

Sustainability Standards and their Role in International Trade and Development

Geneva, 1–2 July 2010

Context:

Over the past two decades, it has become evident that legally binding regulations alone are not sufficient when it comes to gradually achieving social, environmental and competitive objectives in the global economic and trade system. Voluntary standards and codes of conduct have the potential to significantly contribute towards international value chains placing greater emphasis on social and ecological aspects.

Venue: WMO (Salle A)
7bis, avenue de la Paix
CH-1211 Geneva 2

Wednesday, 30 June 2010

Arrival of the international participants

Thursday, 1 July 2010

09:30 – 10:00

Opening

- **Winfried Veit**, Director, FES Geneva
- **Willem van der Geest**, Director, Division of Market Development, ITC

10:00 – 12:30

PANEL 1

Policy Implications of Sustainability Standards in a Globalized World

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

Chair: **Hubert Schillinger**, Coordinator “Dialogue on Globalization”, FES Berlin

- **Vesile Kulaçoğlu**, Director, Trade and Environment Division, WTO
- **Atul Kaushik**, Director, CUTS Geneva Resource Centre
- **Pascal Liu**, Trade Economist, FAO
- **Auret van Heerden**, President, Fair Labor Association, Geneva

Questions and Answers

12:30 – 14:00

Lunch break

14:00 – 15:45

PANEL 2

Sustainability Standards: Market developments, Requirements, Impacts and Governance

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

- **Ulrich Hoffmann**, Chief, Trade and Sustainable Development Section, UNCTAD
- **Rob Cameron**, Chief Executive, Fairtrade Labelling Organizations (FLO) International e.V., London
- **Nigel Garbutt**, Chairman, Global Gap, Cologne
- **Han de Groot**, Executive Director, UTZ CERTIFIED
- **Holger Robrecht**, Director, Sustainability Management, ICLEI, Freiburg
- **Carsten Schmitz-Hoffmann**, Head of Section “Agricultural Trade and Standards”, GTZ

Questions and Answers

16:00 – 16:30

Coffee & Tea break

16:30 – 18:30

PANEL 3

Bottlenecks and Success Stories of Implementing Voluntary Social & Environmental Standards

Chair: **Daniele Giovannucci**, Director of Research, Committee on Sustainability Assessment (COESA), Geneva

- **Alastair Taylor**, Regional Manager, AELBI, Uganda
- **Adriana Mejia Cuartas**, Director, International Cooperation Amsterdam, National Federation of Coffee Growers of Colombia
- **Thomas Knäble**, Director Technical Coordination, Faber-Castell, Germany
- **Celina McLean**, Director, Trade Intelligence Observatory, Argentine Chamber of Exporters (CERA), Buenos Aires

Questions and Answers

18:30

Cocktail reception

Friday, 2 July 2010

09:00 – 11:00

PANEL 4

Enhancing Transparency: Practical Tools to Foster Sustainability Standards (T4SD, Eco-Buy, Eco-Labeling)

Introductory speech delivered by ITC on the “Trade for Sustainable Development - T4SD” Programme

Chair: **Joseph Wozniak**, Programme Manager, Trade for Sustainable Development (T4SD), Market Analysis and Research, International Trade Centre (ITC)

- **Mathieu Lamolle**, Market Analyst, T4SD, ITC
- **Heiko Liedeker**, CEO, Leading Standards, Bonn
- **Christopher Wunderlich**, Coordinator, Sustainable Commodity Initiative
- **Trevor Bowden**, Co-Founder, Big Room Inc., Vancouver

11:00 – 11:30

Coffee & Tea break

11:30 – 12:30

PANEL 4

(Continued): Questions and Answers on Tools

Chair: Joseph Wozniak

12:30 – 14:00

Lunch break

14:00 – 16:00

PANEL 5

Panel Discussion: Sustainability Standards – The Way Forward

Chair: **Carsten Schmitz-Hoffmann**, Head of Section “Agricultural Trade and Standards”, GTZ

- **Sasha Courville**, Executive Director, ISEAL Alliance, London
- **Hans-Peter Egler**, Head of Division for Trade Promotion, SECO, Bern
- **Claudine Musitelli**, Director, Global Social Compliance Program, Paris
- **Lisa Kirfel-Rühle**, Policy Officer, Globalization, Trade and Investment Division, Federal Ministry for Economic Co-operation and Development (BMZ), Berlin
- **Celina McLean**, Director, Trade Intelligence Observatory, Argentine Chamber of Exporters (CERA), Buenos Aires