

18 December 2013

John Haslam  
Cambridge University Press  
University Printing House  
Shaftesbury Road  
Cambridge  
CB2 8BS  
United Kingdom

Subject: Book proposal

Dear Editor,

I am writing you to solicit your interest in a book manuscript titled “Innovations in environmental governance: Governing for less in Western and Eastern societies”.

I seek Cambridge University Press as a possible outlet for this book because many of my colleagues at the Australian National University, and in particular my direct colleagues at the Regulatory Institutions Network (RegNet) have good experiences with your Press. To name a few, Prof Hillary Charlesworth (*Fault Lines of International Legitimacy*, 2010); Prof Peter Drahos (*The Global Governance of Knowledge*, 2010); Prof Peter Grabosky (*Lengthening the Arm of the Law*, 2009; *Cyber Criminals on Trial*, 2004); and, Prof John Braithwaite (*Global Business Regulation*, 2000, with Prof Peter Drahos). Your Press further has a record of publishing strong books in the area of ‘Earth sciences and environmental sciences’ and in particular in the field of ‘Environmental policy, economics and law’, the field of the proposed book.

My book is ground-breaking in its response to studies that address innovations in environmental governance, such as public-private collaborations, voluntary programs and market-driven environmental governance. The current literature on such innovations states high expectations about these innovations that are now widely applied by policymakers around the globe. This literature expects that these innovations are more effective and efficient than traditional state-led interventions in addressing environmental harms. Yet, this current literature is being more and more critiqued for a lack of empirical insights as to whether these innovations live up to their expectations.

This, then, is the gap the book seeks to address: solid empirical knowledge on the performance of these innovations in environmental governance. The book finds limited support for many of the currently stated and oft repeated expectations about these innovations. In doing so it sheds a much needed critical new light on the existing literature, and advances the current state of knowledge on these innovations in environmental governance.

The book is unique in its ambition and reach. It builds on an in-depth study of 57 examples of innovations in environmental governance in Australia, the Netherlands, the United States, Singapore, India, and Malaysia. The research on which it builds was carried out in 2012 and 2013, including a series of unique interviews with over 200 experts in these 57 examples. In the book I systematically analyse the 57 examples, and I will question how their characteristics affect their outcomes. The characteristics of interest are derived from an extensive review of the literature, which allows me to test many of the claims made in the current literature.

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The book will be one of the first, if not the first, of its kind that systematically studies a large series of such innovations in environmental governance to great depth in both developed and developing economies. It will be a text-book example of an international qualitative comparative medium-n study. Medium-n studies allow for both in-depth understanding of the examples studied, as well as for generalisations that move beyond the set of cases studied. Due to their time intensity, however, medium-n studies are not commonly undertaken.

I hope this brief summary of the book has raised your interest. Included you will find a 2000 word outline of the book, an executive CV, two sample chapters, and a discussion of the market potential of the proposed book. The attachments follow the guideline on your website.

I have not submitted the book proposal to other publishers. Please let me know if you have any questions resulting from this book proposal.

I am looking forward to your response.

Sincerely,

Dr. Jeroen van der Heijden  
Assistant Professor

Australian National University & University of Amsterdam