

**International Conference**

**Mapping the  
Hard Law/Soft Law  
Terrain:**

Labor & Environmental Protection  
in Corporate Codes and  
public-private initiatives

**June 2-3, 2010**

**Organizers:**

Guy Mundlak, Issi Rosen-Zvi, Ronen Shamir



**The Conference's Website:**

<http://www.law.tau.ac.il/Eng/Softlaw>

**Administrative Organization:**

**Aya Shalom**

The Cegla Center for Interdisciplinary Research of the Law

The Buchmann Faculty of Law, Tel Aviv University

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**The sessions will take place at**

Tel Aviv University,  
The Buchmann Faculty of Law,  
Trubowicz Building,  
Sonia Kossoy Conference Room (Room 307).

The conference sessions will be held in English

## WEDNESDAY, JUNE 2, 2010

### 09:00 GREETINGS

**Hanoch Dagan**, Dean of the Buchmann Faculty of Law,  
Tel Aviv University

**Daphne Barak-Erez**, Director, The Cegla Center for Interdisciplinary  
Research of the Law, Tel Aviv University

### 09:15-10:15

**Yossi Dahan**, **Hanna Lerner**, **Faina Milman-Sivan**  
(The Academic Center for Law and Business, Ramat-Gan;  
Tel-Aviv University; Haifa University)

### Collective Responsibility and Transnational Labor Law

Comment: **Eyal Benvenisti**, Tel Aviv University

### 10:15-11:15

**Ronen Shamir**, Tel Aviv University

### Socially Responsible Private Regulation: World Culture or Capitalist Strategy?

Comment: **David Levi-Faur**, Hebrew University, Jerusalem

### 11:15-12:00 COFFEE BREAK

### 12:00-13:00

**Guy Mundlak**, **Issi Rosen Zvi**, Tel Aviv University

### Signaling Virtue: A Comparison of Multinationals' Codes of Conduct in the Fields of Labor and Environment

Comment: **Sharon Rabin Margalioth**, Interdisciplinary Center, Herzliya

### 12:45-14:30 LUNCH

### 14:30-15:30

**Oren Perez**, Bar-Ilan University

### Private Environmental Governance as Ensemble Regulation: A Critical Exploration of Sustainable Business Indexes

Comment: **Dorit Keret**, Tel Aviv University

### 15:30-16:30

**Halina Ward**, Foundation for Democracy and Sustainable  
Development, UK

### Implications of ISO 26000 for Public Policy, Governance and Democracy

Comment: **Neta Ziv**, Tel Aviv University

### 16:30-17:00 COFFEE BREAK

### 17:00-18:00

**Cynthia A. Williams & John M. Conley**,

(University of Ill. Urbana-Champaign; University of N. Carolina, USA)

### Global Banks as Global Sustainability Regulators: the Equator Principles

Comment: **Tomer Broude**, Hebrew University, Jerusalem

## THURSDAY, JUNE 3, 2010

### 09:00- 10:15

**Vanitha Sundra Karean**, Monash University, Malaysia

### In Defense of Soft Law and Public-Private Initiatives in the Case of Malaysian Labor Law

Comment: **Hila Shamir**, Tel Aviv University

### 10:15- 11:30

**Marc Eisner**, Wesleyan University, CT, USA

### Private Environmental Governance in Hard Times

Comment: **David Schorr**, Tel Aviv University

### 12:00-14:00 LUNCH

### 14:00-15:15

**Kevin Kolben**, Rutgers Business School

### Towards an Integrative Theory of Transnational Labor Regulation

Comment: **Guy Davidov**, Hebrew University, Jerusalem

### 15:15-16:30

**Tim Bartley**, Indiana University, USA

### Legal Pluralism and the Implementation of Private Standards: Evidence from Forestry and Labor

Comment: **Ronen Shamir**, Tel-Aviv University

### 16:30-17:30

### Closed Meeting for Authors – Towards Publication