE WORLD offers thought for a future world.

BRUCE MILLER RICH

1909 New Hampshire Avenue, NW, Washington DC 2009. Telephone: 202 234 5084.
Email: brucemrich@gmail.com

EDUCATION

UNIVERSITY OF PENNSYLVANIA LAW SCHOOL, J.D. 1981; concentration in comparative and international law; member, District of Columbia Bar.

WHARTON BUSINESS SCHOOL, SCHOOL OF CITY PLANNING, UNIVERSITY OF PENNSYLVANIA, graduate courses in economics, corporate and international development planning.

ECOLE PRATIQUE DES HAUTES ETUDES, Paris, 1975-1976, courses on economics and social anthropology in Latin America.

YALE COLLEGE, B.A. cum laude (top quarter of class), 1970, Russian Studies and French; activities: Yale Daily News.

UNIVERSITY OF MUNICH; and GOETHE INSTUTE, Bad Arolsen, Hessen; German language courses for foreigners, 1967-1968.

EXPERIENCE

ENVIRONMENTAL LAW INSTITUTE, Washington D.C., Visiting Scholar.

ENVIRONMENTAL DEFENSE FUND, Washington, D.C., Senior Counsel, International Finance and Development; founder, International Program; 1985-2009.

NATURAL RESOURCES DEFENSE COUNCIL, International Project, Washington, D.C. 1981-1985, Attorney.

U.S. AGENCY FOR INTERNATIONAL DEVELOPMENT, consultant, Brazzaville, Congo, drafting of national environmental assessment law.

WORLD BANK, Projects Advisory Staff, consultant, Office of Environmental Affairs.

WORLD RESOURCES INSTITUTE, Washington, consultant, international financial institutions and pesticide use.

UNITED NATIONS ENVIRONMENT PROGRAM, consultant, Mediterranean Action Plan.

U.S. CONGRESS OFFICE OF TECHNOLOGY ASSESSMENT, consultant, studies on technologies to sustain tropical forest resources and conserve biological diversity.

INTERNATIONAL UNION FOR CONSERVATION OF NATURE AND NATURAL RESOURCES, consultant, development and resources management, Belize, Central America.

WORLD WILDLIFE FUND, U.S., consultant, conservation and development, Chiapas, Mexico.

CENTER FOR LAW AND SOCIAL POLICY, Washington, 1980, international law relating to Antarctic Treaty, Law of the Sea, MARPOL Protocol, other marine issues.

LANGUAGES

French, German, Spanish, Portuguese, Russian.

SELECTED PUBLICATIONS

BOOKS

To Uphold the World: The Message of Ashoka and Kautilya for the 21st Century, Foreword by Amartya Sen, Afterword by His Holiness the Dalai Lama, Penguin Books, New Delhi, 2008; To Uphold the World: A Call for a New Global Ethic from Ancient India, Beacon Press, Boston, 2010.

Mortgaging the Earth: The World Bank, Environmental Impoverishment, and the Crisis of Development, Beacon Press, Boston, 1994, 1995.

BOOK CHAPTERS

Bruce Rich and Tomas Carbonell, in Carl Bruch, ed., "Public Participation and Transparency at Official Export Credit Agencies," in The New Public: The Globalization of Public Participation, Environmental Law Institute, 2002.

"The World Bank under James Wolfensohn," in J. Pincus and J Winters, eds., Reinventing the World Bank, Cornell University Press, 2002.

ARTICLES, BOOK REVIEWS, OP-EDS

"Postmodern Development," Review of William Easterly's *The White Man's Burden: Why the West's efforts to aid the rest have done so much ill and so little good*, The Review of International Organizations, Vol. 1, No. 2, June, 2006.

"Bank Heist: Can the Development Banks Stop 'Leakage'?", Environmental Forum, The Policy Journal of the Environmental Law Institute (cover story), Washington D.C., Vol. 22, No. 5, September/October 2005.

Allan Meltzer and Bruce Rich, "World Bank Drain," op-ed, The Washington Times, January 13, 2003.

Bruce Rich and Steve Schwartzman, "How to Improve Development," op-ed, Financial Times, November 28, 2001.

"Trading in Dubious Practices: OECD Countries must stop export credit agencies funding environmentally damaging and immoral projects," op-ed, Financial Times, February 24, 2000.

"Exporting Destruction," Environmental Forum, The Policy Journal of the Environmental Law Institute (cover story), Washington, D.C., Vol. 17, No. 5, September/October 2000.

"The Emperor's New Clothes," World Policy Journal, Spring, 1990.

"Conservation Woes at the World Bank," The Nation, January 23rd, 1989.

"Environmental Reform and the Multilateral Banks," World Policy Journal, Spring, 1988.

"The Multilateral Development Banks, Environmental Policy and the United States," Ecology Law Quarterly, Vol. 12, No. 4, 1985.

"International Institutional Constraints in Sustaining Tropical Forest Resources," invited paper, Second World Congress on Land Policy, Harvard Law School, June, 1983.

"Institutions That Deal With Technologies to Sustain Tropical Forest Resources," commissioned by U.S. Congress Office of Technology Assessment, July, 1983.

Introduction to Southern Ocean Conservation Issues (co-author), The Oceanic Society, Stamford, Conn., 1980. Library of Congress No. 80-833389.

TESTIMONY, TECHNICAL PRESENTATIONS

Written and Oral Testimony before the U.S. Congress concerning U.S. participation in the World Bank, regional multilateral development banks, U.S. Export-Import Bank, U.S. Overseas Private Investment Corporation, Export Credit Agencies, United Nations Environment Program, and other United Nations agencies, 1982—2006.

Written and Oral Technical Presentations Before the Export Credit Group, Trade Directorate, Organization for Economic Cooperation and Development (OECD), 1998-2008.

INTERNATIONAL AWARDS

United Nations Environment Program Global 500 Award for Practical Environmental Achievement, 1988.

World Hunger Media Award, Best Periodical Article, 1988.

World Hunger Media Award, Best Book, Second Prize (for Mortgaging the Earth), 1994