

## TRADE FOR SUSTAINABLE DEVELOPMENT FORUM 2018

Act sustainably

Produce | Trade | Consume

1 – 3 October 2018, Geneva, Switzerland

The fifth edition of the Trade for Sustainable Development Forum will discuss SDG 12 “Responsible Consumption and Production” and its relationship with sustainable trade in global value chains.

As economic growth accelerates, unsustainable consumption and production patterns exacerbate inequality and natural resource depletion. Business as usual is not an option, neither in the medium-term to achieve the SDGs by 2030 nor long term. Businesses, government and consumers are central players in driving changes towards more sustainable production processes in global value chains and domestic consumption patterns. Demand for improved information and communication on product sustainability, sustainable public procurement, new products and services with lower environmental impact are some examples of how consumers, governments and companies are acting in this front.

SDG 12 aims at “doing more and better with less”, by promoting a more resource efficient economy and encouraging industries, companies and consumers to move towards more sustainable patterns of consumption. For global value chains, shifting towards greener production practices demands collaboration among all actors from producers to final consumers.

### **Forum’s objectives:**

- Provide a unique platform to discuss sustainable trade practices – and identify innovative best practices - vis-à-vis the implementation of SDG 12.
- Identify challenges and opportunities for SMEs arising from a shift to a greener economy for the implementation of SDG 12.
- Provide real-life examples of innovative practices in ITC’s projects and by partners we work with.

## PROGRAMME AT A GLANCE

### Monday, 1 October, ITC headquarters – Panel sessions

**Interactive panels:** discussions on different aspects of the relationship between sustainable trade and SDG 12

**Networking cocktail**

### Tuesday, 2 October, ITC headquarters – T4SD & Partners Day

**ITC Project Labs:** interactive sessions to present T4SD's projects through the lens of different targets of SDG 12.

**Partners Day with UNCTAD BioTrade:** panel sessions organized by ITC & UNCTAD BioTrade to discuss consumption/production trends in biodiversity-based trade.

**Technical Working Group Meeting, ITC HQ:** per invitation only

### Wednesday, 3 October, WTO Public Forum

**High-level panel at the WTO Public Forum**

## Monday 1 October – ITC HQ

- 8:15-9:15      **REGISTRATION**
- 9:15-9:30      **OPENING ADDRESS**  
*Speaker*      **Aranca González**, Executive Director, International Trade Centre
- 9:30-9:50      **SPECIAL KEYNOTE SPEECH**  
*Speaker*      **Mia Amor Mottley**, Prime Minister, Minister of Finance, Economic Affairs and Investment, Barbados
- 9:50-11:10     **SESSION 1: Sustainable Consumption: Challenges and Opportunities**  
Consumers are a driving force in sustainable trade. Which lessons can we draw from different initiatives driving sustainable consumption? How to overcome existing challenges to scaling models of sustainable consumption? What are the opportunities for businesses?
- 11:10-11:40     Coffee and networking break
- 11:40-13:00     **SESSION 2: The role of standards in driving sustainable production & consumption**  
Standards can have a big impact in advancing SDG 12. How can they influence sustainable production practices and consumer behaviour? How to maximize these opportunities for SMEs in developing countries?
- 13:00-14:15     Lunch break (not provided)
- 14:15-14:30     **Keynote Speech**  
*Speaker*      **Devry Boughner Vorwerk**, Corporate Vice President, Cargill
- 14:30-15:45     **SESSION 3: Sustainable production practices in the textile and apparel sectors**  
Clothing is one of the largest industries in the world economy. The industry is global with value chains spreading across all countries, driven by big retailers and traders in a complex production and trading system. What are the best practices driven by businesses and multi-stakeholder industry initiatives to minimize the environmental footprint and improve working conditions standards across this sector? How can transparency create business opportunities to lower-tier suppliers?
- 15:45-16:05     Coffee and networking break
- 16:05-17:20     **SESSION 4: The Future of Sustainable Consumption in Emerging Markets**  
With 40 percent of world's population living in emerging markets, the world's center of economic gravity has been slowly shifting. What are the major profiles of consumers in these economies and how will they shape sustainable consumption in the future? How are emerging markets responding to sustainable consumer trends? How can businesses support the shift towards more sustainable patterns of consumption?
- 17:20-17:30     **WRAP-UP REMARKS OF DAY 1**  
*Speaker*      **Anders Aeroe**, Director, Division of Enterprises and Institutions, International Trade Centre
- 17:30–19:00     **COCKTAIL RECEPTION**

## Tuesday 2 October - ITC HQ

8:15–9:15 **REGISTRATION**

9:30-12:30 **OPEN HOUSE: Trade for Sustainable Development**

9:30-10:45 **Project Lab 1: EU Cities for Fair and Ethical Trade Award**

This Project Lab will uncover the making of an innovative initiative for ITC and T4SD, collaborating for the first time with an unusual partner and audience – the EU cities. The Lab will offer an insight into the process of crafting of the Award, its prize (a development project with ITC) as well as the perspective of the winner of the Award. The session will offer a sneak peek into the Compendium of Best Practices emerged from the city applications, which will be published later in 2018: the many efforts that EU cities have been pursuing to take global sustainability goals and localizing them for impact. The Lab will be run as a real-time conversation between the speakers and audience, where questions can be posed at any point.

*Facilitator* **Petra Walterova**, T4SD Expert

9:30-10:45 **Project Lab 2: Strengthening Climate Resilience of International Value Chains**

This Project Lab will highlight the different ways the private sector can strengthen its climate resilience. The Lab will showcase the variety of responses to climate change of stakeholders along the international textile value chain from Morocco to Europe. The session will offer insights from the T4SD project to strengthen climate resilience of international value chains, especially drawing from the experiences in the Moroccan textile sector. The team will facilitate a dynamic and interactive session between the audience and speakers to promote the dialogue on climate change and its risks for international value chains.

*Facilitators* **Ann-Kathrin Zotz & Annegret Brauss**, T4SD Experts

9:30-10:45 **Project Lab 3: 10YFP Guidelines for Providing Product Sustainability Information**

This project lab is aimed at raising awareness on the [Guidelines for Providing Product Sustainability Information](#), developed by UN Environment and the T4SD Programme in consultation with various sustainability and marketing experts. The Guidelines aim at providing value chain and public sector professionals with a guidance on how to make effective, trustworthy claims to consumers, on product-related sustainability information. During the Lab participants will get acquainted with the principles of the Guidelines, hear testimonials on applying the Guidelines when developing sustainability claims and labels and be able to apply the principles of the Guidelines during a practical exercise.

*Facilitator* **Regina Taimasova**, T4SD Expert

10:45-11:15 Coffee and networking break

11:15-12:30 **Project Lab 4: Innovative solutions for Building Inclusive Agri-food Value Chains in Latin America**

This Project Lab will highlight collaboration schemes developed by T4SD and partners to create and promote tailored solutions for empowering smallholders in Colombia and Peru. T4SD team will present its projects in Peru and Colombia and testimonials from beneficiaries. The audience will participate in in-group discussions facilitated by the speakers, with the aim to address specific questions on the different roles played by each institution in the process of personalizing the solutions. The facilitators will report the conclusions of the groups to the plenary session of this Lab. Online voting will measure the general agreement of the public.

*Facilitators* **Mathieu Lamolle & Sandra Cabrera**, T4SD Experts

11:15-12:30 **Project Lab 5: ITC Sustainability Map & GS1 collaboration: Empowering the Business Community to achieve the UN Global Goals for Sustainable Development**

This project lab will highlight how the T4SD Programme and GS1 have joined forces to provide farmers and supply chain partners with GS1 identifiers to become visible in global trade, improve and communicate sustainability practices and connect to buying companies for increased market access. This session will present on-going projects to scale-up the use of GS1's Global Location Number services on the Network of ITC Sustainability Map.

*Facilitator* **Gregory Sampson**, T4SD Expert

11:15-12:30 **Project Lab 6: Promoting Sustainable Investments Practices in Africa**

This session will highlight the theme of sustainable investment in Africa through the lens of SDG 12, with specific focus on Target 12.6 and Target 12.8. The Lab is expected to generate debate on the challenges and opportunities for foreign investors to implement sustainable investment practices in African countries and the role of public and private stakeholders to create an enabling environment for sustainable foreign investment. Speakers will share their perspectives on: (a) Key findings of the ITC research study on sustainable investment practices applied by foreign investors in Africa. (b) How to measure sustainability and what counts as "foreign sustainable investment"? (c) Best practices on sustainable investment from the ground – implemented by national SMEs and foreign companies. How can they be replicated across new investing companies? And (d) How to maximize the benefits of sustainable investment for African SMEs?

*Facilitators* **Ana Batalhone & Madison Wilcox**, T4SD Experts

9:30–12:30 **T4SD Technical Working Group Meeting (by invitation only)**

12:30 -13:45 Lunch break (not provided)

13:45-14:00 **KEYNOTE SPEECH**

*Speaker* BMZ Representative (tbc)

14:00–17:00 **Partner's event with UNCTAD BioTrade**

14:00-15:20 **SESSION 5: Sustainable production for safeguarding biodiversity**

Consumers are increasingly buying sustainably produced products respecting social and environmental criteria in the 2018 Biodiversity Barometer of UEBT. The survey showed that 79% of consumers believe that companies have a moral obligation to have a positive impact on people and biodiversity. Business operations may directly impact the current rate of biodiversity loss if production patterns are not sustainable. Many companies now focus on issues such as sustainable sourcing, transparency, traceability, implementing social and environmental practices across their supply chains, and are conscious in aligning their actions to achieve the SDGs.

This session will address issues such as (a) How are companies addressing social and environmental criteria within their business models? What are the costs and benefits? (b) How do SMEs and TNCs incorporate biodiversity and build sustainable livelihoods into their business models and sourcing areas? and (c) How are their actions contributing to the SDGs, in particular SDG 12?

15:20-15:50 *Coffee and networking break*

15:50-17:10 **SESSION 6: Driving Sustainable Consumption of Biodiversity-based products through trade**

Sustainability is a crucial component for companies' survival in capturing the growing demand for sustainably sourced products. The Development Bank of Latin America (CAF) estimated the market for biodiversity-based products at US\$290 billion with 19% annual growth until 2020. These trends are more significant for biodiversity-based sectors, such as food and personal care, phytopharma, ecotourism, among others. The sales of natural products have increased from US\$ 1.9 billion in 1980 to US\$ 141 billion currently. Today's consumers are more conscious of biodiversity than ever before. Results from the 2018 Biodiversity Barometer stated that 83% of consumers expect companies to respect biodiversity, preferring to purchase products that are biodiversity-friendly and sustainable.

This session will address: (a) What are the key drivers for the growing demand for sustainably sourced products? How does this support the SDGs, particularly SDGs 12, 15 and 17? (b) How can SMEs, TNCs, government and civil society promote and raise awareness of the importance of sustainable consumption and biodiversity?

17:10-17:30 **HELICOPTER CONCLUSION (tbc)**

## PROPOSED PROJECT LABS x IMPACT ON SPECIFIC SDG 12 TARGETS

	<b>Target 12.1:</b> Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action	<b>Target 12.2:</b> By 2030, achieve the sustainable management and efficient use of natural resources	<b>Target 12.4:</b> By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle	<b>Target 12.5:</b> By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	<b>Target 12.6:</b> Encourage companies to adopt sustainable practices and integrate sustainability information into their reporting cycle	<b>Target 12.7:</b> Promote public procurement practices that are sustainable, in accordance with national policies and priorities	<b>Target 12.8:</b> By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles
<b>Project Lab 1 on Sust.</b> <b>Consumption:</b> EU Cities for Fair and Ethical Trade Award					✓	✓	✓
<b>Project Lab 2 on Sust. Production:</b> Strengthening Climate Resilience of Int'l Value Chains		✓	✓	✓	✓		✓
<b>Project Lab 3 on Sust. Consumption:</b> 10YFP Guidelines for Providing Product Sustainability Information	✓				✓		✓
<b>Project Lab 4 on Sust. Production:</b> Innovative solutions for Building Inclusive Agri-food Value Chains in Latin America		✓			✓		✓
<b>Project Lab 5 on Sust. Production:</b> ITC Sustainability Map & GS1 collaboration: Empowering the Business Community to achieve the UN Global Goals for Sustainable Development					✓		✓
<b>Project Lab 6 on Sust. Production:</b> Promoting Sustainable Investment Practices in Africa					✓		✓

## Wednesday 3 October - WTO HQ, Room W

### 11:30-13:00 **HIGH-LEVEL SESSION - Sustainable Trade in the Connected Future**

With continual innovation and increasing complexity along global value chains, international trade is changing at a fast pace. For small and medium-sized enterprises (SMEs) in developing countries, seizing the opportunities presented by these trends remains a challenge. How can SMEs upstream and value chain tiers downstream take advantage of policies, networks and supply chain innovations to engage in sustainable production practices? Meanwhile, the purchasing power of a more 'conscious' consumer is becoming a key driver for sustainable and inclusive production – and trade – of the future. How does one effectively communicate with consumers given the complexity of the subject?

The session will explore multi-level policy approaches, market-based tools, networks and other supply chain innovations that help upstream and downstream value chain actors engage in sustainable consumption and production practices, and their impact on trade in the context of the 2030 agenda.