

SUSTAINABILITY STANDARDS AND THEIR ROLE IN INTERNATIONAL TRADE AND DEVELOPMENT

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Thursday, 1 July 2010

1. Opening

1.1. Winfried Veit, *Director, Friedrich-Ebert-Stiftung (FES), Geneva*



Mr. Viet opened by expressing that the topic of the conference, sustainability standards and their role in international trade and development, is not only an important topic for FES in Geneva, but also throughout the organization's entire network of offices as well as for their partners. He was especially honoured to have a pioneer of sustainable development, keynote speaker, Prof. von Weizsäcker present at the conference.

Sustainability standards are an important focus for FES Geneva and are closely linked to labour rights and human rights. FES Geneva has been working in cooperation with many organisations on such issues, trying to stimulate the debate on the question of how and if the WTO should deal with the issue of sustainability standards and integrate them into their binding rules. This is a critical

issue especially in developing countries because the maintenance of standards is often perceived as a form of hidden protectionism by industrialised countries.

Mr. Viet concluded that FES Geneva considered the conference a contribution to the ongoing debate, with a special emphasis on voluntary standards and codes of conduct.

1.2. Willem van der Geest, *Director, Division of Market Development, International Trade Centre (ITC)*

Mr. Van der Geest welcomed guests, stating that awareness of the disparities in developing countries had fuelled interest around the world in sustainability and sustainable development, especially in recent years. There has been an emergence of an ethically conscious consumer, who takes into consideration the effects that his decisions has on others. This consumer is not just motivated by price and quality, but by externalities beyond their own households. Many NGOs have articulated this phenomenon and have called on retailers to be more environmentally conscious and socially responsible.



Voluntary standards have emerged as an application of principles such as conservation of the environment, sustainable agriculture, and sustainable industrialisation. Although it started from a small base, products traded within this system of certification are seeing trade flows which are increasing very rapidly and this trend is bound to continue to increase much further.

Mr. Van der Geest mentioned that the sale of certified coffee (including certifications for both quality and methods of production) has notably increased, and a similar trend was being witnessed with Fair Trade products, forest area certified by FSC has grown by 2½ times over five years. The question that exporters ask themselves is whether tapping into this trend is an opportunity for them, or whether the costs are too high for them to meet.

Therefore, the conference was to be focused on exporters and producers in developing countries, and their ability to participate in programmes of sustainability standards. Also, the issue of transparency between producers and consumers needed to be raised. Mr. Van der Geest noted that it was a positive sign that international organisations such as the FAO, UNCTAD, and ITC were able to contribute to this.

2. Panel 1: Policy Implications of Sustainability Standards in a Globalised World

2.1. Keynote speech: Prof. Ernst Ulrich von Weizsäcker, Germany, Co-Chair, International Panel for Sustainable Resource Management

Prof. Von Weizsäcker thought that it would be wise to ask the obvious question of why sustainability standards might be a useful initiative. He pointed out that the present trajectory of development is not sustainable. In an ideal “Adam Smith” type world, markets would do the trick of optimisation, and thus there would be no need for standards, because profitability and sustainability would be one and the same. However, thus far, this situation has not been the case.

Prof. Von Weizsäcker suggested that strong interventions by the state or by the private sector (through Corporate Social Responsibility initiatives) are needed to make sustainability a reality as it is a complete illusion today. He feels that sustainability today has nothing to do with reality and this gives rise to the need for strong interventions.



There are two economy-restricting sustainability criteria: ecological and social. Social criteria can be understood through measures such as the Human Development Index (HDI). On the other hand, the ecological aspect is represented by looking at our ecological footprint. Prof. Von Weizsäcker presented several graphs relating sociological and ecological criteria, concluding that not many countries are sustainable (defined as having a high HDI and small ecological footprint). In fact, only one country fitting that definition is Cuba as its high HDI was achieved for its education and medical services.

According to Prof. Von Weizsäcker, a fivefold increase in resources productivity would enable all countries to achieve a high HDI and a small ecological footprint. He mentioned the book “Factor Five” which says that this fivefold increase in resources productivity is indeed technically possible. However, the bad news is that free trade, consumerism, and lack of coordination together lead to ever larger footprints without increasing HDI. This is the reality the world is currently confronted with.

The current situation of global warming is alarming, especially for coastal zones. Prof. Von Weizsäcker gave the example of Italy’s coastline, changing according to the global climate. Furthermore, Greenland is being destabilised and about half of Bangladesh’s land area is potentially going to be under water. Finally, Asia’s growth centres are all located on the coast and more than a billion people in total live on coastal areas.

Developing countries are particularly vulnerable as the paradigm many of them have is to first develop, and then deal with the effects of climate change later. The rationale behind this thinking is to industrialise and get rich, and to bear the effects of pollution at the same time. Subsequently, the hope is to get rich enough to clean up the environment. In line with this theory is the fact that carbon dioxide emissions per capita are one of the most reliable indicators of GDP per capita. Hence, Prof. Von Weizsäcker warned not to expect Copenhagen and other conferences to be successful. In order to effect change, there is a need to create a “Kuznets curve of decarbonisation” and then to help developing countries to go through that curve.

Prof. Von Weizsäcker mentioned that the main issue will not be pollution control, but resource productivity. While pollution is a local problem which a country like Switzerland can handle, productivity is a matter of the whole global supply chain. Pollution occurs at the end of the chain and therefore it is not a trade issue. The paradigm shift from pollution to resource productivity has to be the main strategy of modern environmental policy and it has to occur at an international level.

One of the biggest obstacles to improving resource productivity is the systematic falling of resources prices; recent price hikes have merely brought us back into the lower confidence line of this downward trend. Prof. Von Weizsäcker warned not to expect markets to do the trick of reversing this trend. Instead, to increase resource productivity, we have to learn from the model of labour productivity gains. Where labour productivity increased by about twenty fold over the period of 150 years. This process occurred

systematically with increasing labour costs. These rising labour costs and increasing negotiation potential for the workforce in turn put pressure on companies to increase labour productivity. Therefore, with cheaper resources, resource productivity cannot be expected to rise.

Prof. Von Weizsäcker felt that this has to be engineered and done politically. However, achieving this in international policy is a nightmare as countries are unlikely to agree on higher prices on an international level (although this is something private companies can do e.g. pressurising suppliers to decrease their footprint). To get developing countries on board, we could use a regime of per capita equal emission rights, leaving the main cost burden on the countries of big carbon footprints.

This would enable large developing countries to sell their permits to over consuming countries and put pressure on countries to do better in terms of energy efficiency. Although the US would systematically block this initiative, Prof. Von Weizsäcker suggested that Europeans, Asians, Africans and South Americans should join hands on this issue, forcing the USA to join in “through Wall Street, not by complaining to Washington”.

Prof. Von Weizsäcker also suggested national measures for raising energy prices. This is something that Japan did when it was too dependent on oil and energy imports. During its 15 years of highest energy prices, Japan achieved its biggest industrial success. Moreover, predictability gives an important signal to investors and thus a predictable trajectory for higher energy prices would be bound to attract investors/technology developers to this field.

Prof. Von Weizsäcker concluded with the political phenomenon of globalisation. The Cold War ironically stabilised the social market economy because capitalism always had to demonstrate it was better, even for the poor. These were “happy days” for the nation state in democracies. The private sector had to accept this arrangement because they needed their alliance with the state against communism. However, this state of affairs collapsed under stagflation in the 1980s which triggered the neoconservative revolution – making states weaker and the market stronger.

However, the real change occurred after the end of the Cold War when the term globalisation emerged after the collapse of the Soviet Union. The term globalisation was occurring at an astonishingly increasing rate in these years. In fact, it was not until 1990 that the aggressive arrogance of capital became politically acceptable, because there was no communism left to fight. Globalisation thus meant a change of dominance between markets and governments.

Now there is a phenomenon of steadily decreasing corporate tax rate, which started to occur after 1990. It became a rat race, and the winning team was the one with the lowest corporate tax rate. Globalisation has meant that markets have become global while the law stays national and markets are winning in this scenario, not the law. Prof. Von Weizsäcker feels that what we need now is a rebalancing of private and public goods. A strong civil society and responsible leaders in the business community are needed to resurrect “long termism”.

2.2. Vesile Kulaçoğlu, Director, Trade and Environment Division, World Trade Organization (WTO)

Focusing on the three pillars of sustainable development, Ms. Kulaçoğlu explained how standards arise from the context of the WTO. The WTO maintains the goal of “allowing for the optimal use of the world’s resources in accordance with the objective of sustainable development, seeking both to protect and preserve the environment and to enhance the means for doing so in a manner consistent with their respective needs and concerns at different levels of economic development.”

Currently, as more negotiations have shifted to focus on trade and environmental issues, there is an emerging environment of mutual supportiveness of WTO rules and open trade. Within this, particular attention is directed at nontariff barriers, with sustainability standards being a key issue as it touches on something at the core of trade considerations – access to market.



The approach of the WTO is to incorporate private standards into technical regulations. Notifications concerning private standards are addressed through the normal WTO committee and forum discussions. A key question has been whether environmental requirements have been an impediment to trade, as developing countries are usually on the receiving end of such repercussions. As interest is growing in this area, the WTO has held workshops and forums concerning the matter.

In sum, instead of identifying problems, the WTO is identifying solutions, searching for the positive responses to which developing countries may look. While schemes such as labelling are useful to consumers, as they help them to make informed choices, concerns remain that a growing number of labelling schemes will result in increasing complexity and diversity and will ultimately complicate issues.

In conclusion, the rules and institutions provide a scope within which members can adapt to different environmental requirements and standards. However certain disciplines in the WTO such as avoidance of unnecessary obstacles to trade and non-discrimination remain and it is important that standards do not impede trade amongst WTO members.

2.3. Atul Kaushik, Director, Consumer Unity & Trust Society (CUTS) Geneva Resource Centre



CUTS Geneva Resource Centre approaches consumer standards from the perspective of the consumers. The organization acknowledges that the concept of sustainability standards is very broad with a varying perception across and even within countries. So, one has to be wary of horizontal standards capturing a variety of values on the issues of environmental absorptive capacity, social and ethical mores, and consumer preferences based on the economic strata they belong to. The experience of developing countries in the shrimp-turtle dispute in the WTO, and CUTS own experience in assisting in the development of the Indian eco-label have brought forth this diversity of perceptions starkly. Therefore, CUTS emphasizes the importance of relevant regulation, applied cautiously.

Mr Kaushik elaborates that to apply regulation cautiously is to ensure that it is designed and implemented in such a way that the consumers can understand how it meets their needs. Since consumer perceptions vary across nations, economic profiles and cultures, regulation has to capture these divergences. He added that equal partnership between the buyers and suppliers in development and implementation of standards is also important. In the case of some current voluntary standards, buyers have a greater say in the development and implementation of standards, and suppliers have to follow them to stay in the market. Ultimately, the objectives of the consumers and producers should be met simultaneously. For this variety of needs to be met in developing and applying regulations, they have to be initiated first at the national and even sub-national levels.

Mr Kaushik mentioned that once these national and sub-national standard development processes have matured, their application at the international level can follow. WTO rules, particularly its general exceptions and the TBT and SPS Agreements have adequate albeit broad disciplines on voluntary standards. Governments of members States of the WTO have an obligation to take reasonable measures to ensure that standards prepared or applied by local governments or voluntary bodies in their territories follow the disciplines relating to non-discrimination and least trade restrictiveness. To take care of consumer interests, watchdog agencies need to be supported to enable governments to step in to regulate voluntary standards.

Mr Kaushik concluded by expressing his desire to see emergence of sustainable standards that are equitable to all stakeholders. In their current state, many standards go against the principle of market access improvement by developing countries – part of WTO's objectives. Therefore, Mr Kaushik emphasized the need to revisit the issue of equity, and how suppliers can have a bigger role in setting the standards.

2.4. Pascal Liu, *Trade Economist, Food and Agriculture Organization of the United Nations (FAO)*

Mr. Liu discussed the trade policy implications of sustainable standards for developing countries. He focused on the possible advantages and constraints within sustainable standards, policy issues that are raised by voluntary standards, and possible policy responses.

Key advantages of sustainable standards to developing countries include the maintenance or even improvement of market access, adding value to exports, enhancement of product quality and food safety, the generation of public goods and better management of production factors improving profitability and productivity of a farm. On the contrary, constraints may be a lack of objective information concerning key facts such as the standards scope and objectives, data on domestic farm and firm structure, and the expected costs and benefits. Additionally, there may be a lack of data on market demand, market penetration for the standard, level of recognition for the label in the targeted market, and the possible price premium. With these constraints, it is difficult for developing countries to make informed decisions about voluntary sustainability standards. In regard to policy, there is a common issue of a lack of participation in the standard setting process, leading standards to be non-inclusive and to lack transparency. Thus standards may not be suited to farmers' needs, compete with national public regulations or with international standard setting bodies, and become a barrier to exports of developing countries with high costs of conformity.

Furthermore, the distribution of benefits and costs along the marketing chain is often disproportionate, leading to the potential exclusion of smallholders and small scale enterprises from international markets. Possible policy responses to facilitate informed decisions about standards include developing information collection systems, providing assistance in obtaining technical information and market intelligence, raising analytical capability, forging partnerships with stakeholders to support standard adoption and to enhance participation in standard setting.

Developing country governments seeking to access high-value export markets may consider two approaches. The first one is to adopt an existing standard that is well recognized in the targeted market. In this case, it is important to verify that the standard is well suited to the conditions and needs of domestic producers to develop procedures to facilitate its adoption by smallholders. The second approach is to develop a national standard. It entails a greater sense of ownership, and would result in a standard that better reflects the country's needs. But without due diligence, the standard is unlikely to succeed. The option of creating a national standard is very lengthy, and entails many transaction costs, but it can still serve as a useful learning process, adding value to the country's products. These options are not mutually exclusive. They can be combined.

In conclusion, Voluntary Sustainability Standards can be one among several tools available for developing country governments to achieve their policy objectives. There is a need for an enabling institutional framework to enable Voluntary Sustainability Standards to work and to minimise the associated costs. There is a need for adequate rules and regulations, enforceable laws and support institutions. A detailed development strategy should be developed before the choices are considered.



2.5. Auret van Heerden, *President, Fair Labor Association (FLA), Geneva*

Mr. Van Heerden discussed the dichotomy that exists between consumers' desires to purchase socially responsible products and the inability of companies to inform consumers of the origin of products. With a recent influx of labels, there is now a need to distinguish those which are effective. This is the objective of Fair Labor Association.

The Clinton administration with the help of trade unions, human rights NGOs, the Department of Labour, and industries established a single code of conduct which companies now attach as conditions of contracts, applying to the entire supply chain. This mechanism allows for periodic reviews of value chain

companies as part of the business contract. This is a persuasive mechanism in overseeing the global supply chain as it is otherwise unrealistic to have a robust labour inspection in certain countries. The organisation that was set up as a result of this initiative conducts unannounced audits, making the results available to the public.

Currently, audits are conducted on a regular basis, with results reported and progress followed. Still, there are constraints within this model as there is little reward from brands for compliance. Additionally, with an overabundance of labour and suppliers, it is difficult for suppliers to adhere to wage standards. The problem extends to the short termism of investment markets as companies are pressured to produce quarterly results. Another issue is that the global supply chain is supranational. Therefore, national governments have not been able to influence it



Mr. Van Heerden felt that companies delivering public goods lack legitimacy as a result of not being elected. Therefore, it could be possible to pair them with civil society organisations to remedy this problem. MNCs could engage with civil society partnerships, such as with NGOs and trade unions so that they can agree collectively on how to deliver a public good. This is not an uncontroversial proposal and it is in effect evolving a new system of global governance. However, Mr. Van Heerden feels that it is important as it is unwise to wait for governments to take action.

3. Panel 2: Sustainability Standards: Market developments, Requirements, Impacts and Governance

3.1. Organization Overviews

3.1.1. Rob Cameron, Chief Executive, *Fairtrade Labelling Organizations (FLO) International e.V., London*

“Human civilisation and trade have always been inextricably linked and trade often has driven this progress. Human civilisation also brings with it more trade. Despite the link, the truth is that trade is not always civilised. In fact, it is usually very uncivilised. Hence, it is the moderation of market forces that helps to empower producers to take more control over their lives.”

The Fairtrade Labelling Organization (FLO) is an umbrella organisation for the Fairtrade world, responsible for Fairtrade’s strategy, publishing standards, producer support and international advocacy. FLO-CERT is the certification body for Fairtrade. There are three producer networks within the Fairtrade structure which represent the interests of producers of the Fairtrade system. They are responsible for governance, policy and standard setting. FLO focuses on empowering producers, guaranteeing a minimum price when they sell on Fairtrade terms. With a particular focus on small producers, premium pricing represents a hope for a better tomorrow. Still, FLO goes far beyond minimum prices and a price premium and seeks other benefits such as access to markets and technical services.

3.1.2. Nigel Garbutt, *Chairman, Global Gap, Cologne*

GlobalGap is a business initiative with the objectives to improve market access and to assist producers in achieving compliance. With a governance structure in which retailers and producers play an almost equal role, the organization assists producers in compliance with national and international laws. Specifically, GlobalGap has produced guidelines for small-scale producers and has boosted efforts over the recent years to provide tools to enable small-scale producers to obtain skills necessary to gain certification and access markets, while improving their own food security and food safety.

The legitimacy of private voluntary standards stems primarily from its role as a response to consumer concerns. Recently, food safety concerns prompted the private sector to reassure consumers so as to restore lost confidence. Additionally, the private sector has a responsibility to comply with an increasing

volume of regulatory laws at both the international and national levels. It is now necessary to “think global” but “act local”. It is important that voluntary standards fulfil their role and deliver what consumers ultimately want. The voluntary standards arena can be very complex and that standards bodies need to make a conscious effort to bring more clarity. Otherwise, it would only become more confusing.

3.1.3. Han de Groot, *Executive Director, UTZ CERTIFIED*

UTZ aims to provide a good balance between “people, planet and profit”. In doing so, UTZ supports farmers by certifying and tracing their products, in order to provide reliable knowledge for markets for sustainable products. UTZ also carries out marketing and communication functions. UTZ CERTIFIED assists farmers in negotiating better prices for better, sustainable, products.

UTZ aims to be a mainstream partner, and has reached this objective since it has the right formula for it, and has an impressive list of mainstream clients. Despite this, UTZ still has a long way to go. Although there has been significant growth in quantity of certified coffee producers, Mr. De Groot reminded the conference that although such figures would be impressive for a business, organizations such as UTZ need to ask themselves if they are enough to change the world.

3.1.4. Holger Robrecht, *Director, Sustainability Management, ICLEI, Freiburg*

Key messages:

- Increasingly, local governments are considered – and consider themselves – as ‘global players’ when it comes to sustainable development.
- Global governance for sustainability needs to consider local governments as integrated level of governance and implementing body/level
- Sustainability standards are important instruments that local governments use to go sustainable and to influence global trade chains
- More practical tools and reliable and verifiable standards and labels are needed to support local governments, particularly those that avoid conflicts with rules (legislation) of competitiveness



The impact of global trade chains on global sustainable conditions underlines the need to be more resource productive. To truly pursue a sustainable development path, cities and towns in developed countries need to reduce material consumption by as much as 80% while at the same time maintaining the quality of life achieved. To achieve this, cities and towns have introduced ambitious sustainability objectives and (standardised) sustainability management processes. Implementing their ambition, local governments need to rely on labelled sustainable products, with a questioning of the component parts and processes of the goods and services that we purchase. Thus, sustainability standards have become important instruments in this effort as they contribute towards the making of informed decisions. Local governments can play a major role to facilitate both the localisation of standards and their implementation (e.g, through stakeholder roundtables and local partnerships).

To help tackle the challenges of local governments, there is a need to streamline standards for mainstream sustainable public management as this will assist in pursuing the sustainable management of cities. There is also a need for more understanding of the impact of local actions on a global level. These considerations need to be included in all decision making. In sum, more practical tools and verifiable sustainability standards are vital to local governance and in the guidance of sustainable investments.

3.1.5. Christopher Wunderlich, Coordinator, Sustainable Commodity Initiative, United Nations Conference on Trade and Development (UNCTAD)

The UN Forum on Sustainability Standards (UNFSS) was conceptualised with a desire to provide credible information to developing country decision makers on voluntary sustainability standards. The organization is led by a steering committee of five UN bodies (the United Nations Environment Programme (UNEP); the United Nations Conference on Trade and Development (UNCTAD); the Sustainable Commodity Initiative (SCI); the Food and Agriculture Organization of the United Nations (FAO); the United Nations Industrial Development Organization (UNIDO); the International Trade Centre (ITC)).



UNFSS recognizes the need to contextualize standards to avoid the tendency for governments to view long-term sustainability standards as a technicality when they can actually be important tools for internalising costs as well promoting sustainable production and processing practices and competitiveness. Developing country governments should be more involved in national standard setting to help ensure that it is a more inclusive process. Reaching developing country governments is especially important to increase a sense of ownership, so that governments become aware of how sustainability standards can help them meet their country’s sustainable development objectives, how they are potentially causing problems, and how to mitigate those issues.

Specifically, Mr. Wunderlich highlighted the Trade Standards Practitioners Network (TSPN) as a tool to help developing countries as well as a series of programmes that were developed under the SCI. He also mentioned the importance of having field-level fact-based information feed back into this platform for dialogue. Such impact assessments would reveal the real costs and benefits of implementing sustainable development. On the other side of the supply chain, market information is just as important as it shows the impact on the market that sustainability standards are making. Critical in all this analysis is to find ways to lower the transaction costs for SMEs and increase access to technical assistance and affordable finance so they can manage and benefit from these standards.

3.1.6. Carsten Schmitz-Hoffmann, Head of Section “Agricultural Trade and Standards”, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ)



GTZ is an international cooperation enterprise assisting in standard setting, optimisation and implementation. The standards world is at an important crossroad as it has experienced enormous growth in recent years. Now, there is a need to create a deeper understanding of the impact of standards by extracting such information from different impact analyses. While it is important to assure the credibility and quality of different standards, there should be constructive collaboration among the standards groups. Also, there is a need to ensure that growth is inclusive. Thus, in the effort to engage producer governments and help them to learn more about standards, it is important to create partnerships among private and public actors so they can jointly work towards the sustainable growth of sustainability standards.

3.2. Panel Discussion led by Sasha Courville, *Executive Director, International Social and Environmental Accreditation and Labelling (ISEAL) Alliance, London*



3.2.1. Access to standards

- Dr. Courville introduced the following topics for discussion:
 - Can developing country producers successfully participate in voluntary sustainability standards?
 - How can small-scale producers be assured access to standards?
 - As the sustainability standards move from influencing just a few percentages of global trade to an ever increasing proportion, how do we ensure that standards systems can still extend to small producers and retain their function as a tool for development for even the smallest and the poorest?
- According to Mr. Cameron, Fairtrade has been successful in some areas, while lacking in others. The current model which attempts to assist producers in deciphering standards is insufficient considering the breadth of producers in need of assistance. Additionally, there needs to be a reduction in the cost of compliance and certification. This may be achieved by simplifying criteria and reducing the size and complexity of regulations that producers have to meet. Finally, to ensure successful participation of developing countries, there needs to be an increase in their involvement in the standard setting process.
- Mr. Garbutt responded placing an emphasis on the importance of partnership between the consumer and private sector. Together, there needs to be an effort to develop capacity to help smaller producers get market access and improve the general standards for their own supply chains.
- Mr. De Groot highlighted three priorities concerning small-scale producers and sustainability standards. The first is the necessity to provide a sustainable market in which costs will not become excessive. Additionally, there must be ongoing provision to ensure access to facilities. Finally, to avoid the mistaken approach of “one size fits all”, local guidance is a necessity.
- Acknowledging the difficulties that smallholders face in access to standards, Mr. Wunderlich spoke of the importance of maintaining the integrity of certifications. He pointed out that the issue may lie in the inefficiencies in the management and organization structures of small-scale producers. Organization is necessary for the producer to meet the certification requirements of a standard. Furthermore, standards should be locally adapted by involving producers and allowing them to help identify the costs and benefits as well as the actors involved.
- Local governments also have a key role in this issue. According to Mr. Robrecht, local governments should use their market power as well as their partnership and promotion function, acting as partners in promoting certified bodies and purchasing labelled sustainable and fair trade products. Additionally, local governments can act to ensure that standards and public regulations do not conflict.

- Mr. Schmitz-Hoffmann emphasised that standards are not the goal but an instrument. The adoption of standards should be based on business decisions and every group or company that implements the standard has to analyse its operations and the standard requirements first before deciding to implement it. For the producers, access to information and access to finance are both important. Especially in emerging economies, where there is a serious lack of support structure for standard implementation.

3.2.2. Governance

- Dr. Courville introduced the following topics for discussion:
 - There is the perception that voluntary sustainability standards are northern or western concepts being imposed on developing country producer markets. Is there any truth to this statement, and if so, is it changing?
 - Where do international standards systems develop their legitimacy?
- Mr. De Groot disagreed with the idea of voluntary sustainability standards as concepts of the northern hemisphere, stating that this is an unhealthy perception.
- Legitimacy, according to Mr. Cameron, is only one aspect of governance which is challenged to achieve sound strategy and performance as well. Ultimately, he believes that legitimacy is recognized through multi-stakeholder participation. The greater challenges, beyond legitimacy are strategy and performance.
- As regards voluntary standards, Mr. Robrecht distinguished between standards for public management and standards or labels for products/producers. Whereas voluntary standards and labels for products/producers are likely to be the appropriate way forward, voluntary management standards in local administration (e.g. EMAS, ISO 14000) are somewhat counterproductive to mainstreaming as cannot be enforced. In any case, the aspect of legitimacy should be added by responsibility, in the sense that responsible local management based on a sound, performance oriented local sustainability strategy should and could form the basis for fostering sustainable trade chains.

3.2.3. Enabling Environment and Future Direction

- Dr. Courville introduced the following topics for discussion:
 - Sustainability standards are often thought of as being able to solve all the problems in the world! What are the appropriate roles for standards systems and what are the roles and responsibilities of other actors to achieve sustainable development?
 - In terms of future directions, where are we headed? How can voluntary sustainability standards be utilized as a vehicle for sustainable development?
- Mr. De Groot stated that cost reduction can be achieved in the harmonization of auditing methods, especially in choosing independent auditors. Furthermore, it is important for farmers entering new standards to understand the costs and benefits.
- Regarding mutual recognition, Mr. Garbutt stressed the importance of buyer/producer partnership in driving standards. As for the future direction of sustainability standards, he added, the most effective approach is the collaboration between private voluntary standards and the public sector.
- Mr. Wunderlich expressed his views on harmonization, stating that efficiency is a necessity for SME access to standards. This applies in the sense of harmonization between service providers to jointly agree on training needs, making it economically viable to promote sustainable agriculture.
- According to Mr. Cameron, sustainability standards are not the answer to everything. Their complexity, lack of capacity, and the general politics of independent organizations hinder consolidation. In regards to the future outlook, Mr. Cameron emphasized the duty to empower producers in developmental markets.

- Mr. Schmitz-Hoffmann called attention to the need to address policy makers, ensuring that significant policies are created, while engaging both the private and public sector. He also highlighted alternative options to further support the standards movement, such as identifying stakeholders, empowering production and consumption in the southern hemisphere, and allowing greater flexibility in the combination of standards.
- In conclusion, Mr. Robrecht spoke of the enabling environment that local governments are able to develop based on their market power, partnership and regulating function. Generally, local governments lack the ability to force producers to use certification or consumers to purchase labelled products. In regards to the enabling environment, Mr. Robrecht made the point that there is need for simplified and transparent standards (particularly as regards the certification and recertification criteria and process) to ease communication. Labels, certifications and standards all have a core element which is to communicate a message. Involving local governments and their organisations in standard setting would be a step forward in this direction.

4. Panel 3: Bottlenecks and Success Stories of Implementing Voluntary Social & Environmental Standards



4.1. Celina McLean, *Director, Trade Intelligence Observatory, Argentine Chamber of Exporters (CERA), Buenos Aires*

Ms. McLean discussed the importance of export readiness as a key factor for companies that want to sell their products to foreign countries. In particular, maintaining and improving the quality of the products is something that must be embedded in their operations as the process of continuous improvement is something that reassures the customer. It also helps companies improve the management of their production factors.

Large companies maintain the highest standards in house and manage them collectively as a system. Hence, they do not differentiate between one standard or another, but manage the company in an integrated way. In this way, adjusting to a specific standard requires only minor changes. SMEs, on the other hand, can target initially smaller distribution chains and supply smaller retailers in niche markets. Therefore, SMEs typically have to start with a simpler certification process such as ISO9000. In this sense, companies often work with standards like building blocks. It becomes easier to comply with standards once they become more experienced with standards compliance.

It is important to acknowledge that standards are not simply a trend, but are here to stay. Food safety is the business of governments, not the private sector. In regards to small firms, there is a lack of innovation as well as lack a national standard for some products. Thus, in order for small firms to participate in export markets, there must be access to information and finance.

TSIs play a useful role in terms of being a focal point for knowledge sharing as small companies can approach TSIs to find the information that they need. Additionally, PPPs are key to developing the capacities of small and medium exporters.

In conclusion, Ms McLean, on behalf of CERA, welcomed the ITC standards map, in hopes that the new tool would help to bring more transparency. She also expressed hope that ITC would conduct cross checks with other standard setting bodies in helping standards move towards harmonisation.

4.2. Adriana Mejia Cuartas, Director, International Cooperation Amsterdam, National Federation of Coffee Growers of Colombia

Ms Cuartas gave a brief overview of the background of the coffee growers' federation, created in 1927, and the coffee industry in Colombia. She then elaborated on some of the bottlenecks faced in Colombia. Not only is the population of coffee growers aging, the incomes of very small coffee producers also provide just enough for them to survive and this hampers his ability to bear the full cost of certification. Another obstacle is the education level of farmers, as few are literate. Thus it is difficult to transfer knowledge and provide training that is developed by various certification bodies.

The initial aim of The Federation, to assist producers that were close to fulfilling the requirements of certification, was a great success. However, the task is becoming more challenging as the currently uncertified producers are far from fulfilling the requirements. The Federation also faces the challenge of ensuring that producers maintain the level of certification that they have achieved. A potential solution could be group certification, which has already helped to improve social cohesion in Colombia, a place that has a history of violence. Women play a large role in participating in such schemes. Not only that but infrastructure to process coffee has become better and species that were almost extinct in some regions have now returned.

In terms of next steps, Ms Cuartas concluded that the Federation in Colombia needs a financial plan. The country currently does not have the money to ensure that all producers are certified. She emphasised the need to deliver measurable results, and ensure that sustainability becomes a reality not just an ideology.

4.3. Alastair Taylor, Regional Manager, Agro Eco- Louis Bolk Institute (AELBI), Uganda

Mr. Taylor discussed the examples of three cases concerning sustainability standards in Uganda, to illustrate the successes and challenges experience by the local community. One case concerned an effort to obtain certification in the harvesting of shea nuts. Farmers found it difficult to answer questions of sustainability and pollution in the midst of war and while harvesting in an isolated area. Certification bodies also requested information on yield estimates but this was also difficult as the trees were scattered. There was also a burden at end of project when new types of crops and plots of land had to be certified after the war ended.



Another case concerned the first organic project in Uganda. In 2006 as peace came to Uganda, almost the whole of northern Uganda was certified for organic cotton, a difficult crop to produce organically. With limited training and knowledge of organic goods much of the cotton crop failed and authorities blamed the organic certification for its failure.

The final case concerned a standard which applied to the fishing industry. One of the problems was that the communities engaged with fishing were transient. It was difficult for a community to claim ownership of the area and invest in keeping it sustainable. Hence, the sustainable fish project was not widely supported. Attempts at the project by responsible communities and companies were undercut by those who were in the area temporarily and had not invested in the project.

Successes Internal control system implementation, a component of standard compliance, involves planning and organisation. Once this is in place, it brings with it many benefits, in quality improvement. Still, farmers face issues such as the requirement to pay for an inspector to visit their farms annually, regardless of whether any changes have been made. Furthermore, the employment of internal inspectors is costly to the farmers involves a lot of paperwork considering that an individual contract is made with each farmer.

4.4. Thomas Knäble, *Director Technical Coordination, Faber-Castell, Germany*

Dr. Knäble gave an insight to the possibilities of sustainable development in his discussion of the strategically planned outsourcing of goods employed by Faber-Castell. A model of corporate social responsibility, Faber-Castell adheres to an internal standard and management system which incorporates environmental, quality and social criteria. In regards to the environment, the company places great importance on programmes which reduce the amount of waste and carbon dioxide generated. Through its social charter, the company promotes payments of at least the minimum wage, equal opportunity and equal treatment of employees, the right of collective bargaining and safe working conditions, while condemning forced labour and excessive work hours. These standards are verified frequently as every 2-3 years; representatives visit locations worldwide to examine subsidiaries for compliance.

Dr. Knäble elaborated on a particular program in Colombia in which a reforestation partnership with local farmers contributes to the supply of a specific quality of wood needed to produce more than 2 billion pencils a year. In this reforestation system, Faber-Castell rents land from small farmers who were previously using the land for cattle fields. The company makes the initial investment of buying the seedlings and paying for the planting by the landowner. The landowner is responsible for pruning and caring for the trees. Significantly, the farmer retains his freely-owned land and does not become an employee. After the harvest of the trees, the farmer receives 30% of the logs as payment or the value of this wood in cash. This ensures that he takes care that the trees are growing well. This cooperation between Faber-Castell and the farmer is limited to 15 years on both sides, with the possibility of prolonging the contract. As a social benefit to reforestation, the farmers and their workers have a consistent income

because they are paid by Faber-Castell. Also, the farmer works on his own land, without suffering the loss of land ownership. Farmers also have the possibility of planting food within the fencing of the reforested area, increasing food supply.

Faber-Castell engages in such activities because its tradition for 250 years has been to make a social impact because this earns the company the loyalty and commitment of its workers. In turn, the company reaps better quality, a better workflow and better commitment. Dr. Knäble concluded that sustainable sourcing is possible with a fair and open business, working together with farmers as cooperation partners. He advised that such systems should be made as simple and as fair as possible.



Friday, 2 July 2010

5. Panel 4: Enhancing Transparency: Practical Tools to Foster Sustainability Standards

5.1. Mathieu Lamolle, *Market Analyst, Trade for Sustainable Development (T4SD), Market Analysis and Research, International Trade Centre (ITC), Geneva*

ITC has developed a suite of market analysis tools, with information on trade flows (import and export values, quantities, time series...), FDI flows and stocks, market access issues (tariffs, trade agreements and policies...). The T4SD project was initiated nearly 15 months ago and is meant to complement the information provided in these market analysis tools by enhancing transparency on voluntary standards and sustainable trade.

The primary goal of T4SD is to develop a global database which will serve as a central repository of information for a new ITC tool called Standards Map. This new tool will be launched later this year and is meant to provide a wide range of information about voluntary standards (e.g., geographical and industry/product scope, requirements, governance system, implementation mechanisms, etc) as well as research data and reports published by institutes, universities, academia and standards organisations.

Currently, T4SD has 15 standards initiatives fully loaded in the global database. The information on these standards has been quality controlled by independent experts and then verified by standards organisations themselves. These 15 standards initiatives cover 40 product groups produced in around 130 countries. T4SD aims to have 25 standards initiatives loaded by the end of 2010 and to double this number by the end of following year. In addition to the standards, over 400 research papers have also been reviewed and will be posted on Standards Map. Mr. Lamolle concluded with a presentation of the Standards Map beta website, which is expected to be launched publicly during the 4th quarter of 2010.



5.2. Heiko Liedeker, CEO, Leading Standards, Bonn

Considering the growing demand for voluntary sustainability standards, Mr. Liedeker discussed the next stages. Logically, the next step will involve a scaling up and making standards available to more users. Despite discussion of harmonization, collaboration and developing joint approaches, Mr. Liedeker believes there will be more demand in the future to differentiate between standards. This will be necessary to maintain the integrity of individual standards.

Additionally, there is a need for more engagement from the government sector as SMEs and public procurement are intricately linked. In this, it will be necessary to consider the national legislation applicable in certain countries and regions. The next step is to provide advice on the integration of social and environmental compliance into project tenders.

In the realm of public procurement, it is not possible to favour one standard system over another. Instead, it is necessary that what is specified in the procurement is linked to the content of the standard rather than the specific standard system itself. With this approach, there is a need to evaluate the degree to which the system can deliver on those variables or whether it is best to use a combination of different systems and standards.

To address these issues, Mr. Liedeker's organisation has started working with five product groups to launch a test version of a web interface that has four front ends enabling users to search for standards. Altogether there are about 35 standards, some of which are more local. Going forward, Leading Standards will make its features and functions better known in effort to transform the new tool into a long term instrument, which is able to react to changes in the market as well as changes in the standards landscape.

5.3. Christopher Wunderlich, Coordinator, Sustainable Commodity Initiative, UNCTAD and Daniele Giovannucci, Executive Director, Committee on Sustainability Assessment (COSA)

With a forward looking approach, Mr. Wunderlich discussed critical challenges in the long term success of voluntary standards. While placing great importance on practical tools and methodologies, Mr. Wunderlich also emphasized the necessity of partnerships to ensure sustainability at the mainstream level. In regards to sustainability standards, there is a need for a greater understanding of the impact of standards programmes so as to make fact-based decisions.

Additional actions, fundamental to sustainable development include: performing impact assessments to determine the costs and benefits at the field level; obtaining accurate information concerning their functionality; ensuring access to affordable finance; providing technical assistance based on the needs of farmers and/or industry; and supporting policy development by maintaining a link to government activities.

In conclusion, Mr. Wunderlich elaborated on the various organisations which may facilitate the success of sustainability. The Financing Alliance for Sustainability Trade (FAST) is known to work at increasing efficiencies so that transaction costs to access affordable finance are lower. FAST's online marketplace

also provides information regarding access to credit. In terms of technical assistance, the Sustainability Commodity Assistance Network (SCAN) brings together leading standards bodies, private sector, NGOs and technical assistance institutions to identify common technical assistance needs that producer groups have, subsequently working together to provide that assistance. Finally, in regards to policy analysis, UNCTAD in collaboration with four other UN agencies within the UNFSS framework works to engage in dialogue so that developing countries can get more information about sustainability standards.



Mr. Giovannucci, then gave a brief overview of COSA, an organization driven by a demand to understand and measure the impact of certification beyond anecdotal evidence and case studies. COSA initially focused on coffee, it has expanded to cocoa, and is investigating tea, cotton, soy and sugar. The organisation aims to maintain globally comparable information allowing the possibility of comparison across countries and sectors to identify the efficacy of various programmes and principles. With a participatory process, the organization uses robust methods to provide credible data with which stakeholders may draw their conclusions. COSA is currently being applied in 8 countries in the coffee and cocoa sector and results of the analyzed data will be made available on ITC's T4SD standards information platform.

5.4. Trevor Bowden, Co-Founder, Big Room Inc., Vancouver

Big Room is a social venture prompted by the need to help consumers and companies make better green choices. With this vision, in 2007, the company developed Ecolabel Index (<http://www.ecolabelindex.com>), a website which provides data on the characteristics of ecolabels. Currently the largest global database of ecolabels, Ecolabel Index has three goals: to collect and structure data on a common platform; to increase transparency; and to help people use ecolabels more effectively and efficiently.

Originally Ecolabel Index was largely consumer focused. However, in the midst of the recent influx of "green claims", Ecolabel Index is adopting more of an institutional and commercial orientation, expanding its metrics and improving the data quality. With this tool, a seemingly overwhelming volume of labels can be filtered to a very manageable list. Still, there remains the challenge of the lack of a common language among the labels, and the potential for "survey fatigue" among ecolabel organisations.

Looking forward, Big Room will work to continuously to improve functionality and data quality for users of the information – from consumers and companies to application developers. Additionally, Big Room is considering new metrics which will provide better data on the impacts and social characteristics of labels, giving guidance on the leading ecolabels and standards. In conclusion, Mr. Bowden emphasized that the momentum to drive transparency as well as consolidation where possible amongst ecolabels needs to be continued. The focus needs to be to find a simple solution to the problem, easing the decision-making process, avoiding past mistakes, and working collaboratively with a real focus on users and the solutions that work for them.



6. Panel 5: Sustainability Standards – The Way Forward



The chair of the panel, Mr. Carsten Schmitz-Hoffmann requested that each panellist to speak to the outlook for voluntary standards over the next 10 years and the steps necessary to achieve the desired results.

6.1. Lisa Kirfel-Rühle, *Policy Officer, Globalization, Trade and Investment Division, Federal Ministry for Economic Co-operation and Development (BMZ), Berlin*

Ms Kirfel-Rühle discussed four opportunities for improvement in voluntary sustainability standards. First, on the development of voluntary sustainability standards in general, there is a need to enhance the multi-stakeholder processes. To enable producers and workers to confront poverty through voluntary sustainability standards, measures such as cost reduction and ensuring information availability are necessary to ensure better access. Additionally, producers and workers should have a stronger presence in the dialogue concerning standard.

Another opportunity for improvement lies in the overall voluntary sustainability standards landscape. Ms Kirfel-Rühle stressed the importance of understanding how various standards fit together, identifying areas with the potential for growth. Looking forward, there is a need to achieve scale in terms of the cooperation. Organisations should also work to further cooperation on consumer awareness. In this, it is important not to neglect the consumer groups in emerging and developing countries. Additionally, it will be important to address the emergence of the increasingly independent “prosumers”, as they demand a more active role in private standards.

Looking to the future, the role of the governments may be addressed by improving the dialogue with ministries, engaging in discussions on mandatory standards, debating the notion of having a mandatory social label, etc. Dialogues with developing countries should also investigate strategies to improve the implementation of mandatory standards.

6.2. Hans-Peter Egler, *Head of Trade Promotion Division, SECO, Bern*

Mr. Egler spoke of the relationship between voluntary sustainability standards and SECO, as Switzerland has a policy of supporting the private sector voluntary sustainability standards, in the belief that they can contribute to sustainable development. Therefore, SECO supports the strengthening and scaling up of voluntary sustainability standards with a particular effort to understand their impact in the field. In the future, Mr. Egler expects that environmental and social issues will become a greater concern globally. As government representatives, there is a need to question whether the failure of sustainable development to take place is due to government failures or market failures.

Recently, companies are increasingly aware of their role in contributing to sustainable development, both out of the belief that it is the right thing to do and the fear of possible reputation losses. This fear is a rational driving force for companies to become more active in the field of sustainability. Certain companies are motivated to perform beyond public regulations for the added benefit of attracting consumer attention. This is an opportunity for private voluntary sustainability standards to play a significant role in providing that visibility.

SECO is also confronted with the question if and how incorporating private standards requirements should and can be integrated into free trade agreements or in Switzerland's generalised system of preferences. To do so could potentially be contrary to WTO principles. In principle, it would be unsuitable to focus on the requirements of only one standard. Alternatively, it could be possible to introduce a list of criteria.

Mr. Egler concluded that private voluntary sustainability standards are an interesting tool to work toward the broader goal of sustainable development, but not a means in itself. Taking into consideration the current international negotiation situation at the WTO, it might be suitable to use this private sector-led approach a first step towards this broader goal, allowing them to play a bridging function until negotiations come to a conclusion.

6.3. Sasha Courville, *Executive Director, International Social and Environmental Accreditation and Labelling (ISEAL) Alliance, London*

Dr. Courville believes that the future is very bright, according to research of ISEAL and AccountAbility, funded by SECO, on scaling up the impacts of standards systems. She expects that in ten years time, there will be a much more cohesive global framework around credible standard systems, and a set of generally accepted practices in sustainability standards. ISEAL Alliance has taken a step towards bringing this into existence through an approved a code of good practice for assessing the impact of standards systems, which could potentially change the landscape of data that is available for understanding impact assessment. Another ISEAL Alliance initiative to establish verification codes as a framework for standard setting could revolutionize the general understanding of how standards systems work.

In addition to these changes, Dr. Courville also shared her anticipation of an increase in the amount of data over the next few years, requiring standards bodies work with a range of new tools for dissemination of data for both producers and consumers, changing how people interface and use standard systems. The role of governance within the standard systems landscape is also important and there is a need for standards systems to be more inclusive in their governance frameworks, especially as emerging markets engage with standards systems. There is a need to rethink the relationship between national needs and a global standard. A failure to do so will create more barriers to trade if a new generation of national standards are developed without reference to global standards frameworks but with international production, trade or consumption implications.

Dr. Courville also predicts an evolution in the coordination of standards systems, with the possible emergence of a global framework, covering all core issues and values such as poverty alleviation, labour rights, greenhouse gas emissions and water. Within this framework will be the opportunity to benchmark tools so as to find commonalities between the standards. There is already motivation for such a movement in the need to reduce costs, avoid duplication, and to be more efficient and effective.

In respect to training, Dr. Courville stressed the importance of building core competencies such as financial literacy. This may be explored through a stepwise approach, as many tools and mechanisms will interface with the more competitive standard systems in future. These will also be embedded in the national, if not regional, context and thus engagement with governments will be critical. Consumer movements and issues are expected to become more prominent especially in emerging economies such as Brazil, India and China.

As global governmental frameworks suffer from a lack of enforcement, global standards systems can contribute to this function. For example, in the biofuels arena, standard systems are serving as an enforcement mechanism. Standards can be key tools to reinforce national regulations, but they also need to go beyond performing this role.

6.4. Claudine Musitelli, *Director, Global Social Compliance Program, Paris*

Ms. Musitelli refocused the topic to the broad scope of standards, covering all consumer goods and entailing a cross sector approach. From this perspective, large retailers are confronted with the burden of a wide range of standards with which they must comply. This overabundance of standards requirements leads to confusion and miscommunications through the supply chain, placing a particular strain on the north-south relationship. Thus, there ought to be a push for harmonization on behalf of buyers and retailers. This could facilitate agreement on a common, global framework and reduce the duplication of efforts resulting from competition amongst the standards.

Agreement on the suitable level of compliance is an important step preceding the training of the supplier on how to achieve this. The point is not certification or going through audits as that is not the end goal. Although she acknowledged that this was not going to happen in the next two years, there has still been a lot of movement towards such an arrangement.

Ms Musitelli expects that standards will evolve to a point where they will deliver services to the supplier so that the supplier would have the ability to develop its own system. Such a development will require a large investment of stakeholders and a dialogue with NGOs and trade unions that standards can partner with. There is a need for collaboration between companies and suppliers in developing a management system.

In terms of avoiding duplication, Ms Musitelli warned that it would be pointless to redesign the wheel in terms of social conditions, and pointed out that the core convention of ILO serves as a general framework already in existence. She did acknowledge, however, that an equivalent framework for environmental conditions still needs a little more work.

While Ms Musitelli acknowledged the presence of UN bodies, standards themselves and government representatives, she indicated that she would like to have seen more companies present at the conference as well.

6.5. Celina McLean, Director, Trade Intelligence Observatory, Argentine Chamber of Exporters (CERA), Buenos Aires

Representing a trade support institution (TSI) concentrated on business advocacy and the support of Public-Private Partnerships, Ms McLean believes that the value of this conference is the clarification of the roles of actors in sustainable development. There is potential for both private and public sectors to use voluntary sustainability standards as tools within their respective roles. There are now not one but two neutral platforms from which to learn about them and analyse them, e.g. the Standards Map and UNFSS. Through these databases and platforms, voluntary standards are becoming more visible and transparent.

Ms McLean said that these platforms are of enormous value especially to small and medium enterprises as they will be able to analyze standards to determine which best suit their needs. She also underscored the need for global standards to be adapted to local industries and contexts. Whether voluntary standard organisations are for profit or non-profit, they play a clear role as service providers and need to be run like a business, because they have a responsibility of delivering a service to the customers, be they small producers and crop growers or big companies and leading exporters.

An issue that Ms McLean felt needed to be explored and analysed in depth is a national standards scheme for certain products at the country level. In Argentina, for example, all the actors and stakeholders in the forestry industry came together to produce a forestry certification but it important for them to be aware that such a programme may not be complete if, for example, it does not incorporate the social aspect of sustainability. It would also depend on the market they are targeting.

As a TSI, CERA's role could be to help analyse the various standards and explain what benefits they bring to different industries. In the context of Public-Private Partnerships, CERA may also make recommendations based on their analysis and obtain feedback from the companies that it represents. Ms McLean emphasised that she was leaving the conference with a different mindset because while she had already considered harmonisation, she was beginning to consider other aspects such as making standards complementary and simpler.



Another point Ms McLean felt was significant especially in developing countries was that the lack of enforcement capacity of governments and/or the lack of controls may drive the proliferation of standards. This is where voluntary standard organisations play a role in helping governments to avoid duplication of efforts and making the process simpler. For some countries, products destined for internal consumption do not fall under the same controls as export goods. She stressed that the help of private organisations in playing a control and enforcement role will make a difference in such countries.

Annex I

Speaker profiles

<p>Trevor Bowden Co-Founder, Big Room Inc., Vancouver</p>	<p>Trevor Bowden is a co-founder of Big Room, a Vancouver-based social venture. Big Room operates Ecolabel Index (formerly known as ecolabelling.org), the largest global database of ecolabels. Big Room is also working with the global sustainability community to coordinate an application for the dot eco (.eco) internet extension.</p> <p>Previously, Trevor was based in Geneva and London, where he worked with the United Nations Environment Programme Finance Initiative (UNEP FI) and the United Nations Principles for Responsible Investment (UN PRI).</p>
<p>Rob Cameron Chief Executive, Fairtrade Labelling Organizations (FLO) International e.V., Bonn</p>	<p>Rob Cameron became CEO of the Fairtrade Labelling Organization in October 2007. Since then he has led the organization through a strategic review and change programme designed to strengthen the Fairtrade system, broaden its reach and deepen its impact.</p> <p>Prior to joining FLO, Rob was principal owner and CEO of international communications company, Flag Communications, in Cambridge, England. In 1998 Flag became a leading “first mover” in corporate responsibility and sustainable development communications and soon became a market leader with multinational clients around the world.</p> <p>Rob has served on the boards of a range of not-for-profit organizations, most significantly AccountAbility, a leading sustainable development think tank and standard setter, where he has advised on growth, organizational development and international expansion.</p> <p>Rob is also a fellow of the Royal Society for the Arts and was made one of the UK Prince of Wales's Ambassadors for Corporate Responsibility in June 2007.</p>
<p>Dr. Sasha Courville Executive Director, International Social and Environmental Accreditation and Labelling (ISEAL) Alliance, Melbourne</p>	<p>Sasha is responsible for the strategic development of the ISEAL Alliance and the overarching implementation of its Strategic Plan. Prior to joining the ISEAL Alliance in 2005, Sasha was a Research Fellow at the Regulatory Institutions Network, Australian National University (ANU). She led the ISEAL project on Social Accountability in Sustainable Agriculture (SASA) from 2002-2004 and was the architect and founder of the Fair Trade Association of Australia and New Zealand. Sasha has provided expert contributions to numerous projects and activities to strengthen social and environmental standards systems, largely in the agricultural sector. Sasha holds a PhD from the ANU focused on incorporating social and environmental costs into global coffee supply chains, a Masters Degree from the London School of Economics (Development) and an undergraduate degree from York University, Canada (Environmental Studies). Sasha is based in Melbourne, Australia.</p>
<p>Adriana Mejia Cuartas Director, International Cooperation Amsterdam, National Federation of Coffee Growers of Colombia (NFC), Bogota</p>	<p>Adriana Mejia Cuartas was appointed Director of International Co-operation for Europe within The National Federation of Colombian Coffee Growers (NFC) in 2002. In 2006 Ms. Cuartas became a member of the Evaluation Committee of the EFICO FUND (Belgium), to grant financial support to coffee and cocoa producers. Additionally, Ms. Cuartas serves as a board member at UTZ CERTIFIED.</p> <p>Ms. Cuartas earned an MBA at the Instituto de Empresa in Madrid. Prior to this, she studied in Manizales (Col) and graduated with a degree in Business Administration from the National University of Colombia in 1993. Throughout her career Ms. Cuartas has been responsible for project design, strategy, lobby, fund raising, project implementation and project evaluation for the support of sustainable development and fighting poverty.</p>
<p>Hans-Peter Egler Head of Trade Promotion Division, State Secretariat for Economic Affairs (SECO), Bern</p>	<p>Hans-Peter Egler, since 2001 Head Trade Promotion within SECO's Economic Cooperation and Development Division, is responsible for trade-related technical cooperation, including environmental and social standards. Mr Egler holds a MA in Political Science and Business Administration from the University of Berne.</p>

<p>Nigel Garbutt Chairman, Global Gap, Cologne</p>	<p>Nigel is the Chairman of GLOBALG.A.P: the Global Partnership for Good Agricultural Practices since 2001. After graduating Nigel spent 5 years in Food law enforcement with the Ministry of Agriculture Fisheries and Food in London, UK. For 12 years Nigel held a number of Senior Management Positions within the UK Supermarket Chain Safeway, reporting to the Board on Food Safety, Food Technology, Policy and Corporate Social Responsibility. He was a founding Director of the Assured Produce and Assured Chicken Companies and a Director of the Seafish Industry Authority also in the United Kingdom.</p>
<p>Willem van der Geest Director, Division of Market Development, International Trade Centre (ITC), Geneva</p>	<p>Willem van der Geest, PhD Economics, University of Cambridge was educated in economics and social sciences at the Universities of Leiden, Stockholm and Cambridge. His thesis focused on 'distribution-improving development policies', applying the general equilibrium analysis to assess linkages between economic growth, public investment and personal income distribution. He has more than twenty years' experience in the economics of development and advisory services fields. He has worked for the UN as a Macro-Economic Planner in Bangladesh, a Senior Economist in UNCTAD on "LDC Trade Diversification", as a Senior Research Economist for Eastern and Southern Africa in the ILO and as the Director of the European Institute for Asian Studies, Brussels. His most recent employment was as a consultant acting as Team Leader of the Trade Sustainability Impact Assessment of the Europe-China Partnership and Cooperation Agreement for the European Commission. He has published widely in peer-reviewed journals, contributed to edited volumes and consulted for international organizations. He joined the International Trade Centre as its Lead Economist on March 1, 2009 and is now Acting Director for the Division of Market Development.</p>
<p>Daniele Giovannucci Executive Director, Committee on Sustainability Assessment (COSA)</p>	<p>Daniele Giovannucci is a co-founder of the Committee on Sustainability Assessment (COSA), a global consortium of institutions and UN agencies advancing innovative ways to measure sustainability. He has received several international awards for his decades of pioneering work in sustainability and in coffee. In both 2008 and 2009, Daniel's published work ranked in the top 1 per cent of more than 129,000 professional authors listed by the Social Science Research Network. A former food company executive and Senior Consultant to the World Bank Group, he has worked in more than 30 countries.</p>
<p>Han de Groot Executive Director, UTZ CERTIFIED, Amsterdam</p>	<p>Han de Groot is Executive director of UTZ CERTIFIED, a leading standard for sustainability in agricultural communities. UTZ CERTIFIED is mainly focusing on Coffee, Cocoa and Tea and also provides traceability services for palm oil. Han recently joined UTZ and before that worked in the Dutch ministry for Agriculture, Nature and Food, as a deputy director for Nature. Earlier, hand held positions in other ministries and worked for the Dutch NGO Oxfam Novib.</p>
<p>Auret van Heerden President, Fair Labor Association, Geneva</p>	<p>Auret van Heerden brings more than 30 years experience in international human and labor rights to the FLA. He began campaigning for workers' rights as a young student in apartheid South Africa and co-authored a book in 1976 that called for trade union rights for black workers. He served two terms as president of the National Union of South African Students. After graduating in industrial sociology from the University of the Witwatersrand in Johannesburg, he founded an institute that provided research and training services to trade unions and civil society groups. He was forced into exile in May 1987 after long periods of solitary confinement and torture. In 1988, Auret joined the International Labor Organization (ILO) and worked on its Program of Action against Apartheid in Geneva until 1994 when the new democratic South African government appointed him Labor Attaché in the South African Permanent Mission to the UN in Geneva. He returned to the ILO in 1996, where he worked on labor relations issues in 25 zone-operating countries and established a Swiss-funded project to improve labor relations in Special Economic Zones in China.</p>

<p>Atul Kaushik Director, CUTS Geneva Resource Centre, Geneva</p>	<p>Atul Kaushik heads CUTS Geneva Resource Centre, an NGO working among other subjects on trade, economics and environment. CUTS is implementing two large projects on trade and development issues in sub-Saharan Africa and Quarterly Forums on trade and development issues for Geneva Missions of selected developing countries.</p> <p>Atul Kaushik has worked in the Ministry of Commerce and Industry, the Cabinet Secretariat, the Permanent Mission of India to the WTO and the Ministry of Petroleum and Natural Gas. In the Commerce Ministry he handled a number of assignments relating to the WTO, including the TBT and SPS Agreements. He was the Legal Officer in the Indian Mission to the WTO from 2003 to 2006.</p> <p>Atul Kaushik has undertaken consultancy work for UNCTAD, OECD, DFID, DIE, GTZ etc. He has published articles or contributed chapters to books on trade and environment, bio-safety, intellectual property, dispute settlement, role of LDCs, development cooperation by India and the Enhanced Integrated Framework.</p> <p>He has Bachelor's degrees in science and law and a Masters in business administration.</p>
<p>Lisa Kirfel-Rühle Policy Officer, Globalization, Trade, and Investment Division, Federal Ministry for Economic Co-operation and Development (BMZ), Berlin</p>	<p>Lisa Kirfel-Rühle holds a diploma in economics and business administration. Since 2005 she is working in the German Federal Ministry for Economic Cooperation and Development. In 2009 she joined the division of trade, globalisation and investment as an advisor. She is now responsible for three development issues: sustainable standards, commodities and foreign direct investment.</p>
<p>Dr. Thomas Knäble Director Technical Coordination, Faber-Castell, Germany</p>	<p>Dr. Thomas Knäble studied natural sciences at the universities of Freiburg/Breisgau and Ulm. In 1979, he earned a PhD in macromolecular chemistry and "sequence specific synthesis of RNS-oligomers". Dr. Knäble assumed a role in the R&D division of Staedtler Mars Ltd in 1980. In 1993, he became Managing Director of R&D, Production and Logistics at Staedtler Group. In 2003, Dr. Knäble was appointed Director of "Technical Co-ordination Group" at Faber-Castell PLC.</p>
<p>Vesile Kulaçoğlu Director, Trade and Environment Division, World Trade Organization (WTO), Geneva</p>	<p>Mrs. Vesile Kulaçoğlu is Director of the Trade and Environment Division of the World Trade Organization (WTO) since 2003. The Division's main areas of work include trade and environment negotiations under the Doha Round, the regular work of the Committees on Trade and Environment and Technical Barriers to Trade and trade and labour.</p> <p>On trade and climate change, Mrs. Kulaçoğlu co-authored the 2009 WTO-UNEP report as well as leading its preparation. She has a Masters degree in International Affairs from Colombia University, New York and an Economics degree from the University of Geneva, Switzerland.</p>
<p>Mathieu Lamolle Market Analyst, T4SD, International Trade Centre (ITC), Geneva</p>	<p>Mr Mathieu Lamolle works as Market Analyst for the Trade for Sustainable Development programme in the Market Analysis and Research section of ITC. His main responsibility is to coordinate and supervise the development of the voluntary standards database and ensure that mechanisms are in place to continuously improve its scope, depth and relevance through regular consultations with standard organizations, stakeholders and experts within and outside ITC.</p> <p>Mr Lamolle holds a Masters degree in Management Science from the Solvay Business School in Brussels and speaks English, French and Spanish. He participated in the executive program on international trade, development and business practices at the Tsinghua University in Beijing and in the executive program on international trade regulations at the World Trade Institute in Bern. He joined the Division of Market Development of ITC in October 2007. His most recent former employment was as associate expert at the EU-ACP Project Management Unit in Brussels, a programme financed by the European Commission to provide technical assistance to African Caribbean and Pacific countries and regions in the context of the Economic Partnership Agreements negotiations.</p>

<p>Heiko Liedeker CEO, Leading Standards, Bonn</p>	<p>Mr. Heiko Liedeker is engaged with public sector, corporate sector and civil society organizations as strategic advisor on social, environmental and economic compliance, standard setting, verification and governance.</p> <p>Until mid 2008 he served as Executive Director of the Forest Stewardship Council. For over 6 years he led the FSC through comprehensive restructuring and repositioning to being one of the leading social and environmental standard setting and certification systems worldwide.</p> <p>Before joining the FSC, he served Chairman of the WWF's European Forest Team and member of WWF's Global Forest Advisory Group.</p> <p>In the early 90's, he advised different public authorities, universities and ministries of the Kingdom of Saudi Arabia on implementation of environmental information systems.</p> <p>Mr. Liedeker holds a Masters degree in Forest Ecology from the University of Vermont, USA and a Forestry degree from the University in Munich.</p>
<p>Pascal Liu Trade Economist, Food and Agriculture Organization (FAO), Rome</p>	<p>Pascal Liu (French, born 1967) is a Trade Economist and has worked on trade issues at the Food and Agriculture Organization of the United Nations (FAO) since 1998. Prior to joining FAO's Trade Policy Service, he worked as a Commodity Specialist in FAO's Horticultural Products Group. His main areas of expertise are trade policy, the role of standards in trade, certification systems for sustainable agriculture and international trade in fresh produce. He has done research on various types of environmental and social certification programmes and has collaborated in several publications on this topic.</p> <p>Related websites: http://www.fao.org/economic/est/agricultural-market-analysis/standards-certification/en/; http://www.fao.org/economic/worldbananaforum/en/</p>
<p>Celina Mc Lean Director, Trade Intelligence Observatory Institute of International Strategy, Chamber of Exporters of Argentina (CERA), Buenos Aires</p>	<p>Political science and social psychology graduate. Over twenty years experience in all-cargo airline sales management. Former CERA's Projects Director and currently CERA's representative in ITC's Advisory Council on Market Analysis Tools with a focus on business needs. As an independent consultant, currently supporting business development at Argentine charity Grupo Solidaridad del Espiritu Santo.</p>
<p>Claudine Musitelli Director, Global Social Compliance Program, The Consumer Goods Forum, Paris</p>	<p>Claudine Musitelli is the Director of the Global Social Compliance Programme (GSCP) at The Consumer Goods Forum in Paris. The Global Social Compliance Programme (the GSCP) is a business-driven programme for companies whose vision is to harmonise existing efforts in order to deliver a shared, global and sustainable approach for the continuous improvement of working and environmental conditions across categories and sectors in the global supply chain.</p> <p>Claudine Musitelli gained a B.A. degree in international administration and politics after studying in France and Germany, and obtained her Post Graduate Professional Degree in International Public Law and Administration from the University of Paris (Sorbonne). A French national, she has lived and worked in the U.S., Germany and the Middle East.</p>
<p>Holger Robrecht Director, Sustainability Management, Local Governments for Sustainability (ICLEI), Freiburg</p>	<p>Mr Robrecht is graduated spatial planner and collects almost twenty years of experiences with local environmental governance, sustainability management and international sustainability policies and processes. Before joining ICLEI in 1997, he led the programme Soil Contamination, Soil Protection and Land-use management at the Environmental Research Institute of the University of Dortmund (INFU, 1990 – 1997).</p> <p>To date, Mr. Robrecht is supervising the Sustainability Management Programme at the ICLEI European Secretariat with responsibilities for programme and project development and co-ordination, team supervision as well as guidance and training. He also acts as coordinator of ICLEI's European Climate Adaptation activities and holds a world-wide mandate to further develop the local sustainability management system ecoBUDGET.</p> <p>Mr. Robrecht has been member of several international Expert panels, amongst them the EU Expert Group for the Soil Thematic Strategy (2003) and the EU Work Group on Urban Environmental Management Plans and Systems (2004). He has been responsible organiser of conferences, workshops and training sessions, lecturer at a number of scientific as well as local governments conferences and author or co-author of various books and articles on local sustainability issues, urban planning and environmental and sustainability management, climate adaptation, contaminated soil, soil protection and land use policy.</p>

<p>Hubert Schillinger Coordinator “Dialogue on Globalization”, Friedrich Ebert Stiftung (FES), Berlin</p>	<p>Hubert Schillinger is Coordinator of the Dialogue on Globalization program at FES headquarters in Berlin. His work focuses on global governance mechanisms, political economy and the social dimension of globalization. Previous to his current position, he has been FES country director in Namibia, South Africa and Morocco, FES project leader in Senegal and held different positions at FES head office. Hubert Schillinger is an Economist with a Master’s Degree from the University of Constance and a graduate of the Center for Advanced Training in Rural Development (Seminar für ländliche Entwicklung) of the Technical University, Berlin.</p>
<p>Carsten Schmitz-Hoffman Head of Section “Agricultural Trade and Standards”, German Technical Cooperation (GTZ), Eschborn</p>	<p>Carsten heads up the GTZ Section for Trade and Standards which consists of different programmes and projects all related to trade, standards and international supply chain improvement processes. In that function he is also Director of the Programme for Social and Ecological Standards at GTZ, an international cooperation enterprise for sustainable development with worldwide operations. The Programme consists of a team of 18 experienced experts in the field of sustainable development, standards development and standards setting. It gets its core funding from the German Federal Ministry for Economic Cooperation and Development (BMZ), but also receives funding from other public European donors. Additional to its core competences in advisory service, innovation and knowledge management, the program manages and supports several Public Private Partnership projects with numerous globally operating enterprises and provides the Secretariat for the German Round Table on Codes of Conduct which is also participating in the German CSR Forum.</p>
<p>Alastair Taylor Regional Manager, AELBI, Uganda, Kampala</p>	<p>Alastair Taylor has worked in rural development in Africa, mainly Uganda, for over 15 years. He has a BSc in Agriculture and an MSc in Agricultural Extension. Initially he worked with church and NGOs promoting sustainable agriculture for food security, but has always had a passion to try and promote cottage level industry where possible. In 2004 he was appointed Country Manager for the Export Promotion of Organic Products from Africa (EPOPA) programme which promoted organic trade through linking small-holder farmers to private sector exporters. He now works as the regional manager for Agro Eco Louis Bolk Institute – Eastern Africa where the motto “Development through Trade” continues to be a motivating factor and certification a means to bind the value chain actors together.</p>
<p>Winfried Veit Director, Friedrich Ebert Stiftung (FES), Geneva</p>	<p>Winfried Veit studied Political Science, Economics and History at the Freie Universität Berlin and did his Ph.D. on development strategies in Africa. Before joining the Friedrich Ebert Foundation (FES) he worked as Journalist for Radio stations and weekly papers. In his work for FES, he was amongst others editor of the Foundations foreign affairs journal and head of its political consultancy unit at its head office in Bonn. In the early nineties he was a visiting research fellow at the University of Cape Town and FES' first representative to South Africa. In this capacity he participated in the Mont Fleur Scenarios, which were mainly funded by FES. From 1996-2003 he was director of the Foundation’s Israel office in Tel Aviv, where FES ran a similar scenario building exercise „Israel 2025“. After having been head of the Foundation's Paris office, he is since August 2007 director of FES Geneva office. He also teaches international relations at the University of Freiburg.</p>
<p>Ernst Ulrich von Weizsäcker Co-Chair, International Panel for Sustainable Resource Management, Germany</p>	<p>Co-Chair, International Panel for Sustainable Resource Use. Born 1939, Living in Emmendingen, Germany. 1972-75 Professor of Biology, 1975-80 University President (Kassel), later Director at UN Centre for Science and Technology for Development, New York, Director, Institute for European Environmental Policy, Founding President, Wuppertal Institute for Climate, Environment, Energy. 1998-2005 Member of Parliament, and Chair of the Environment Committee. 2006-08 Dean, Bren School for Environmental Science and Management, UC Santa Barbara, California. English books: 1992 Ecological Tax Reform. 1994 Earth Politics. 1997 Factor Four (w/ A & H Lovins). 2005 Limits to Privatization (w/Oran Young & Matthias Finger). 2010, Factor Five (w/ Charlie Hargroves and his TNEP team). Web: www.ernst.weizsaecker.de</p>

<p>Joseph Wozniak Programme Manager, T4SD, Market Analysis and Research, International Trade Centre (ITC), Geneva</p>	<p>Joseph Wozniak, is currently the Manager of the Trade for Sustainable Development programme (T4SD) at the International Trade Centre (ITC) in Geneva, Switzerland.</p> <p>Prior to arriving at the ITC, Mr. Wozniak spent almost seven years as a Senior Economist with the Overseas Private Investment Corporation (OPIC) in Washington, D.C. where he was responsible for the monitoring and evaluation of the Agency's portfolio and the development of analytical tools for the impact assessment of OPIC's emerging markets investment projects.</p> <p>Mr. Wozniak has also worked on trade-related projects for Nomisma, Spa in Bologna, Italy and at KPMG LLP in the U.S. Mr. Wozniak received his Masters Degree in International Relations and International Economics from the Johns Hopkins University School of Advanced International Studies (SAIS).</p>
<p>Christopher Wunderlich Coordinator, Sustainable Commodity Initiative, Geneva</p>	<p>Mr. Wunderlich is coordinator of the Sustainable Commodity Initiative. An initiative facilitated by the United Nations Conference on Trade and Development (UNCTAD) and the International Institute for Sustainable Development (IISD) to promote economic, social and environmental sustainability in commodity sectors.</p> <p>Mr. Wunderlich has a Master's in Environmental Sciences with a focus on international development technologies. Currently he concentrates on the impact assessment and capacity building programs of the Sustainable Commodity Initiative.</p> <p>Mr. Wunderlich has worked for over 18 years in sustainable development. First as the director of a grassroots, environmental education program in Guatemala (5 years); then as the network coordinator of the Sustainable Agriculture Network for the Rainforest Alliance. He has done numerous independent consultant activities focusing on market-based approaches to sustainability- including for FairTrade, Rainforest Alliance, WorldBank, ISEAL and as economic analyst for UNCTAD.</p> <p>He currently is based in Barcelona, Spain.</p>

Annex II

List of participants

Last Name	First Name	Organization
Abdalla	Moataz	ITC
Alami Hamedane	Anas	Mission of Morocco
Alfarargi	Saad	The League of Arab States
Al-Hinai	Hilda	Mission of Oman
Alvarez	Gabriela	Latitude
Andreev	Andrei	Mission of Belarus
Ardila Salazar	Juan Carlos	Cafexport
Arrieta	Judith	Mission of Mexico
Aryal	Serra	WTO
Autio	Anna	UNEP
Azbaha	Kebur	Mission UK
Baazia	Riad	CONGAF
Bhattarai	Dinesh	Mission of Nepal
Bilali	Burim	Mission of Macedonia
Blessing	Godferry	
Borja	Oliver	Mission of Mexico
Bowden	Trevor	Big Room Inc.
Caballero	Luz	Mission of Peru
Cameron	Rob	Fairtrade Labelling Organizations (FLO) International e.V.
Carey	Christine	
Cederblad	Peter	Vertretung Schweden
Cheong	Sheena	ITC
Courville	Sasha	International Social and Environmental Accreditation and Labelling (ISEAL)Alliance
Daitchman	Jaclyn	IISD
De Backer	Nadia	
de Groot	Han	UTZ CERTIFIED
Dodini	Michaela	EU Delegation
Ebach	Helene	Cotecna Inspection
Ecoffey	Danielle	Graduate Institute
Egler	Hans-Peter	SECO
Etcheverry	Catalina	TOURISM SUSTAINABILITY COUNCIL
Fietz	Lorraine	Mission of Australia
Flensburg	Sofie H.	Vertretung Dänemark
Fogwe	Irene	World Vision Suisse
Furstenborg	Jan	Social Accountability Interest
Garbutt	Nigel	Global Gap
Gauthier	Marine	tft-forests
Giovannucci	Daniele	Committee on Sustainability Assessment (COSA)
Haye	Sébastien	Ecole Polytechnique Fédérale de Lausanne - Energy Center

Last Name	First Name	Organization
Hendriksz	Michiel	ADM
Hirs-Schaller	Isabelle	BSD Consulting
Hoffmann	Ulrich	UNCTAD
Huang	Kai	Mission of China
Ifestou de Paredes	Johanna	Brainvibes Ltd
Ikezuki	Takako	ITC
Iwundu	Anselm	Fair Food
Jaksch	George	Chiquita
Junquera	Victoria	RSB
Kasterine	Alexander	ITC
Kaushik	Atul	CUTS Geneva Resource Centre
Keco-Isakovic	Emina	Mission of Bosnia Herzegovina
Kennedy	Jake	Graduate Institute
Kirfel-Rühle	Lisa	Federal Ministry for Economic Co-operation and Development (BMZ)
Kisiri	Marwa Joel	ACP Group
Knäble	Thomas	Faber-Castell
Kopse	Alwin	Ecole Polytechnique Fédérale de Lausanne - Energy Center
Kostecki	Karolina	UNCTAD
Köszegi	Erika	Mission of Hungary
Kulaçoğlu	Vesile	WTO
Kutsch Lojenga	Rik	Union for Ethical Biotrade
Ladwig	Herbert	global-standard.org
Lambert	Stephanie	ITC
Lamolle	Mathieu	ITC
Lassen	Helene	ITC
Liedeker	Heiko	Leading Standards
Liu	Pascal	FAO
Malla	Binayak	
Manta	Ilina	ITC
Margelisch	Marianne	ITC
Marty	Oliver	ITC
McLean	Celina	Argentine Chamber of Exporters (CERA)
Meitzel	Sabine	ITC
Mejia Cuartas	Adriana	International Cooperation Amsterdam, National Federation of Coffee Growers of Colombia
Moltmann	Johann	GTZ
Mori	Carolina	Oxfam
Musitelli	Claudine	Global Social Compliance Program
Nabeel	Ahsan	Mission of Pakistan
Nübler	Irmgard	ILO
Odari	Hari Prasad	Mission of Nepal
Onikepe	Angela	
Oram	Anya	Vertretung EU
Orimolote	Jolaade	Mission of Nigeria

Last Name	First Name	Organization
Osterhaus	Christian	4C Association
Ovelacq	Juliette	ITC
Paquin	Stéphanie	Union for Ethical BioTrade
Peter	Martin	SECO
Rabbiosi	Liazzat	Ecolabelling
Rafab	Ammar	Mission of Bahrain
Riedy	Trisha	UNITAR
Riva	Massimiliano	UNDP
Robrecht	Holger	ICLEI
Rochlin	Steve	AccountAbility
Sampson	Gregory	ITC
Sande	Theo	Vertretung Niederlande
Schillinger	Hubert	FES Berlin
Schmitz-Hoffmann	Carsten	GTZ
Schulze	Lisa	Mission of Germany
Selwig	Lars	Mission of Germany
Servansing	Shree Baboo Chekitan	Mission of Mauritius
Shrestha	Samidh	ITC
Skidmore	Robert	ITC
Sonnenberg	Nikolai	FES
Soth	Jens	Helvetas
Suznjevic	Mihajlo	Mission of Bosnia Herzegovina
Tanner	Dylan	Ekobai
Taporaie	Amos	UNCTAD
Taylor	Alastair	AELBI
Teuscher	Peter	BSD Consulting
Tran	Hang	Mission of Vietnam
Tregurtha	Norma	ISEAL
Twarog	Sophia	UNCTAD
Ukec	John	Mission of Sudan
Vaca Eyzaguirre	Carla	ITC
van der Geest	Willem	ITC
van Heerden	Auret	Fair Labour Association
Veit	Winfried	FES
Volkman	Thomas	SPD Tübingen
von Weizsäcker	Ernst Ulrich	International Panel for Sustainable Resource Management
Vythelingum	Prisca	UNFSS
Wick	Simone	Volcafe
Wilska	Kent	Vertretung Finnland
Wozniak	Joseph	ITC
Wunderlich	Christopher	Sustainable Commodity Initiative
Yadav	Manharsinh	Mission of India