Trade for Sustainable Development Forum 2014
Making sense of sustainability initiatives in international supply chains

PROGRAMME
1-2 October, Geneva, Switzerland
ITC @ WTO Public Forum 2014

For more information on ITC and its work, please visit the ITC booth in the WTO Atrium from 1-3 October. At the ITC booth you can register for the second day of the Trade for Sustainable Development Forum 2014.

See also
www.intracen.org
www.standardsmap.org
The fast-changing landscape of sustainability initiatives in supply chains matters to everyone: consumers, buyers, traders, producers, and policymakers.

To address the proliferation of sustainability standards, codes and good practices, the International Trade Centre (ITC) is organizing an event for practitioners from private and public organizations, SMEs and multinationals to share experiences and shed light on one of the most complex aspects of the trade and development agenda.

This event is held within the framework of this year’s WTO Public Forum, which focuses on why trade matters to everyone.

Sustainability concerns in international supply chains are growing. The importance of creating decent jobs is gaining traction. Consumers seek products with low prices, and also look for products with lower environmental impacts and greater consideration of work and labour practices. The ‘conscious consumer’ has emerged as a powerful force. This type of consumer wants more information on the life cycle of goods and services that they buy.

Businesses are adapting to this demand by taking more social and environmental responsibility for production and processing conditions in their supply chains. Incorporating social and environmental responsibility is ambitious for buyers as well as suppliers. Sustainability standards, codes of conduct, and audit protocols have become the instruments of choice to manage sustainable practices along complex, geographically dispersed supply chains.

These standards provide new trade opportunities where they can improve the competitiveness of exporters. Sustainability standards can facilitate compliance with public standards, improve product quality, make production more efficient, and open up channels to financing.

Certification requirements can also improve quality and yield and can standardize good agricultural practices and help improve traceability systems. These points, for instance, were highlighted during a recent panel at ITC’s World Export Development Forum in Kigali, Rwanda.

Certification can bring better relationships with buyers, too. To date, over 40 large multinationals have publicly committed to strengthen environmental sustainability, by using sustainability standards to source suppliers.

Nestlé committed to source 180 000 tonnes of coffee from Farmer Connect by 2015, which is 100% in line with 4C’s baseline sustainability standard. Unilever committed to source 100% of agricultural raw materials sustainably by 2020. Mars announced that 100% of cocoa supplied will come from sustainable sources by 2020. IKEA aims to source 100% of cotton for its products from sustainable sources by 2015.

Market shares are growing fast for products produced and traded in compliance with codes of conduct, audit protocols and sustainability standards.

The outcome of this rapid evolution in consumer conscience, new sourcing practices and new standards has led to a proliferation of overlapping codes, protocols and standards. These create confusion, additional costs and market inefficiencies for companies trying to comply.

This event will explore the way forward for consumers, retailers, buyers, suppliers and producers to adopt sustainable trade practices. Business, government, academic and international organization leaders come together in this event to share their perspectives and work jointly towards a charter of core principles for sustainable trade.
OPENING SESSION

From consumer conscience to sustainability standards – what role for policymakers?

Nestlé, the European Union, the International Union for the Conservation of Nature, the German Ministry for Economic Cooperation and Development, and Costa Rica discuss the role of policymakers in sustainability standards.

This session explores how standards have evolved since the early 1990s, as isolated initiatives reflecting consumer concerns, to become mainstream practices in which governments, producers and buyers are in closer dialogue and collaboration.

Standards now proliferate that address consumer concerns about environmental, labour and social issues. Public procurement increasingly reflects the influence of these private initiatives, blurring the line between public and private standards. The debate explores how standards can be used to protect workers, the environment and consumers, while offering producers a door to access new markets.

Welcome remarks
Arancha González, Executive Director, ITC

Speakers
Julia Marton-Lefèvre, Director General, International Union for Conservation of Nature
Nandu Nandkishore, Executive Vice President, Nestlé S.A.
Ronald Saborío Soto, Ambassador and Permanent Representative of Costa Rica to the WTO
Dominik Ziller, Deputy Director General Global Cooperation, Federal Ministry for Economic Cooperation and Development (BMZ), Germany
Sandra Gallina, Director, Sustainable Development, Economic Partnership Agreements – African, Caribbean and Pacific; Agri-food and Fisheries, DG Trade, European Commission

Moderator
Lanre Akinola, Editor, This is Africa, Financial Times

CONFERENCE LOCATIONS

Wednesday 1 October - World Trade Organization (WTO)
Thursday 2 October - World Meteorological Organization (WMO)
PROGRAMME - Thursday 2 October
World Meteorological Organization, Obasi Room (Salle A)

8:30-9:15  REGISTRATION AND WELCOME COFFEE
WMO Reception Area

Morning sessions: Supplier and buyer perspectives

9:15-9:30  OPENING REMARKS
Speaker  Joseph Wozniak, Programme Manager, Trade for Sustainable Development, ITC

9:30-11:00  SESSION 1
The supplier perspective – implementing sustainability standards
Experts and practitioners discuss the opportunities and challenges for suppliers when they adopt sustainability standards to boost their competitiveness in international markets.

Speakers  Guy Stinglhamber, Director, ColeACP-PiP
Karlin Kreider, Executive Director, ISEAL Alliance
Augusto Solano, President, ASOCOFLORES
Dave Boselie, Senior Manager, Learning & Innovation, IDH

Moderator  Daniele Giovannucci, President and Co-founder, Committee on Sustainability Assessment

11:00-11:30 Coffee break

11:30-13:00  SESSION 2
The buyer perspective – sustainable sourcing and SME integration into supply chains
Multinational firms, as buyers, are using standards in their sustainable sourcing policies. They work with SMEs as part of their supply chains.

Speakers  Jim Bracken, Sustainability Director, GS1
Carole de Montgolfier, Group Sustainability Manager, Carrefour
Michiel Hendriksz, Director of Sustainability, ADM Cocoa
David Lawrence, Chair, AIM-Progress

Moderator  Tom Smith, Director of Insights and Planning, Sedex

13:00-14:30 Lunch break
SESSION 3
Linking supply and demand

What models are available to link the challenges and opportunities related to supply and demand? International platforms can drive convergence in standards, benefitting suppliers and buyers. Cases are also emerging which can serve as models going forward.

Speakers
- Mathieu Lamolle, Standards Database Coordinator, ITC Standards Map
- Didier Bergeret, Senior Manager, Global Social Compliance Program
- Emeline Fellus, Deputy General Manager, SAI Platform
- Nina Haase, Head, Advocacy and Policy, WWF
- Bas van den Brink, Senior Program Manager, Floriculture Sustainability Initiative, IDH
- Philipp Schukat, Programme Director on Environmental and Social Standards, GIZ

Moderator
- Gabriela Alvarez, Director, Latitude

SESSION 4
Towards core principles for sustainable trade

Session 3 speakers remain to debate the need to build on existing resources and methodologies in a collaborative approach. This session explores practical ways to build common tools to increase sustainability, transparency and harmonisation in global supply chains.

Speakers
Same as in session 3

Moderator
- Aimee Russillo, LiSeed, Independent Expert

CLOSING REMARKS

A short summary of the sessions’ conclusions is given. ITC presents its charter on the core principles for sustainable trade and its expectations on how companies and institutions should embrace, support, and enact them.

Speaker
- Dorothy Tembo, Deputy Executive Director, ITC

COCKTAIL RECEPTION
Biographies
Speakers and Moderators

Gabriela Alvarez, Director, Latitude
Gabriela Alvarez is a founding Director of Latitude, a strategy consulting firm working with corporations and public organizations in issues of corporate strategy, sustainability, export strategy development and executive education programmes. She has authored articles and participated in books in the area of sustainability standards and inter-organizational networks.

Lanre Akinola, Editor, This is Africa, Financial Times Ltd.
Lanre Akinola is the Editor of This Is Africa, a Financial Times publication. He is also a Trustee and Director at Tutudesk, the South Africa-based charity, and a 2014 Desmond Tutu Leadership Fellowship Associate.

Dave Boselie, Senior Manager, Learning and Innovation, IDH
Dave Boselie manages research and mobilizes the strategic intelligence in the commodity programmes of fruits and vegetables, tea and aquaculture. Prior to joining The Sustainable Trade Initiative (IDH), Mr. Boselie gained experience in the import and distribution of fair trade and organic fruits, as well as fruit ingredients, from Latin America, Africa and Asia into the EU.

Jim Bracken, GS1 Sustainability Director
Jim Bracken has coordinated worldwide activities to support GS1 offices and member companies to address the challenges of moving to a sustainable “green” economy. He joined the organization as CEO of GS1 Ireland in 2002, where he helped develop the use of GS1 Standards to improve food traceability and healthcare service delivery for patient safety. He previously worked in the printing industry as managing director for specialist printing firms, one of which he founded. He also worked in port storage, commercial property development and shipping, and served as director of a number of European road haulage companies.

Bas van den Brink, Program Manager, Floriculture Sustainability Initiative, IDH
Bas van den Brink has been at IDH since 2008. He previously worked for the Centre for the Promotion of Imports from Developing Countries (CBI) as head of training and programme and account manager for Asia. He also served as project manager for the South African Netherlands Chamber of Commerce and as a trade officer for the Durban Chamber of Commerce and Industry.

Didier Bergeret, Senior Manager, Global Social Compliance Program
Didier Bergeret serves as senior manager of Global Social Compliance Programme. He previously worked for Groupe SOS as Sustainability Manager and most recently as Director for Sustainable Development and Procurement.
Emeline Fellus, Deputy General Manager, SAI Platform
Emeline Fellus has been working with the Sustainable Agriculture Initiative (SAI) Platform since 2002, when she was recruited to help establish the organization. An agronomist, she works on business development and management issues. She previously worked as Associate Economic Affairs Officer for the United Nations Environment Programme.

Sandra Gallina, Director, Sustainable Development, Economic Partnership Agreements – African, Caribbean and Pacific; Agri-food and Fisheries, DG Trade, European Commission
Sandra Gallina is responsible for Economic Partnership Agreements with ACP countries, as well as agri-food and fisheries for DG Trade. She previously led EU negotiations for Non-Agricultural Market Access in the WTO Doha Round and also worked for the directorate for taxation and customs.

Daniele Giovannucci, President and Co-founder, Committee on Sustainability Assessment
Daniele Giovannucci is President of the Committee on Sustainability Assessment, a global consortium of more than 30 institutions advancing systematic and science-based measurement tools for understanding, managing, and accelerating the sustainability of our food and agriculture systems. He recently chaired the global teams formulating the strategic input on Food and Agriculture for the United Nations Division for Sustainable Development.

Arancha González, Executive Director, International Trade Centre (ITC)
Arancha González is the Executive Director of the International Trade Centre. An expert in international trade and development with 20 years of experience, she has previously held leading positions at the World Trade Organization and the European Commission. Ms. González began her career in the private sector advising companies on trade, competition and state-aid matters. She served as an associate at Bruckhaus Westrick Stegemann, a major German law firm, in Brussels.

Nina Haase, Head, Advocacy and Policy, WWF
Nina Haase is the Head of Advocacy and Policy of WWF’s Market Transformation Initiative. She has led credible certification schemes, research and economic cooperation and development organizations.

Michiel Hendriksz, Director of Sustainability, ADM Cocoa
Michiel Hendriksz, ADM Cocoa’s Director of Sustainability, is an expert on sustainable agriculture and commodities. He previously worked as Commercial Manager West Africa and Head of Trading and Sourcing for ADM Cocoa.

Karin Kreider, Executive Director, ISEAL Alliance
Karin Kreider, Executive Director, joined ISEAL as Scaling Up Director in 2009. She was a founder of the Rainforest Alliance, and worked there for over 20 years. Ms. Kreider is an expert on standards collaboration, standards business models, sustainable agriculture, the history of the standards movement, smallholder access to standards, and business engagement.
Mathieu Lamolle, Standards Database Coordinator T4SD, ITC

Mathieu Lamolle is Market Analyst for ITC’s Trade for Sustainable Development programme. He coordinates the development of ITC’s global database on sustainability standards and related benchmarking activities. He regularly provides trainings for SMEs in developing countries on methodologies to develop export strategies and meet international market requirements.

Julia Marton-Lefèvre, Director-General, International Union for Conservation of Nature


Carole de Montgolfier, Group Sustainability Manager, Carrefour

Carole de Montgolfier joined the Carrefour group in 1996 as a Group Financial Controller. In 2001, she became Non-food merchandise controller for the Group Merchandises division. She joined the Group Sustainability Department in 2007 and is responsible for coordinating social responsibility management in the supply chain.

David Lawrence, Chair, AIM PROGRESS

David Lawrence chairs AIM-Progress, the 37-company FMCG sector task-force working collaboratively to improve responsible sourcing practices in their common supply chains. He is also a non-executive board member of SEDEX, the non-profit supplier data exchange organization, and a tutor at the University of Cambridge Institute for Sustainability Leadership. He has previously worked as a director level for Diageo, where his responsibilities included creating and then leading their Sustainable Procurement activities globally.

Nandu Nandkishore, Executive Vice President, Nestlé

Nandu Nandkishore is the Executive Vice President as well as Zone Director for Asia, Oceania, Africa and Middle East of Nestlé. In 1989, he joined Nestlé India, and from then on assumed increasing responsibilities in marketing. He has held various positions within Nestlé, such as Global Business Head of Infant Nutrition, Market Head Nestlé for the Philippines and Indonesia, and Marketing Advisor in the Chocolate, Confectionery & Biscuits.

Aimee Russillo, Independent Expert, LiSeed Consulting

Aimee Russillo has more than twenty five years of experience in project and operations management, monitoring and evaluation and organizational development. She specializes in natural resource based sustainable development including agriculture, forestry and tourism. Based in US Appalachia, she has lived and worked in Europe, Africa and Latin America.

Ronald Saborío Soto, Ambassador and Permanent Representative of Costa Rica to the World Trade Organization

Ronald Saborío has been the Ambassador and Permanent Representative of Costa Rica to the World Trade Organization and to the General Agreement on Tariffs and Trade since 1992. During this time he has participated in various trade negotiation rounds, such as the Doha Development Agenda. Ambassador Saborío has served as a panelist in a number of cases under international trade law. He also serves as the Chairman of the World Trade Organization’s Dispute Settlement Body, Special Session.
Philipp Schukat, Programme Director on Environmental and Social Standards, GIZ

Philipp Schukat is Programme Director of GIZ’s Programme on Environmental and Social Standards. GIZ’s Programme supports development and improvement of standard systems, advises governments around the globe on policy strategies using standard systems, and supports alliances with private sector conversion of value chains into sustainable value chains. Mr. Schukat previously worked as a senior advisor at the German Ministry for Economic Cooperation and Development.

Tom Smith, Director of Insights and Planning, Sedex

Tom Smith is the Director of Insight and Planning at Sedex. He is a specialist in responsible procurement and social enterprise. He has played an integral role in developing Sedex from a small start-up social enterprise into the world’s largest and most respected responsible supply chain community. Prior to Sedex, he worked at Canning House, a Latin American think tank, where he worked in partnership with Al-Invest, an economic cooperation program which supports the internationalization of SMEs in Latin America.

Augusto Solano, President, ASOCOLFLORES

Augusto Solano, President of the Association of Colombian Flower Exporters, leads Colombia’s flower industry to make it more competitive, with a focus on sustainable development and social responsibility. He has previously served as the economic and financial advisor to the Minister of Economic Development of Colombia. Mr. Solano gained wide managerial experience in various trade associations, agribusiness, and government. He currently serves on the Board of the National Council of Trade Guilds, the Colombian chapter of the World Business Council for Sustainable Development, as well as Porvenir, the largest pension fund in Colombia. He is Chairman of the Committee for the Americas of Union Fleurs.

Guy Stinglhamber, Director, ColeACP-PiP

Guy Stinglhamber is a tropical agronomist with 30 years of professional experience. He has been Director of ColeACP-PiP since 2004. Guy has worked for more than 20 years with donors, managing several programmes that promoted trade and investments from developing countries to European Union markets. He spent the last ten years focusing on ACP countries. He has also been involved in trade negotiations as Free Trade Zone and SPG Latin America.

Dorothy Tembo, Deputy Executive Director, ITC

Dorothy Tembo, ITC Deputy Executive Director, has 30 years of experience in trade and development. She served previously as the Executive Director of the multi-donor funded Enhanced Integrated Framework Programme based at the World Trade Organization and as Chief Trade Negotiator and Director of Foreign Trade in the Ministry of Commerce, Trade and Industry of Zambia.

Joseph Wozniak, Programme Manager, Trade for Sustainable Development, ITC

Joseph Wozniak has over 15 years experience in international trade and development. He is the Manager of the Trade for Sustainable Development programme (T4SD) at ITC where he is responsible for the development and implementation of the Standards Map website and its related tools. Prior to this he worked as a Senior Economist with the Overseas Private Investment Corporation (OPIC) in Washington, D.C. 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 in sectors such as agriculture, manufacturing, and consumer products.

Dominik Ziller, Deputy Director General Global Cooperation, Federal Ministry for Economic Cooperation and Development

Dominik Ziller is the designated Deputy Director General Global Cooperation of the German Federal Ministry for Economic Cooperation and Development. He previously was deputy head of the Division for Donor Coordination, Head of Budget Division and Deputy Director General Asia. Most recently, he served as Member of the Executive Management Committee and Director General Migration for the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), while on professional leave from BMZ. Mr. Ziller was a board member of various institutions such as the European Fund for South East Europe and the Extracting Industries Transparency Initiative.
Trade for Sustainable Development Principles

**Sustainability**

Support and promote sustainable trade practices, with regards to social, environmental, economic and management, quality and ethics issues at stake in the production, processing and trading of goods and services.

**Transparency**

Contribute to efficiency in global supply chains by clear demonstration of openness to sharing good practices, to foster transparency, trust and inclusiveness at all levels of global supply chains.

**Harmonization**

Build on existing resources and methodologies with a collaborative approach avoiding duplication that may provoke proliferation of standards, multiplication of audits or assessment methodologies.

**Sustainable Development Goals**

Act in alignment to the United Nations Post-2015 Development Agenda, which builds upon the Millennium Development Goals with a view to developing a set of global sustainable development goals.

**About Trade for Sustainable Development**

The International Trade Centre, an agency of the United Nations and the World Trade Organization, created Trade for Sustainable Development as a partnership-based programme to support sustainability practices in global supply chains.

By adhering to the Trade for Sustainable Development principles, companies and institutions are expected to embrace, support and enact – within their sphere of influence – a set of core values to support sustainable trade.

For more information, go to www.standardsmap.org.
The International Trade Centre (ITC) is the joint agency of the World Trade Organization and the United Nations.