

Zdravka Tzankova, Ph.D.

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EDUCATION

- 2007 Ph.D. **University of California, Berkeley**
Environmental Science, Policy, and Management
- 2000 M.A. **Brown University**
Environmental Studies
- 1998 B.A. **Mount Holyoke College**, Phi Beta Kappa
International Relations
- 1996 **Williams College**, Williams-Mystic Maritime Studies Program
Interdisciplinary experiential learning & field study semester

ACADEMIC APPOINTMENTS

- 2021 - **Research Associate Professor**, Sociology, *Vanderbilt University*
- 2015 – 2021 **Associate Professor NTT**, Sociology & Public Policy Studies, *Vanderbilt University*
- 2007 – 2015 **Assistant Professor**, Environmental Studies, *University of California, Santa Cruz*

PROFESSIONAL EXPERIENCE

- 2021– **Stakeholder & community outreach consultant (pro bono)**, *WattTime, Oakland, CA*
Develop stakeholder outreach and inclusion strategies; lay groundwork for community partnerships
- 2020– **Strategy Consultant (pro-bono)**, *Clearloop, Brentwood, TN*
Advise on marketing the company’s innovative approach to providing carbon offsets; Identify new strategies for client recruitment; Help optimize the environmental justice dimension of the company’s work
- 2014 **Sustainability Consultant**, *Nordic Naturals, Watsonville, CA*
Research & strategy in support of the company’s sustainable sourcing efforts
- 2006-2007 **Conservation Consultant**, *Center for the Future of the Oceans, Monterey, CA*
Sustainability analysis of US aquaculture operations; Analysis and design of mitigation and control options for specific types of US-based aquaculture
- 2000-2006 **Policy & Strategy Consultant**, *SeaWeb, Washington, DC*

Research and strategic consulting in support of marine conservation initiatives; evaluation and fine-tuning of social marketing and consumer campaigns; research and strategy development for addressing regulatory and management gaps in marine aquaculture.

- 2001 **Strategy Advisor, Environmental Law Foundation (ELF), Oakland, CA**
Policy, technical, strategic, and litigation advice on approaches to tackling cruise ship pollution and cruise industry non-compliance with environmental regulations.
- 2001 **Outreach Assistant, California Sea Grant Extension, Oakland, CA**
Review and analysis of state, federal, and international policies and regulations for the prevention of shipping-mediated marine bioinvasions; Outreach to commercial shipping on regulatory compliance and bioinvasions prevention.
- 1999 **Community Director, Office of Student Life, Brown University, Providence, RI**
Acted as the primary advisor and coordinator for a 300-student campus residential community of first-year students, conducting outreach and advising on issues at the intersection of the personal and the academic, and running regular programming and crisis management.
- 1999 **Writing Coach, Brown University Writing Center, Providence, RI**
Provided design and structuring assistance for a wide range of individual writing projects, from class papers and lab assignments to dissertation chapters. Worked continuously with several writing center clients, developing writing skills ranging from competency in structuring and organization to addressing sentence-level issues.
- 1997-1998 **Writing Tutor, Mount Holyoke College Writing Center, South Hadley, MA**
Provided language, grammar and composition assistance on a range of writing assignments to students enrolled in intermediate and advanced Spanish classes.
- 1996, 1999 **Ocean Classroom Instructor, Schooner Ernestina, New Bedford, MA**
Taught basic ecology, environmental policy, maritime history, navigation, and physics of sail at the middle to high school level. Mentored *Upward Bound* program students. Assisted in running at-risk youth mentoring programs for at-risk youth programs organized by the Massachusetts Department of Youth Services.
- 1997 **Environmental Educator & Sailing Instructor, Schooner Californian, San Francisco, CA**
Taught environmental and ecology concepts, navigation, and physics of sail at middle to high school level. Provided career and college counseling to high school students.

RESEARCH INTERESTS

CSR & corporate sustainability; sustainable procurement & value chains; business ethics & stakeholder relationships; renewable transitions; corporate & institutional decarbonization; private environmental governance; CSR & corporate sustainability; public-private governance interactions

TEACHING

COURSE DESIGN & TEACHING

Public policy

Environmental policy

Environmental politics

Environmental justice

Social movements

Climate & energy policy

Agri-food policy and governance

Business & public policy

Corporate sustainability

Nonprofits & the environment

Nonprofit strategy

Qualitative research methods

Ecology & Society

Interdisciplinary problem-solving

Senior thesis seminar in public policy

PROGRAM & CURRICULUM DEVELOPMENT

Environmental Sociology Undergraduate Major

Climate & Society Program

Coastal Sustainability Graduate Program

PhD ADVISING

Pamela Rittlemeyer (UCSC): Meanings Behind Perceptions: Flood Risk and Management of the California Delta Levee System (completed June 2020)

Jennifer Ohayon (UCSC): Science, Risk, and Democracy: The Cleanup of Military Superfund Sites (completed June 2015)

Tiffany Wise-West (UCSC): Microgrids and Local Renewable Energy Systems: Drivers, Barriers and Outlook (completed December 2014)

Peter Brewitt (UCSC): Same River Twice: Restoration Politics, Water Policy, and Dam Removal (completed June 2014)

Amy Concilio (UCSC): Cheatgrass (*Bromus tectorum* L.) Invasion and Global Change in the Eastern Sierra Nevada, CA: Likelihood of Spread and Feasibility of Control (completed June 2012)

Jae Pasari (UCSC): Grassland Invasion, Management, and Multifunctionality (completed June 2011)

PEER-REVIEWED JOURNAL ARTICLES

Tzankova, Z. 2020. Can private governance boost public policy? Insights from public-private governance interactions in the fisheries and electricity sectors. *Regulation & Governance* <https://doi.org/10.1111/rego.12317>

Tzankova, Z. 2020. Public policy spillovers from private energy governance: New opportunities for the political acceleration of renewable energy transitions. *Energy Research & Social Science*, 67 <https://doi.org/10.1016/j.erss.2020.101504>

Hernández, D., D. Vallano, E. Zavaleta, J. Pasari, **Z. Tzankova**, S. Weiss, P. Selmants, C. Morozumi, P. Koch. 2016. Nitrogen Pollution Is Linked to US Listed Species Declines. *BioScience*, 66(3): 213-222. <https://doi.org/10.1093/biosci/biw003>

Tzankova, Z., and L. E. Gwin. 2015. Surf-n-Turf, but the sustainable kind? The limits and potential of market-driven regulation in food production. *Seattle Journal of Environmental Law*, 5(1): 303 - 338. <https://tinyurl.com/surf-n-turf-sustainable>

Tzankova, Z. 2014. Interactions between public and private resource governance: key insights from the fisheries case. *William and Mary Policy Review*, 6(1): Fall 2014. <https://tinyurl.com/public-private-governance-int>

Tzankova, Z., and A. Concilio. 2014. Controlling an invasive plant at the edge of its range: towards a broader understanding of management feasibility. *Biological Invasions*, 17(1): 507-527. <https://doi.org/10.1007/s10530-014-0747-5>

Tzankova, Z. 2013. The difficult problem of non-point nutrient pollution: could the Endangered Species Act offer some of relief? *William & Mary Environmental Law and Policy Review*, Vol. 37(3): 709-757. <https://tinyurl.com/disruptive-litigation>

Tzankova, Z., D. Vallano, and E. Zavaleta. 2011. Can the Endangered Species Act address the threat of atmospheric nitrogen deposition? Insights from the case of the Bay checkerspot butterfly. *Harvard Environmental Law Review*, 35(2): 434-475. <https://tinyurl.com/ESA-N-checkerspot>

Tzankova, Z. 2010. The political consequences of legal victories: ballast regulation and the Clean Water Act. *Environmental Law Reporter*, 40: 10154-10170. <https://tinyurl.com/ELR-polit-conseq-of-legal-vict>

Tzankova, Z. 2009. The science and politics of ecological risk: bioinvasions policies in the US and Australia. *Environmental Politics*, 18 (3): 333-350. <https://doi.org/10.1080/09644010902823725>

BOOK CHAPTERS

Baerenklaw, K., S. Daroub, A. Drevno, V. Haden, C. Kling, T. Lang, C. Lyn, C. Mitterhofer, D. Parker, D. Press, T. Rosenstock, K. Schwabe, T. Tomich, **Z. Tzankova**, and J. Wang. 2016. Chapter 8: Responses: Policies and Institutions, pp. 231-257 in Tomitch, Brodt, & Dahlgren, eds. *The California Nitrogen Assessment Challenges and Solutions for People, Agriculture, and the Environment*. University of California Press.

Tzankova, Z. 2014. The Oceans & Fisheries (1950s-present). Chapter 24 in *The Guide to U.S. Environmental Policy*, Fairfax & Russell, eds. DWJ/CQ Press.

OTHER PUBLICATIONS

Tzankova, Z. 2021. Carbon offsetting can be a tool of environmental justice. *Fast Company*, March 2, 2021. <https://www.fastcompany.com/90600561/carbon-offsetting-can-be-a-tool-of-environmental-justice>

Tzankova, Z. 2020. Why companies as diverse as eBay, IKEA and Mars are increasingly supporting US clean energy policies. *The Conversation*, June 30, 2020, <https://tinyurl.com/CorporSupport4USCleanEnergyPol>

Tzankova, Z. 2020. Stimulus spending on electricity decarbonization: the role of corporate renewable buyers. *Utility Dive*, June 11, 2020, <https://tinyurl.com/CorpRoleinGreenStimulus>

Tzankova, Z. 2014. The Peruvian anchoveta fishery: regulatory, environmental, economic, and social dimensions. Report for *Nordic Naturals*.

Tzankova, Z. 2007. Sustainability assessment of U.S. farmed sturgeon. Seafood Watch Report. Monterey Bay Aquarium Seafood Watch Program.

Tzankova, Z. 2007. Addressing ballast-mediated marine invasions in the United States and Australia: The science and politics of defining and managing ecological risks. Doctoral Dissertation, University of California, Berkeley.

Tzankova, Z. 2004. Understanding and rethinking the legal and regulatory frameworks for marine aquaculture in the United States. SeaWeb Consulting Report.

White, K., B. O'Neill, and **Z. Tzankova.** 2004. At crossroads: will aquaculture fulfill the promise of the blue revolution? A SeaWeb Publication.

MEDIA MENTIONS

HuffPost Work In Progress Series, July 2020. How corporate America is becoming a powerful ally for clean energy. https://www.huffpost.com/entry/corporate-america-ally-clean-energy_n_5f3c3896c5b61551404e5738

HuffPost Work In Progress Series, Oct. 2020. Companies are making major climate pledges. Here is what they really mean. https://www.huffpost.com/entry/companies-climate-pledges-what-they-mean_n_5f7b6237c5b66fab25dc3079

WORK IN PROGRESS

Tzankova, Z. and M. Vandenbergh. A private governance approach to addressing agricultural nutrient pollution in the US: opportunities and remaining questions. In preparation.

Tzankova, Z. and L. Gwin. The private, market-driven governance of antibiotics in US agriculture: a close look at distributive impacts. In preparation.

Tzankova, Z. and J. Owley. Private, market-driven governance of pesticides in US agriculture: design, effects, and effectiveness. In preparation.

CONFERENCE PRESENTATIONS

- 2021 **Z. Tzankova & M. Vandenberg.** Private governance of agricultural nutrient pollution in the US: developments, opportunities, and questions. Paper & Oral presentation, Annual Convention of the International Studies Association (ISA), April 5 - 9, 2021, Online.
- 2020 **Z. Tzankova & M. Vandenberg.** Developing a private governance approach to managing agricultural nutrient pollution in the US. Paper & Oral presentation, Annual Convention of the International Studies Association (ISA), March 29, Honolulu, HI – Cancelled due to COVID-19.
- Z. Tzankova.** Creating a comprehensive framework for governing agricultural nutrient pollution: workshop goals and intended outcomes. SESYNC Workshop on *Governing nutrient pollution beyond farmers*, convener introduction (Annapolis, MD, Summer 2020) – Re-scheduled for 2021 due to COVID-19.
- Z. Tzankova & M. Vandenberg.** A taxonomy of private governance approaches to addressing agricultural nutrient pollution. Research presentation, SESYNC workshop on *Governing nutrient pollution beyond farmers* (Annapolis, MD, Summer 2020) – Re-scheduled for 2021 due to COVID-19.
- 2019 **Z. Tzankova & J. Owley.** Private, market-driven governance of pesticide use in US agriculture: prospects, limits, and unresolved questions. Paper & Oral presentation, Annual Convention of the International Studies Association (ISA), March 29, Toronto, ON, Canada.
- 2018 **Z. Tzankova & L. Gwin.** Retailers, fast food companies, and environmental upgrading in the US meat value chain. Paper & Oral presentation, Annual Convention of the International Studies Association (ISA), April 4-7, San Francisco, CA.
- 2017 **Z. Tzankova.** NGOs, technology companies, and the greening of the US grid: A new theory of public-private governance interaction. Paper & Oral presentation, Annual Convention of the International Studies Association (ISA), Feb. 22-25, Baltimore, MD.
- 2016 Rittelmeyer, P., **Z. Tzankova**, A. Szasz, and E. Hines. Risk perception and management of the Sacramento-San Joaquin Delta Levee System. Poster presentation, International Marine Conservation Congress (IMCC4), July 30-Aug. 3, St. John's, Newfoundland.
- 2014 **Z. Tzankova.** Surf-n-turf, but the sustainable kind? The promise and caveats of market-driven governance in the food sector. Oral Presentation, Annual Meeting & Conference, Association for Environmental Studies & Sciences (AESS), New York City, June 10-14.
- S. Carvill, and S. Lewis, **Z. Tzankova.** Activists, Agencies, and Corporate Environmental Practices in the Anthropocene. Panel Discussion, Annual Meeting & Conference, Association for Environmental Studies & Sciences (AESS), New York City, June 10-14.
- 2013 **Z. Tzankova.** The conservation performance of private regulation: supermarkets and the development of market-based governance in fisheries and aquaculture. Presented paper, Annual Convention of the International Studies Association (ISA), San Francisco, CA, April 3-6.

- 2012 **Z. Tzankova.** Private regulation triggers for public regulation demand? Insights from sustainable seafood campaigns that target US grocery retailers. Presented paper, Annual Convention of the International Studies Association (ISA), San Diego, CA, April 1-5.
- Z. Tzankova.** The pernicious problem of non-point pollution: Could the ESA bring some relief? Presented Paper, Annual Meeting of the Society for Conservation Biology, Oakland, CA., July 15-18.
- E. Zavaleta, Dena Vallano, Jae Pasari, Daniel Hernandez, Paul Selmants, **Zdravka Tzankova**, Paul Koch, and Corinne Morozumi. Addressing the effects of nitrogen pollution on threatened species and ecosystems: the case of Bay Area serpentine grasslands. Presented paper, Annual Meeting of the Society for Conservation Biology, Oakland, CA, July 15-18.
- Z. Tzankova.** Public & private rights in the coast: winners and losers in a future of sea level rise. Oral Presentation, Annual Meeting & Conference, Association for Environmental Studies & Sciences, Santa Clara, CA, June 19-21.
- Z. Tzankova.** The rising need for institutional change: Arbitrating public and private coastal rights in a future of sea level rise. Oral Presentation, ISA-West Annual Conference, Pasadena, CA, October 19-20.
- 2010 **Tzankova, Z.** The Endangered Species Act and the next generation of ecological threats. Paper presented at the 24th annual meeting of the Society for Conservation Biology, Edmonton, Alberta, Canada, July 3-6.
- 2009 **Tzankova, Z.** U.S. ballast regulation in the courts: environmental gains or a costly case of adversarial legalism? Oral presentation, Annual meeting of the Southwestern Political Science Association, Denver, CO, April 8-11.
- 2008 **Tzankova, Z.** Fisheries, aquaculture and sustainability: Exploring the interactions between public (regulatory) and private (market-based) governance. Oral presentation, Annual meeting of the Southwestern Political Science Association, Las Vegas, Nevada, March 29-31.
- 2006 **Tzankova, Z.** Biological invasions: mapping the dynamics between scientific knowledge and policy action in the responses to a growing global problem. Paper & Oral presentation, Annual Convention of the International Studies Association (ISA), San Diego, CA, March 22, 2006.

INVITED TALKS

- 2020 Accelerating the greening of the grid with private sector innovation, NYC Climate Week & National Climate Energy Week Panel organized by *Clearloop* Tuesday, Sept. 22, 2020 (via Zoom); Co-panelists: Prof. Michael Vandenberg, Vanderbilt Law School; Laura Zapata, Clearloop; Governor Phil Bredesen; Henry Richardson, WattTime; Joey James, Dowstream Strategies

- 2019 Increasing the size and impact of the private sector wedge: what insights from the dynamics of public-private governance interaction? Presentation at *BW+10 – The Tenth Anniversary of the Behavioral Wedge*, Vanderbilt Symposium co-sponsored by the Vanderbilt Law School and the Vanderbilt institute for Energy & Environment, March 1, Nashville, TN.
- 2018 Leveraging the private environmental goals and commitments of business actors to strengthen public environmental policy and regulation: opportunities, mechanisms, and the role of ENGOs. Paper & Oral Presentation. Yale-Copenhagen Business School Symposium on Private Authority & Public Policy in a Global Context. Yale University, New Haven, CT, Jan. 11-12, 2018.
- Meat value chains and the private governance of antibiotics in agriculture. Vanderbilt Sociology Brown Bag Series, April 12.
- Can science and technology move too fast? Molecular Biophysics Training Program & Center for Structural Biology, Special Seminar on Responsible Conduct of Research, Vanderbilt University, June 26.
- 2017 The importance of examining and understanding public-private governance interactions. 2017 J.B. & Maurice C. Shapiro Environmental Law Symposium on Private Environmental Governance. George Washington University Law School, March 2-3, 2017. Washington DC.
- ENGOs and the structuring of public-private governance interactions: insights from the US electricity sector. Paper & Oral Presentation, Workshop on Private Governance, Social Movements, and Information, Erb Institute for Global Sustainable Enterprise, University of Michigan, May 4-6, 2017, Ann Arbor, MI.
- NGOs, corporations, and the greening of the US grid. Vanderbilt Sociology Brown Bag Series, March 22.
- 2014 Making the difficult possible: disruptive approaches to environmental policy and regulatory change. Environmental Studies Seminar Series, Department of Environmental Studies, University of California, Santa Cruz, Santa Cruz, CA, Nov. 3.
- 2013 Coastal management under sea level rise: the rising need for institutional change. University of California Santa Cruz, Earth & Planetary Sciences Applied Interdisciplinary Research Exchanges, November 13.
- Private regulation triggers for public regulation demand: insights from the US sustainable seafood movement. Invited talk, Drexel University, Department of History and Politics, January 17.

PUBLIC TALKS

- 2019 What does meaningful environmental citizenship look like & why? Commons Green Forum, Vanderbilt University, Nashville, TN, Nov. 5.
- Climate change, religion, and a sustainable future, Panel conversation organized by *Ask & Wonder*, Harding House Brewing Co., Nashville, TN, Aug. 12.

Climate citizenship: a reflexive engagement in climate policy and activism. *Sunrise Movement* event on the Green New Deal, Vanderbilt University, Feb. 5.

- 2017 Environmental policy and regulation in the first 30 days of the trump administration, Warren College Roundtable, Vanderbilt University, Nashville, TN, Feb. 21.
Ecolabeling, sustainable consumption, and sustainable sourcing: a new perspective on familiar phenomena. McGill Hour Dialogue Series, Nashville, TN, Feb. 1.
- 2014 Making seafood sustainable: opportunities and challenges of working through the market. Invited talk, UC Santa Cruz *Science on Tap* Series, The Crepe Place, Santa Cruz, CA, April 24.
- 2013 What insights from big-buyer sustainable seafood sourcing? Expert contribution to *Balanced Menus: Meeting Health Care's Demand for Sustainable Meat Increasing Options for Sustainable Meat & Poultry*, Healthcare Without Harm Workshop for Health Care Procurement Professionals, David Brower Center, Berkeley, CA, Oct. 8

WORKSHOPS ORGANIZED

- 2020 Governing nutrient pollution beyond farmers, SESYNC workshop (Co-organizer) (Rescheduled to 2021 due to COVID-19).
- 2017 2017 J.B. & Maurice C. Shapiro Environmental Law Symposium on Private Environmental Governance. George Washington University Law School, March 2-3, 2017. Washington DC (Co-organizer)
- 2007 Sourcing sustainable seafood: integrating researcher & practitioner insights, University of California, Berkeley, College of Natural Resources, May 2007, Berkeley, CA (co-organizer).

GRANTS & AWARDS

2020	SESYNC (National Socio-Environmental Synthesis Center) <i>Governing nutrient pollution beyond farmers</i>	(\$ 50,000, co-PI)
2009-2010	Kearney Foundation <i>Understanding and managing the impacts of human nitrogen Deposition in endangered Bay Area serpentine grasslands</i>	(\$ 223,175, co-PI)
2007-2014	University of California, Santa Cruz, Committee on Research	(\$ 17 500)
2005-2006	NSF Dissertation Improvement Grant	(\$ 12 000)
2005-2006	Pacific Rim Research Program, University of California	(\$ 15 000)
2003-2004	Institute for Global Conflict & Cooperation, University of California. <i>Doctoral Research Fellowship</i>	(\$ 15 000)
2003	Association of Women in Science Educational Foundation <i>Pre-doctoral Citation of Merit</i>	(\$ 300)
2002	Mount Holyoke College	(\$ 1000)

Alumnae Research Fellowship

2000-2005	Berkeley Fellowship for Graduate Study, University of California	(\$ 45 000)
2000	Williams-Mystic Maritime Studies Program <i>Alumnae Research Fellowship</i>	(\$ 1000)

MEMBERSHIPS & AFFILIATIONS

- American Sociological Association (ASA)
- Association for Environmental Studies and Sciences (AESS)
- International Studies Association (ISA)

REVIEWS

Ecological Economics; Energy Research & Social Science; Global Environmental Politics; Journal of Environment and Development; NOAA Sea Grant; Organization & Environment; Society & Natural Resources

SERVICE

2020	Scholarship Committee Vanderbilt Global Education Office
2019	Convener Green Jobs & Environmental Careers Vanderbilt Alumni Panel
2017-	Doris Duke Conservation Scholars Program, Home Institution Mentor for Vanderbilt
2017-2018	Associate Director Search Committee Curb Center For Art, Enterprise & Public Policy Brightspace Advisory Committee Vanderbilt Center for Teaching Working Group on Environmental Pedagogies & Course Design Vanderbilt Center for Teaching Faculty Speaker Vanderbilt MOSAIC undergraduate recruitment
2015-2016	Working Group on Community Engagement & Service Learning Vanderbilt Center for Teaching Faculty participant, <i>Know Tomorrow</i> , Student-Organized Climate Change Awareness & Action Event (SPEAR & Vanderbilt Food Justice), Oct. 2, 2015, Vanderbilt University.
2014-2015	<i>Coastal Sustainability Program Planning Committee</i> University of California, Santa Cruz
2009-2011	Undergraduate Honors Committee

Tzankova CV

College Eight, University of California, Santa Cruz

2008-2015 Graduate Program Committee
Department of Environmental Studies, University of California, Santa Cruz

REFERENCES

Available upon request

Last updated March 18, 2021