As the world spins faster and faster towards a climate emergency, maintaining the status quo is no longer an option. And in a shifting global context where multilateralism is under threat, the need for swift, collaborative action has never been greater. The 2018 IPCC report sounded the alarm: stopping further climate change damage requires transforming the world economy at a great speed. Yet this transformation can only be achieved if sustainability stops being a “nice to have” and starts becoming the cornerstone of every organizational strategy – and every supply chain.

In that light, the sixth edition of the Trade for Sustainable Development Forum will focus on sustainability mainstreaming – the process of embedding sustainability into the DNA of every organization and every business. The three-day event will look at sustainability mainstreaming from every angle: from its policy implications to its implementation on the ground, from its environmental dimension to its social dimension, from SMEs to large corporations.

Participants will hear from high-level officials, small business owners, senior corporate leaders and young entrepreneurs to witness how these initiatives are supporting the shift to a greener and more inclusive economy.

The T4SD Forum 2019 “Sustainability: The New Normal in a Post-2030 World” will provide a unique platform for a diverse range of actors to exchange views, share good practices and catalyse solutions that will help deliver a shared vision for a more inclusive and sustainable future.

**Forum’s objectives:**
- Introduce participants to the notion of “sustainability mainstreaming” and its different actors
- Increase awareness on the opportunities for global value chain actors to foster innovation and increase competitiveness by adopting more sustainable business models
- Share experiences and best practices of projects and initiatives that contribute to the achievement of sustainability mainstreaming
- Lead by example by hosting a sustainable event (introduction of a dedicated event app, reduced use of plastics, reduced paper and trash).
- Create a movement within the trade community to bridge the gap between trade and environment

**About the Trade for Sustainable Development (T4SD) Forum**
Organized by the International Trade Centre (UN-WTO), the annual Trade for Sustainable Development Forum is one of the leading global events focused on major trends in sustainable value chains and voluntary sustainability standards. The Forum provides a platform for all value chain stakeholders to discuss innovative approaches to improve sustainability while better connecting developing country small and medium-sized enterprises to international buyers.
PROGRAMME AT A GLANCE

Monday, 7 October, ITC headquarters – Panel sessions

Interactive panels: The Forum will provide a rich, inspiring and interactive experience for participants. The panels will include a fireside chat, a fishbowl style discussion, a one-on-one interactive session, and high-level keynotes.

Networking cocktail

Tuesday, 8 October, ITC headquarters – Practical sessions

In addition to two inspiring keynotes, Day 2 of the Forum will offer participants the chance to explore, discuss and debate sustainability mainstreaming in small groups through sessions organized around ITC Trade for Sustainable Development (T4SD) projects.

ITC Project “How-to” sessions: Interactive, practical sessions to present T4SD projects through the lens of sustainability mainstreaming. Session speakers are project partners, beneficiaries, ITC managers and funders. Participants will be asked to brainstorm solutions, share their thoughts, and generally engage with the speakers in a variety of ways.

Keynotes: Two inspiring keynotes from leading figures in sustainability

Technical Working Group Meeting, ITC HQ: per invitation only

Wednesday, 9 October, WTO Public Forum

High-level panel at the WTO Public Forum

Monday 7 October – ITC HQ

8:15-9:00 REGISTRATION
9:00-9:05 OPENING ADDRESS
Speaker Arancha González, Executive Director, International Trade Centre (ITC)
9:05-9:15 SPECIAL KEYNOTE SPEECH
Speaker The Honourable Mia Amor Mottley, Prime Minister of Barbados
9:15-9:55 SPECIAL KICK-OFF CONVERSATION: WHY GREEN IS THE WAY TO GO
Speakers Arancha González, Executive Director, International Trade Centre (ITC)
Olivia Saxer, President, CliMates
Moderator Claire Doole, Communications trainer and moderator
10:00-11:10 SESSION 1: NO PLANET B – MAKING SUSTAINABILITY THE NORM
As the spectre of climate change looms larger on the horizon, the need to mainstream sustainability becomes ever more pressing. But what exactly is sustainability mainstreaming, and why is it needed? And most of all, where does one start?

This first session will lay the foundation for the Forum by bringing together a rich mix of voices – from producer representatives to SME owners and corporate leaders – who will address
climate change directly and explore why environmental considerations need to influence every future private and public sector decision.

**Speakers**

Suzanne Shaw, Co-founder and Head of Impact Investing, The Leap Co  
Allan Lerberg Jørgensen, Lead Sustainability Adviser on Social Impact, Maersk  
John Cain Carter, Conservationist, Cattle rancher, and Founder of Aliança da Terra

**Moderator**

Claire Doole, Communications trainer and moderator

**11:10-11:40** Coffee and networking break

**11:40-13:00** SESSION 2: BUILDING AN ECOSYSTEM FOR SUSTAINABLE PRACTICES

SMEs are important drivers of economic growth in developing countries; and as such, are well placed to adopt green business practices and accelerate the transition to the green economy. In order for SMEs to develop green business practices, though, they need to be supported in reducing their environmental and climate risks, increasing their resource efficiency and the social inclusiveness of their business models.

This session will explore how to conduct sustainability mainstreaming on the ground and discuss how to build nurturing ecosystems for green enterprises, including ITC’s own efforts to develop an institutional ecosystem for the adoption of sustainability practices in Peru, Kenya, Vietnam, Ghana, Laos and Nepal.

**Speakers**

Anders Aeroe, Director, Division of Enterprises and Institutions, International Trade Centre (ITC)  
Vũ Bá Phú, Director General, Vietnam Trade and Promotion Agency (Vietrade), Vietnam  
Edward Mungai, Chief Executive Officer, Kenya Climate Innovation Center  
Josephine Ndikwe, Marketing Director, Kiguta Coffee Estate

**Moderator**

Cristina Gabetti, Journalist and writer

**13:00-14:00** Lunch break (light lunch provided)

**14:00-14:30** KEYNOTE ONE-ON-ONE INTERVIEW: THE STATE OF TRADE WITH PASCAL LAMY

**Speaker**

Pascal Lamy, Chair of the Paris Peace Forum, President Emeritus of the Jacques Delors Institute & Former Director-General of the World Trade Organization (2005-2013)

**Moderator**

Claire Doole, Communications trainer and moderator

**14:30-15:45** SESSION 3: HEALTHY PLANET, HEALTHY PEOPLE – SUSTAINABILITY MAINSTREAMING IN FOOD SYSTEMS

The food sector is a prime candidate for sustainability mainstreaming, as intensive production methods stretch the environment to its limits, while excessive food waste continues to contribute to greenhouse gas emissions. In that light, how can we firmly integrate sustainability considerations into food production and consumption processes? How can we limit or prevent supply chain waste? How can technology be leveraged to drive change at scale?

This solution-oriented session will bring together producers, non-profit experts and innovators – key stakeholders of the food value chain – to explore practical examples of mainstreaming and touch upon the possible synergies between sustainability and technology in food systems.

**Speakers**

Greg S. Garrett, Director, Food Policy and Financing & Head of GAIN Switzerland, Global Alliance for Improved Nutrition  
Kevin Duffy, Co-founder, Winnow Solutions  
Ricardo Cuadra, Co-owner and Manager, La Rondalla Cattle and Coffee Farm  
Lucie Rein, Country Manager, Too Good To Go Switzerland
15:45-16:05 Coffee and networking break

16:05-17:20 SESSION 4: FROM LEGISLATION TO IMPLEMENTATION – THE SOCIAL DIMENSION OF SUSTAINABILITY MAINSTREAMING

A key component of sustainability mainstreaming involves social responsibility: a truly prosperous and sustainable world cannot be achieved without fair practices in global supply chains.

This session looks at the social dimension of sustainability mainstreaming, using the practical example of the textile sector and discussing the French due diligence law. How can we make sure that principles of human rights and gender equality be respected by businesses, especially in female-dominated industries like the textile sector? What is the role of regulation, and how can technology be leveraged to drive change at scale? This session will bring together leading experts on the topic to explore and debate these questions.

Speakers: Janet Mensink, Executive Director, Social and Labour Convergence Program (SLCP)
Maylis Souque, Secretary-General of the French National Contact Point for RBC, Treasury, Ministry of Economy and Finance, France
Claire Loire, Quality Deputy Director, Lacoste

Moderator: Cristina Gabetti, Journalist and writer

17:20-17:45 CONCLUDING KEYNOTE DIALOGUE – A FRESH TAKE ON GREEN TRADE

Speakers: Daniel Cherix, Honorary Professor, Université de Lausanne
Olivia Saxer, President, CliMates

Moderator: Vanessa Erogbogbo, Chief, Sustainable and Inclusive Value Chains, International Trade Centre (ITC)

17:45–19:00 COCKTAIL RECEPTION

Tuesday 8 October - ITC HQ

8:15-9:30 REGISTRATION

9:30-12:30 OPEN HOUSE: T4SD Project Practical “How-To” Sessions

9:30-10:45 Project “How-to” session 1: MEASURING THE EVOLUTION OF THE MARKET FOR SUSTAINABLE PRODUCTS

It is no surprise that consumers increasingly seek products that reflect the ethical treatment of workers and are environmentally conscious – but how do retailers respond and adapt to these demands? And how can we gather market data on fair and ethical trade markets?

This Project session will discuss the making – and main findings – of a brand-new study on sustainable sourcing in the European Union. The one-of-a-kind study – carried out by ITC for the European Commission – aimed to identify trends in consumer demand for sustainable products, as well as retailer strategies for sustainable sourcing in the EU.

Speaker: Evert-Jan Poppe, Production Manager, Company Fits
Facilitators: Regina Taimasova, Madison Wilcox and Mathieu Lamolle, T4SD Experts

9:30-10:45 Project “How-to” session 2: STRENGTHENING RESOURCE EFFICIENT AND CIRCULAR PRODUCTION PROCESSES
How can SMEs become more competitive while switching to greener business practices? This Project “How-to” session will highlight the different ways the private sector can improve its competitiveness through reduced consumption of resources used in production processes. The session will offer insights from special T4SD projects that aim to enable SMEs to implement resource efficient and circular production processes through a customized coaching programme. The team will facilitate a dynamic and interactive session between the audience and speakers to promote the dialogue on resource efficient and circular production and its potential for increased international competitiveness.

**Speakers**

James Pennington, Project Lead, Circular Economy, World Economic Forum  
Maria Selfa, CEO, Ecoalf

**Facilitators**

Ann-Kathrin Zott, Delphine Clement & Annegret Brauss, T4SD Experts

10:45-11:15 Coffee and networking break

11:15-12:30 Project “How-to” session 3: **CITIES AS DRIVERS OF SUSTAINABLE TRADE**

With more than half the world’s population residing in urban centres and urbanization expected to increase sharply, it is no wonder that cities are poised to be key drivers of change for sustainability. How can cities lead the shift towards sustainable consumption and production, and which cities are leading the way in sustainable trade?

This Project “How-To” session will look at the “EU Cities for Fair and Ethical Trade Award”, an initiative of the European Commission, implemented by ITC and T4SD with a non-traditional partner and audience – the EU cities and their citizens. This “How-to” will showcase the newly established platform – the Network of EU Cities for Fair and Ethical Trade, aiming to inspire and foster the exchange of knowledge and experiences between local authorities, and highlight the sustainable trade stories of the winner of the Award and the runners-up.

Find out more about the project: www.trade-city-award.eu

**Speakers**

Christophe Ramont, Policy Officer, International Solidarity, City of Ghent, Belgium  
Indre Vaicekauskaite, Policy Officer, Trade and Sustainable Development, DG Trade, European Commission  
Diego Núñez, Koordination kommunaler Entwicklungspolitik, City of Saarbrücken, Germany  
Elizabeth Pérez, Certification Manager, COMSA Honduras

**Facilitators**

Petra Walterova & Sonja Hawkins, T4SD Experts

11:15-12:30 Project “How-to” session 4: **HOW BENCHMARKING CAN MAINSTREAM SUSTAINABILITY**

Companies, governments and civil society use different sustainability approaches and tools including voluntary sustainability standards, the SDGs, corporate codes and many others. Mainstreaming sustainability requires common understanding of goals, results and impact of these tools. For stakeholders wondering which tools to use and approaches to take, the landscape can seem both bewildering and challenging to navigate. One response to this challenge has been the development of benchmarks to evaluate, compare and qualify sustainability tools and company performance.

In this session, we will review innovations in benchmarking using the recently launched ISEAL “Sustainability Benchmarking Good Practice Guidelines” as a basis for discussion and bring in practical case examples from benchmark users’ perspectives.

**Speakers**

Patrick Mallet, Director, Innovations, ISEAL, Innovations  
Mathieu Lamolle, T4SD Expert  
Christian Robin, Deputy Head Trade Promotion, Swiss Secretariat for Economic Affairs  
Leon Mol, Director of Product Safety & Social Compliance, Ahold Delhaize

**Facilitator**

Aimee Russillo, Partner, LiSeed Consulting
12:30 - 13:30  Lunch break (light lunch provided)

13:30 - 14:00  **KEYNOTE**
**Speaker**  John Cain Carter, Conservationist, Cattle rancher, and Founder of Aliança da Terra

14:00 - 15:20  **Project “How-to” session 5: TRUST, TRANSPARENCY AND TECHNOLOGY FOR GOOD TRADE**
In order to benefit everyone, good trade depends on transparency and trust – both of which can be achieved with technology. Several tools exist to bring transparency to trade, including ITC’s own Sustainability Map.

Sustainability Map is a free online platform offering access to wide-ranging information related to sustainability initiatives and standards, allowing users to better understand the sustainability landscape and connect with business partners.

This project session aims to introduce participants to the new version of Sustainability Map and its features, including the Standards Module, the Community Module, the Network Module and the Trends module.

**Speakers**  John Taylor, Marketing Manager, HIMCOOP
Helga Willer, Data and Information Manager, Research Institute of Organic Agriculture (FiBL)

**Facilitators**  Greg Sampson, Duc Dang & Grzegorz Tajchman, T4SD Experts

15:20 - 15:50  Coffee and networking break

15:50 - 17:10  **Project “How-to” session 6: INCREASING TRANSPARENCY AND TRACEABILITY IN GARMENT VALUE CHAINS**
Clothing is one of the largest industries in the world economy, generating annual revenues of around USD 3 trillion, producing 80 billion garment pieces, and employing 60 to 75 million people with direct jobs worldwide. Known for its widespread social and environmental impacts, the fashion industry has worked on improving traceability, leading to a need for an internationally consistent approach to public regulations in this sector.

In that light, this “How-to” will discuss the creation of the SLCP Distribution Gateway, the key platform in the SLCP system for data hosting and sharing, and a customized tool for traceability and transparency in the apparel sphere.

**Speakers**  Janet Mensink, Project Director, Social and Labour Convergence Project (SLCP)
Grzegorz Tajchman, T4SD Expert
Tikirimali Silva, Manager - Social Compliance, MAS Active Trading

**Facilitators**  Madison Wilcox, T4SD Experts

15:50 - 17:10  **Project “How-to” session 7: BUSINESS SUPPORT INSTITUTIONS AS AGENTS OF CHANGE**
Business Support Organizations (BSOs), from chambers of commerce to sector associations, play a crucial role in facilitating global trade – so what happens when these same institutions act as drivers for more sustainable trade?

This Project “How-to” session will explore how business support organizations – from Peru to Vietnam – leverage ITC’s services to give visibility to their members, boost international trade linkages, and promote greener trade. Participants will get to hear from different trade support institutions representatives about their experience on the starting process of the implementation of the T4SD Hubs in their countries. The speakers will talk about the way...
forward to help businesses understand and implement sustainable practices while making them more competitive and connect with business partners.

Speakers

Vũ Bá Phú, Director General, Vietnam Trade and Promotion Agency (Vietrade), Vietnam
Edward Mungai, Chief Executive Officer, Kenya Climate Innovation Center
Marianella Hernández, Project and International Cooperation Manager, ADEX Peru

Facilitators

Sandra Cabrera & Florence Mooser, T4SD Experts

17:10-17:30  
HIGH-LEVEL CLOSING REMARKS

Speaker

Helena Leurent, Director General, Consumers International

Wednesday 9 October – WTO HQ, Room W

8:30-10:00  
HIGH-LEVEL SESSION – YOUNG VOICES ON GREEN TRADE

What will the future of trade look like? With environmental considerations becoming front and centre and young people everywhere sounding the alarm, it’s time to rethink global trade and make room for innovative solutions everywhere. How can entrepreneurship and innovation be leveraged for sustainable trade? And how can we build bridges between policymakers, entrepreneurs and students to reach a shared vision for greener and more inclusive trade? This session will bring together young eco-entrepreneurs, activists and policymakers concerned by climate change to discuss the shift to a greener and more sustainable future.

Speakers

Arancha González, Executive Director, International Trade Centre (ITC)
Olivia Saxer, President, CliMates
Olga Dubey, CEO and co-founder, AgroSustain (Forbes 30 under 30)
Chad Blackman, Ambassador, Permanent Mission of Barbados to the United Nations Office and other international organizations in Geneva

Moderator

Claire Doole, Communications trainer and moderator
Biographies

Speakers and Moderators

Monday 7 October

OPENING ADDRESS

Arancha González, Executive Director, International Trade Centre (ITC)

Arancha González has served as Executive Director of ITC, the joint agency of the United Nations and the World Trade Organization, since September 2013. Before joining ITC, Ms. González was Chief of Staff to World Trade Organization Director-General Pascal Lamy from 2005 to 2013. During her tenure at the WTO, she played an active role in launching the Aid for Trade initiative. Prior to working at the WTO, Ms. González held several positions at the European Commission between 2002 and 2004, and was the European Commission spokesperson for trade and adviser to the European Union Trade Commissioner. Ms. González co-chairs the World Economic Forum (WEF) Agenda Council on the Future of Trade and Investment.

SPECIAL KEYNOTE SPEECH

The Honourable Mia Amor Mottley, Prime Minister of Barbados

The Honourable Mia Amor Mottley, Q.C., M.P., became Barbados’ eighth and first female Prime Minister on May 25, 2018. Ms. Mottley was elected to the Parliament of Barbados in September 1994 as part of the new Barbados Labour Party Government. Prior to that, she served as one of two Opposition Senators between 1991 and 1994. One of the youngest persons ever to be assigned a ministerial portfolio, Ms. Mottley was appointed Minister of Education, Youth Affairs and Culture from 1994 to 2001. She later served as Attorney General and Deputy Prime Minister of Barbados from 2001 to 2008 and was the first female to hold that position. Ms. Mottley is an Attorney-at-law with a degree from the London School of Economics, specialising in advocacy. She is also a Barrister of the Bar of England and Wales. In 2002, she became a member of the Local Privy Council. She was also admitted to the Inner Bar, becoming the youngest ever Queen's Counsel in Barbados.

SPECIAL KICK-OFF CONVERSATION: WHY GREEN IS THE WAY TO GO

Arancha González, Executive Director, International Trade Centre (ITC)

Olivia Saxer, President, CliMates

After graduating with a master’s in environmental policy from Sciences Po Paris, Olivia Saxer has worked on a variety of topics, such as environmental health as well as urban and energy transitions. She has now been involved for almost 2 years with the youth think-and-do tank CliMates, of which she is the President for 2019. Focused on empowering young people on environmental and climate issues, CliMates gathers several hundred volunteers worldwide with the aim of raising awareness and training young people to become agents of change and influence decision-makers at national and international levels.
SESSION 1: NO PLANET B – MAKING SUSTAINABILITY THE NORM

**Suzanne Shaw**, Co-founder and Head of Impact Investing, The Leap Co

Suzanne Shaw is Managing Director, and Impact Investment Lead, of The Leap Co., a company that supports and invests in Caribbean businesses that deliver positive social or environmental impact alongside solid financial returns. Suzanne has 15 years’ international experience in energy and environmental economics and finance. She has worked as a consultant in Europe and the Caribbean, focused on integrating sustainability in private sector investment decision-making and in public sector planning, in energy, transport and solid waste sectors. Previously, she worked for the European Commission and its agencies. She was also an adviser in the conceptualisation of the Caribbean Climate Smart Accelerator. Suzanne seeks to establish the nexus between profitability and sustainability in business, towards the greater benefit of private sector and the broader economy alike.

**Allan Lerberg Jørgensen**, Lead Sustainability Adviser on Social Impact, Maersk

Allan Lerberg Jørgensen is the Lead Sustainability Adviser on social impact at Maersk, the global integrator of container logistics. Working in Maersk’s sustainability team, Allan leads on inclusive trade and on human rights, where he drives strategy and implementation across the company’s global operations. Prior to joining Maersk in 2017, Allan spent 11 years at the Danish Institute for Human Rights, including 6 years leading the organization’s work on business and human rights – one of the largest and most influential business and human rights programmes. In his personal capacity, Allan serves on the Sustainability Advisory Board of the Danish Investment Fund for Developing Countries. He holds an MA in Political Science from the University of Copenhagen and an MA in International Conflict Analysis from the University of Kent at Canterbury.

**John Cain Carter**, Conservationist, Cattle rancher, and Founder of Aliança da Terra

John’s first-hand experience of living in the Amazon frontier gave him the vision for a new conservation model focused on the good will inherent in people to take care of their lands. This dream culminated in *Aliança da Terra*, a Brazilian land stewardship organization that manages over 13,000,000 acres of farm data on its *Producing Right Platform*, which serves as a sustainability sourcing tool for supply chain partners. *Aliança da Terra* also fields an elite firefighting unit called *Brigada Aliança*, which supports private, indigenous, and public lands in controlling the wildfires that ravage the landscape yearly. John graduated from the University of Texas, served in the 101st Airborne Division in Desert Storm, and completed Texas Christian University’s Ranch Management Program. He and his wife manage their ranch in Mato Grosso.

SESSION 2: BUILDING AN ECOSYSTEM FOR SUSTAINABLE PRACTICES

**Anders Aeroe**, Director, Division of Enterprises and Institutions, International Trade Centre (ITC)

Anders Aeroe has been Director of the Division of Enterprises and Institutions of ITC since 2016. Mr. Aeroe came to ITC in 2007 and has held a range of senior positions in the organisation. He has during his professional career focused on the interrelated topics of trade development at enterprise, institutional and policy level, trade intelligence, competitiveness, sector and value chain development, and industrial transformation. Before ITC, he worked as a regional adviser to the Danish Industrialisation Fund for Developing Countries and prior to this position as Senior Manager Trade Promotion at the Western Cape Trade and Investment Promotion Agency (WESGRO) in South Africa. Prior to South Africa, Mr Aeroe held positions as Head of the Research and Policy Division at the Danish Society of Engineers and Export Manager at the Danish Federation of Small and Medium-Sized Enterprises. He holds a PhD in industrial economics from Copenhagen Business School.
Vũ Bá Phú, Director General, Vietnam Trade and Promotion Agency (Vietrade), Vietnam

Mr. Vũ Bá Phú is the Director General of the Vietrade, Ministry of Trade and Industry (MOIT). He is actively steering Vietrade towards sustainability, in line with the governmental strategy and demands of the business community. Mr. Phú has extensive leadership experience. He served as Deputy Director General of the Vietnam National Petroleum Group, Director General of the Planning Department, MOIT; Director General – Minister Counsellor, Head of Commercial Section Of The Embassy of Vietnam To Belgium and Luxembourg; Deputy Director General of Trade Planning and Investment Department, MOIT. Mr. Phú holds a Master’s degree in Public Management and Economics from the Université Libre in Belgium in association with the Hanoi University of Economics. He has been involved in a number of research publications on policy, e-commerce, trade and export development.

Edward Mungai, Chief Executive Officer, Kenya Climate Innovation Center

Mr. Edward Mungai is the CEO of the Kenya Climate Innovation Center (KCIC). He has a multifaceted background in business advisory, private equity, investment management, transaction services, structured finance and fund management. He has been an investment manager with the Danish International Investment Funds (IFU) in Copenhagen and Nairobi, and a manager at KPMG East Africa. Edward holds an MBA from CBS-SIMI Executive (Copenhagen Business School-Denmark) and a business degree from Moi University, Kenya. He has huge interest in corporate sustainability and has been involved in high-level discussions on the topic across Africa and the USA. Edward is a 2016 Eisenhower Fellow and SDG Evangelist. He is the author of Impact Investing in Africa: A Guide to Sustainability for Investors, Institutions, and Entrepreneurs published by Palgrave in 2018.

Josephine Ndikwe, Marketing Director, Kiguta Coffee Estate

Josephine Njoki Ndikwe, is the Marketing Director of Kiguta coffee estate based in Nyeri County in Central Kenya. She has over 20 years’ experience in Coffee production and 6 years in coffee marketing. Josephine has gained her experience in the coffee industry through her participation in various aspect of the value chain from production to marketing. During her tenure as Kiguta Coffee Marketing Director, she has been able to create strategic marketing relationships that have helped the farm continue producing coffee sustainably which has had a great impact on the community around the farm. She is the chairperson of the Nairobi Coffee management committee and she also sits on the board of the Kenya coffee producers’ association. She holds a BA in communication from Daystar University and a postgraduate diploma in marketing from the marketing society of Kenya.

KEY ONE-ON-ONE INTERVIEW

Pascal Lamy, Chair of the Paris Peace Forum, President Emeritus of the Jacques Delors Institute & Former Director-General of the World Trade Organization (2005-2013)

Pascal Lamy served two consecutive terms as Director-General of the World Trade Organization (WTO) from 2005 to 2013. He aided the President of the European Commission, Jacques Delors, from 1985 to 1994, as his Chief of Staff. A graduate of HEC School of Management, the Institut d’Études Politiques (IEP) and the Ecole Nationale d’Administration (ENA), Pascal Lamy was CEO of the Credit Lyonnais until 1999, and European Trade Commissioner until 2004. He was appointed in 2019 as President of the Paris Peace Forum. He is currently President Emeritus of the Jacques Delors Institute, the World Committee on Tourism Ethics, and the French Committee of the Pacific Economic Cooperation Council. He also serves on multifarious Boards of Directors as a member, senior advisor and president of organizations throughout the world. He has made various academic contributions on globalization, international trade and economics, and regional integration.
SESSION 3: HEALTHY PLANET, HEALTHY PEOPLE – SUSTAINABILITY MAINSTREAMING IN FOOD SYSTEMS

Greg S. Garrett, Director, Food Policy and Financing & Head of GAIN Switzerland, Global Alliance for Improved Nutrition

Greg directs GAIN’s largest portfolio comprising food financing and policy projects in over 20 countries in Africa and Asia. He also serves as Head of GAIN Switzerland. Greg led the establishment of GAIN’s Nutritious Foods Financing Platform which is unlock commercial investments for nutrition. Before joining GAIN in 2011, Mr Garrett spent over a decade in senior management roles at Abt Associates, Palladium and PSI, including five years in Asia designing and delivering development programs. Mr Garrett is on the Board of the Iodine Global Network (IGN) and on the Executive Management Team of the Food Fortification Initiative (FFI). Greg holds a BA, and an MSc in International Development from the University of Bath, UK.

Kevin Duffy, Co-founder, Winnow Solutions

Kevin Duffy is one of the founders of Winnow, which builds artificial intelligence tools to help chefs reduce food waste and run more profitable and sustainable kitchens. Since inception in 2013, it has helped over 1,000 sites globally, operating in 40 countries and collectively saving over $33m a year in reduced food purchasing costs. Before founding Winnow, Mr Duffy was a Management Consultant in technology and investment banking at Capco, a commodities banker at BNP Paribas, and a Peace Corps volunteer. He founded Winnow along with Marc Zornes, co-author of the McKinsey Global Institute report, Resource Revolution: Meeting the World’s Energy, Materials, Food and Water Needs. Mr Duffy holds an MBA with Distinction from INSEAD Business School in France and a Bachelors of Commerce from the University of Virginia, and was awarded the CFA designation in 2007.

Ricardo Cuadra, Co-owner and Manager, La Rondalla Cattle and Coffee Farm

Ricardo Cuadra is the co-owner and manager of La Rondalla, a family coffee, cocoa and cattle farm, in the central highlands of Nicaragua in Central America. His family has been in the coffee and cattle farming business for well over 100 years. Ricardo Cuadra takes active steps to protect the environment at the farm; all that is produced at the farm is done so with social, ecological, and financial responsibility. As a result, La Rondalla farm is certified UTZ, Rainforest Alliance and C.A.F.E Practices. He graduated from the University of Florida in 1993 with a BA in Agriculture Operations Management.

Lucie Rein, Country Manager, Too Good To Go Switzerland

Lucie Rein is Country Manager of Too Good To Go Switzerland. Originally from Switzerland, she grew up in France and decided to move to Switzerland after her studies in Lille, France and Mannheim, Germany. She started her career in the food industry in Lausanne and quit her job after hearing about the idea of saving food via an app. She founded Too Good To Go Switzerland in June 2018 and is now fighting food waste with a team of 14 waste warriors. By now they have saved over 450,000 meals. The app now counts over 435,000 registered users and 1,400 partners in Switzerland.

SESSION 4: FROM LEGISLATION TO IMPLEMENTATION – THE SOCIAL DIMENSION OF SUSTAINABILITY MAINSTREAMING
Janet Mensink, Executive Director, Social and Labour Convergence Program (SLCP)

Janet Mensink holds almost 20 years’ experience in Sustainability and Apparel. She started her career as in consultancy then moved to Solidaridad, where she held a number of different roles. As International Program Manager Sustainable Cotton & Textiles of the Solidaridad Network, she was responsible for high-level projects in the supply chain, as well as initiatives promoting sustainable market development and direct partnerships with brands and retailers. Since end 2015 she is director for the Social & Labor Convergence Project (SLCP), which aims to bring together all relevant stakeholders to create a unified approach to social and labor assessments in the apparel and footwear supply chain. Janet has served several boards and councils. This included Council member of the Better Cotton Initiative and member of the Index Development Council for SAC.

Maylis Souque, Secretary-General of the French National Contact Point for RBC, Treasury, Ministry of Economy and Finance, France

Maylis Souque is the Secretary General of the French OECD National Contact Point (NCP) for Responsible Business Conduct, and a Senior Advisor on RBC and CSR issues at the Directorate General of the Treasury of Ministry for the Economy and Finance, France. Ms. Souque organizes French NCP work, a tripartite body which offers a platform for dialogue to parties to resolve CSR and RBC conflicts and issues statements. Maylis SOUQUE contributed to the “Rana Plaza Report” and its follow-up in France and at the OECD, the “Michelin case in India” (2012-2016) and “Natixis Group case in the USA” (2016-2018). Ms. Souque is an expert on the Duty of Vigilance Law. She holds a Master’s Degree in International Public Law from the Pierre Mendès France University of Grenoble, France.

Claire Loire, Quality Deputy Director, Lacoste

Claire has been a Quality Group Deputy Director at Lacoste Operations since April 2011. Formerly working as a Quality Manager, she led the product quality team in defining guidelines and supporting customer service globally. She has represented the Lacoste brand in various working groups including ICS, AFIRM, and La Fédération. She is an expert in product quality control procedures and their implementation, and brand protection in counterfeiting cases.

CONCLUDING KEYNOTE DIALOGUE

Daniel Cherix, Honorary Professor, Université de Lausanne

Daniel Cherix is Honorary Professor of the University of Lausanne. He was also curator at the Museum of Zoology in Lausanne. His scientific career was devoted to insects, ecology and conservation biology. He was also President of the Research Commission of the Swiss National Park, member of the Committee of the Swiss Academy of Sciences and now involved in the Swiss Strategy on exotic invasive species.
Olivia Saxer, President, CliMates

After graduating with a master's in environmental policy from Sciences Po Paris, Olivia Saxer has worked on a variety of topics, such as environmental health as well as urban and energy transitions. She has now been involved for almost 2 years with the youth think-and-do tank CliMates, of which she is the President for 2019. Focused on empowering young people on environmental and climate issues, CliMates gathers several hundred volunteers worldwide with the aim of raising awareness and training young people to become agents of change and influence decision-makers at national and international levels.
MODERATORS

Claire Doole, former BBC reporter and moderator

A former BBC correspondent and radio presenter, Claire Doole is skilled at driving conversations forward, ensuring editorial flow and generating audience interaction. She is a sought after moderator and Master of Ceremonies, having facilitated high-level international conferences attended by government ministers, business leaders and senior experts. Career highlights include moderating panels with French Presidential candidate, Emmanuel Macron, the Deputy Prime Minister of Belgium, Alexander de Croo and the CEO of Coca Cola, Muhtar Kent. In Geneva she has moderated many events for international organisations and companies while in Brussels she is highly regarded by the European Commission, Parliament and by multinationals for her professional skill. Formerly a UN, WWF International and Red Cross spokeswoman, Claire trains and coaches in the art of talking to the media, public speaking and moderating.

Cristina Gabetti, Journalist and writer

Cristina Gabetti is a journalist and writer with American roots and Italian upbringing. She began her career as an entertainment reporter for Mediaset TV national news programs, showcasing interviews with rock, performing arts and fashion icons. Becoming a mother, she started investigating the impact of our daily lives on society and the environment. Caught in the gap between what we know and how we live, she deepened her research and experimented eco-solutions. In 2008 she shared this experience in her first book, Tentativi di Eco Condotta. Three more books followed, one for schools that has reached half a million students. Cristina's current TV segment, Occhio al Futuro, explores synergies between ecology and technology. She is a speaker and moderator at conferences on future proof development and sustainability advisor for events.

Vanessa Erogbogbo, Chief, Sustainable and Inclusive Value Chains section at the International Trade Centre (ITC)

Vanessa Erogbogbo is Chief, Sustainable and Inclusive Value Chains section at ITC. She has over 20 years of experience on private sector development with a focus on women’s economic empowerment and SME finance, having worked in both international development and private sector. She oversees ITC’s work on green growth including the Trade for Sustainable Development and SheTrades portfolios. She previously held positions at the International Finance Corporation, Standard Chartered Bank, and as an entrepreneur. Vanessa is a member of the United Nations Global Compact expert network, an advisory group that provides strategic advice to the prioritisation and implementation of the UN Global Compact programmatic activities. She is also a member of the ISEAL Stakeholder Council. She holds an MBA from the London Business School, and MSc Information Technology and B.Eng Hons in Civil Engineering from Loughborough University, UK.
Monday 8 October

PROJECT “HOW-TO” SESSION 1: MEASURING THE EVOLUTION OF THE MARKET FOR SUSTAINABLE PRODUCTS

Evert-Jan Poppe, Production Manager, Company Fits

Evert-Jan Poppe has been working at Company Fits since 2007, a Dutch company producing custom-made corporate wear. He started as a Production Coordinator at Company Fits and 2 years ago became a Production Director. He studied at the Amsterdam Fashion Institute (AMFI) specializing in textiles production management. During his studies, Evert-Jan has completed a traineeship in Bangladesh. At Company Fits in his capacity of a Production Director, he manages buying processes, production and CSR. He also led Company Fits into signing the Dutch Textile Agreement 3 years ago which aims to improve working conditions, prevent pollution, and promote animal welfare in production countries.

Regina Taimasova, T4SD Expert

Regina Taimasova is an Advisor on sustainability standards and value chains at the International Trade Centre (UN/WTO). She is responsible for maintaining the global database on standards Sustainability Map (www.sustainabilitymap.org) as well as liaising with standard-setting organizations and conducting research on sustainability related topics. She also works with small and medium-sized enterprises in developing and least developed countries to enhance their sustainable business and production practices as well as capacities to access foreign markets. Prior to joining ITC, Regina was working at the WTO in Trade Policies Review Division. She holds an MSc Degree in International Economics from the University of Essex (UK).

Madison Wilcox, T4SD Expert

Madison Wilcox is with the Trade for Sustainable Development Programme (T4SD) at the International Trade Centre (ITC). He focuses on sustainable trade and development, particularly on the role of social and environmental provisions in creating long-term economic growth. Madison previously worked at the Brookings Institution and also supported the establishment of a community development NGO in rural Malawi, with which he continues to be involved. Madison holds a B.A. and an M.A. Degree in International Economics and International Relations from Johns Hopkins University.

Mathieu Lamolle, T4SD Expert

Mathieu Lamolle has over 15 years of experience in international trade, market access and sustainable development issues. He holds a Master’s degree in International Economics and Management from the Solvay Brussels School of Economics and Management (SBS) and speaks English, French and Spanish. Mathieu has joined the International Trade Centre (ITC) in October 2007. He is senior advisor on sustainability standards and value chains and he leads the development of the Standards Map global repository of sustainability standards, codes of conduct and audit protocols (www.sustainabilitymap.org). He coordinates partnerships with private companies and NGOs on the use of Standards Map and provides technical assistance to develop sustainable sourcing strategies, helping companies to integrate sustainability in their supply chains and meet international markets’ requirements.
PROJECT “HOW-TO” SESSION 2: STRENGTHENING RESOURCE EFFICIENT AND CIRCULAR PRODUCTION PROCESSES

Delphine Clement, T4SD Expert

French-born Delphine Clement works for ITC’s Trade for Sustainable Development program at ITC. Prior to ITC, she worked for the United Nations Institute for Training and Research (UNITAR) on capacity building projects on the topics of Green Economy and Climate Change. She was UNITAR’s focal point for PAGE (Partnership for Action on the Green Economy) country projects in Senegal, Burkina Faso and Barbados, and for the Global Support Program for National Climate Change Adaptation (UN Environment – UNDP) in French-speaking partner countries. She worked for 7 years for the Veolia Group, world leader company in optimized resource management, which designs and delivers water, waste and energy management solutions to communities and industries. She holds a Master’s degree in Political Science obtained at the Graduate Institute of Political Studies (Sciences Po Paris).

Annegret Brauss, T4SD Expert

Annegret is passionate about greening the global economy. In her current position as Associate Expert at the International Trade Centre, she supports small- and medium sized companies from developing countries to establish climate resilient, resource efficient and environmentally friendly business models. Before she worked for four years at Roland Berger, an international management consulting company, based in China and Europe. She led multiple projects for multinational enterprises covering for instance investment into renewable energy technologies, emission reduction of production processes and road transport, and site pollution remediation and redevelopment. Annegret graduated from Tuebingen University with a BSc in International Business and from University of Oxford with an MSc in Chinese Studies.

PROJECT “HOW-TO” SESSION 3: CITIES AS DRIVERS OF SUSTAINABLE TRADE

Christophe Ramont, Project Officer, International Solidarity, City of Ghent, Belgium

Christophe Ramont is a member of the team of international solidarity (city of Ghent). The team raises awareness on international topics, supports organizations with a global agenda, focuses on fair trade within the city organization (sustainable procurement) and in Ghent (Ghent Fair Trade) and puts human rights, social justice, fair trade, the Sustainable Development Goals and many other topics in a global perspective. Christophe is actively working on the topic of fair textiles and socially responsible workwear. Trying to get transparency into the supply chain, in dialogue with suppliers. Making sure people in the Global South can work in fair and safe conditions and at a fair wage. He previously worked for the Association of Flemish Cities and Municipalities on international topics and for the Flemish government on local governments.

Indre Vaicekauskaite, Policy Officer, Trade and Sustainable Development, Directorate-General for Trade of the European Commission

Indre Vaicekauskaite is a Policy Officer for Trade and Sustainable Development in the Directorate-General for Trade of the European Commission. She is responsible for negotiation and implementation of the EU’s Trade and Sustainable Development chapters in Free Trade Agreements with several countries. These chapters cover a broad area of topics, including trade aspects of labour, environment, climate, corporate social responsibility/responsible business conduct. She is also responsible for labour policy and voluntary labelling schemes in the context of the international trade. Previously she worked on the trade relationship with the US and Canada.
Elizabeth Pérez, Certification Manager, COMSA Honduras

Miriam Elizabeth Pérez Zelaya, is an elementary school Teacher and Agricultural Engineer, with degrees in Project Management and Social Market Economics. She produces organic, biodynamic and pranic coffee, and is qualified to provide technical assistance on agriculture, gender equality, project management, local economic development and business plans. She works in the coffee export company "COMSA" as a certification manager and at the waste management program "Together we clean Marcala". Among her results of community work are the establishment of the group of women “Las Campesinas of La Paz”, she also founded the Regional Agricultural organization of Producers of La Sierra and facilitated the declaration process of “Marcala as a fair trade town”. She is the third generation of a humble coffee-producing family. She works with women, youth and children, to influence them, their way of thinking, because if we change the way we think, we will change the way we live.

Petra Walterova, T4SD Expert

Petra joined the International Trade Centre’s Trade for Sustainable Development Programme in 2014. She has managed the EU Cities for Fair and Ethical Trade Award project since 2017, and is responsible for other activities and partnerships of the T4SD programme, including the T4SD Hub in Kenya, or the SustainabilityXchange capacity building platform. She also coordinates the T4SD programme’s governance and impact assessment of the programme’s activities. Prior to joining ITC, Petra worked on trade policy issues at ICTSD and WTO in Geneva, and has experience from the government as well as from a medium-sized family business as a buyer with responsibility for its sourcing strategy in emerging markets. Petra holds a Master’s degree in International Affairs from the Graduate Institute of International and Development Studies (IHEID) in Geneva, and a Master’s degree in International Economic Relations from the University of Economics in Prague, Czech Republic.

Sonja Hawkins, T4SD Experts

Sonja is a Consultant in the International Trade Centre’s Trade for Sustainable Development Programme where she is working on the EU Cities for Fair and Ethical Trade Award project. Prior to joining ITC earlier this year, Sonja was a Programme Officer in the Climate & Energy programme at the International Centre for Trade and Sustainable Development (ICTSD), where she managed projects on topics such as fossil fuel subsidies, carbon markets, and consumption climate policies. Before joining ICTSD in 2013, Sonja had worked at the World Business Council for Sustainable Development (WBCSD) and as an assistant correspondent covering UN and WTO news from Geneva. Sonja holds an M.Sc. in International Public Policy from the University College London (UCL) and a B.A. in Governance & Public Policy from the University of Passau, Germany.

PROJECT “HOW-TO” SESSION 4: HOW BENCHMARKING CAN MAINSTREAM SUSTAINABILITY

Patrick Mallet, Director, Innovations, ISEAL, Innovations

Patrick Mallet is Director of Innovations at ISEAL Alliance. He has 20 years of experience advising the leading global sustainability standards on effectiveness, credibility and impact. Patrick founded ISEAL and served as its first Executive Director. He is the lead author of ISEAL’s recent Sustainability Benchmarking Good Practice Guide. Through ISEAL’s Innovations Programme, Patrick is helping to define what effective sustainability standards will look like in the future. He lives in British Columbia, Canada.
Mathieu Lamolle, T4SD Expert

Mathieu Lamolle has over 15 years of experience in international trade, market access and sustainable development issues. He holds a Master’s degree in International Economics and Management from the Solvay Brussels School of Economics and Management (SBS) and speaks English, French and Spanish. Mathieu has joined the International Trade Centre (ITC) in October 2007. He is senior advisor on sustainability standards and value chains and he leads the development of the Standards Map global repository of sustainability standards, codes of conduct and audit protocols (www.sustainabilitymap.org). He coordinates partnerships with private companies and NGOs on the use of Standards Map and provides technical assistance to develop sustainable sourcing strategies, helping companies to integrate sustainability in their supply chains and meet international markets’ requirements.

Christian Robin, Deputy Head Trade Promotion, Swiss Secretariat for Economic Affairs

Christian Robin serves as Deputy Head of Trade Promotion at the Swiss State Secretariat for Economic Affairs (SECO). One of his main tasks is to oversee and manage the suite of initiatives supported by the Swiss Government aimed at strengthening private, voluntary sustainability standards in global value chains. He worked at several positions within SECO’s Department for Economic Cooperation and Development, among other as Head of the Country Program in Peru. Before that, Christian worked as a consultant in different South American countries managing and monitoring development projects in the realm of sustainable trade and economic integration. He holds a PhD in Political Science of the Center for Comparative and International Studies (CIS) of the University of Zurich. He is a Swiss National, married, with two children.

Leon Mol, Director of Product Safety & Social Compliance, Ahold Delhaize

Dr. Leon Mol was educated as an agronomist at Wageningen University. He started his career establishing a large potato farm in Egypt, followed by international, technical and commercial jobs in the potato sector. Later, Leon was employed as Agronomist at Albert Heijn (The Netherlands) working on long term availability and sustainability of fresh fruit & vegetables, flowers and plants, with a main activity on getting implemented social audits in high risk countries. Now, Leon is Director Product Safety & Social Compliance of Ahold Delhaize. The (global) scope of the activities includes product safety, social compliance, animal welfare and sustainability of animal and plant related products.

Aimee Russillo, Partner, LiSeed Consulting

Aimee has over 25 years of experience as an international independent expert in the area of social and environmental standards as a strategy for sustainable development, working with standard systems, governments, civil society organizations and companies. Aimee is long-time advisor to various assessment framework initiatives and evaluator of international development projects. She is a skilled facilitator in bringing together diverse groups and interests for collective impact. She is known for her practical approaches for solutions under real world conditions. Aimee has a joint international MBA and Juris Doctorate from the University of South Carolina and is based on the USA east coast.

KEYNOTE

John Cain Carter, Conservationist, Cattle rancher, and Founder of Aliança da Terra
John’s first-hand experience of living in the Amazon frontier gave him the vision for a new conservation model focused on the good will inherent in people to take care of their lands. This dream culminated in Aliança da Terra, a Brazilian land stewardship organization that manages over 13,000,000 acres of farm data on its Producing Right Platform, which serves as a sustainability sourcing tool for supply chain partners. Aliança da Terra also fields an elite firefighting unit called Brigada Aliança, which supports private, indigenous, and public lands in controlling the wildfires that ravage the landscape yearly. John graduated from the University of Texas, served in the 101st Airborne Division in Desert Storm, and completed Texas Christian University’s Ranch Management Program. He and his wife manage their ranch in Mato Grosso.

PROJECT “HOW-TO” SESSION 5: TRUST, TRANSPARENCY AND TECHNOLOGY FOR GOOD TRADE

Helga Willer, Data and Information Manager, Research Institute of Organic Agriculture (FiBL)

Helga Willer works at the Department of Socioeconomic Sciences at the Research Institute of Organic Agriculture (FiBL) in Switzerland. She has been collecting data on organic agriculture since 20 years and, together with Julia Lernoud of FiBL, has been involved with data collection on Voluntary Sustainability Standards since 2014. The data are annually published together with the International Trade Centre (ITC) and the International Institute for Sustainable Development (IISD).

Gregory Sampson, T4SD Expert

Gregory Sampson has been working at the International Trade Centre (ITC) since 2006 and has over 15 years’ experience in International Trade and Sustainable Development. Since 2016, he has been working as a Solutions Architect for ITC’s Trade for Sustainable Development programme. He designs, implements and coordinates the development of the Sustainability Map platform. Prior to this, Gregory was working as a Market Analyst, developing ITC’s Market Analysis Tools and delivering training to ITC’s clients in over 20 countries. Prior to joining ITC, Gregory worked for the International Federation of Pharmaceutical Manufacturers & Associations (IFPMA). Gregory holds a BSC in Economics and a Master’s degree in International Political Economy from the London School of Economics.

Grzegorz Tajchman, T4SD Expert

Grzegorz Tajchman is an IT Solutions Architect and IT Project Manager with 15+ years of experience in various IT organizations and projects, focusing on software development and systems integration. In his current role at the International Trade Centre in Geneva, he is responsible for several IT solutions, projects and activities within Sustainable and Inclusive Value Chains Section.
PROJECT “HOW-TO” SESSION 6: INCREASING TRANSPARENCY AND TRACEABILITY IN GARMENT VALUE CHAINS

Janet Mensink, Executive Director, Social and Labour Convergence Program (SLCP)

Janet Mensink holds almost 20 years’ experience in Sustainability and Apparel. She started her career as in consultancy then moved to Solidaridad, where she held a number of different roles. As International Program Manager Sustainable Cotton&Textiles of the Solidaridad Network, she was responsible for high-level projects in the supply chain, as well as initiatives promoting sustainable market development and direct partnerships with brands and retailers. Since end 2015 she is director for the Social&Labor Convergence Project (SLCP), which aims to bring together all relevant stakeholders to create a unified approach to social and labor assessments in the apparel and footwear supply chain. Janet has served several boards and councils. This included Council member of the Better Cotton Initiative and member of the Index Development Council for SAC.

Grzegorz Tajchman, T4SD Expert

Grzegorz Tajchman is an IT Solutions Architect and IT Project Manager with 15+ years of experience in various IT organizations and projects, focusing on software development and systems integration. In his current role at the International Trade Centre in Geneva, he is responsible for several IT solutions, projects and activities within Sustainable and Inclusive Value Chains Section.

Tikirimali Silva, Manager - Social Compliance, MAS Active Trading

Tikirimali has been with MAS Active for over 7 years and worked in the areas of Social Compliance & Sustainability, Industrial Relations and Women’s Empowerment initiatives. She holds a Masters in Labour Relations and Human Resource Management from the University of Colombo and is currently working in the position of Manager- Social Compliance at MAS Active Division. MAS Holdings is a signatory to the SLCP and Tikirimali has been engaged in the working groups whilst also being involved in the successful completion of the SLCP light operations in Sri Lanka in 2018-2019.

Madison Wilcox, T4SD Expert

Madison Wilcox is with the Trade for Sustainable Development Programme (T4SD) at the International Trade Centre (ITC). He focuses on sustainable trade and development, particularly on the role of social and environmental provisions in creating long-term economic growth. Madison previously worked at the Brookings Institution and also supported the establishment of a community development NGO in rural Malawi, with which he continues to be involved. Madison holds a B.A. and an M.A. Degree in International Economics and International Relations from Johns Hopkins University.

PROJECT “HOW-TO” SESSION 7: BUSINESS SUPPORT INSTITUTIONS AS AGENTS OF CHANGE

Vũ Bá Phú, Director General, Vietnam Trade and Promotion Agency (Vietrade), Vietnam
Mr. Vũ Bá Phú is the Director General of the Vietrade, Ministry of Trade and Industry (MOIT). He is actively steering Vietrade towards sustainability, in line with the governmental strategy and demands of the business community. Mr. Phú has extensive leadership experience. He served as Deputy Director General of the Vietnam National Petroleum Group, Director General of the Planning Department, MOIT; Director General – Minister Counsellor, Head of Commercial Section of The Embassy of Vietnam to Belgium and Luxembourg; Deputy Director General of Trade Planning and Investment Department, MOIT. Mr. Phú holds a Master’s degree in Public Management and Economics from the Université Libre in Belgium in association with the Hanoi University of Economics. He has been involved in a number of research publications on policy, e-commerce, trade and export development.

Edward Mungai, Chief Executive Officer, Kenya Climate Innovation Center
Mr. Edward Mungai is the CEO of the Kenya Climate Innovation Center (KCIC). He has a multifaceted background in business advisory, private equity, investment management, transaction services, structured finance and fund management. He has been an investment manager with the Danish International Investment Funds (IFU) in Copenhagen and Nairobi, and a manager at KPMG East Africa. Edward holds an MBA from CBS-SIMI Executive (Copenhagen Business School-Denmark) and a business degree from Moi University, Kenya. He has huge interest in corporate sustainability and has been involved in high-level discussions on the topic across Africa and the USA. Edward is a 2016 Eisenhower Fellow and SDG Evangelist. He is the author of Impact Investing in Africa: A Guide to Sustainability for Investors, Institutions, and Entrepreneurs published by Palgrave in 2018.

Marianella Hernández, Project and International Cooperation Manager, Association of Exporters of Peru (ADEX)
Marianella Hernández works for the Association of Exporters of Peru, ADEX, where she is a Project and International Cooperation Manager. Part of her duties involve leading the implementation of the T4SD Hub project. In addition to the T4SD Hub, she leads projects related to the improvement of Peruvian exporters’ competitiveness, as well as ADEX capabilities, as a leading institution of international trade in Peru. Marianella has more than 10 years of experience in international trade. She is a food engineer by training and holds an MBA Degree, along with an International Leadership Certificate with Specialization in International Trade and Project Management.

Sandra Cabrera de Leicht, T4SD Expert
Sandra Cabrera de Leicht has more than 10 years of experience in trade and sustainable development. She holds a Master’s degree in Finance from the UAGRM Business School and a Master’s degree in International Affairs from the Graduate Institute of International and Development Studies – IHEID (Geneva, Switzerland). She works as a Market Analyst (Advisor Sustainability Standards & Value Chains) in the Division of Enterprises and Institutions (DEI) for the Trade for Sustainable Development (T4SD) programme in the Sustainable and Inclusive Value Chains section. She is responsible for analysing the sustainability standards and developing the Standards Database of Standards Map; developing and managing projects and collaborations with partner organizations; providing advisory services to different sectors and institutions to promote and develop sustainable development strategies; leading research projects and contributing to impact assessment of T4SD programme activities. She is a trainer/advisor in Market Analysis and Business Development, including the ITC Market Analysis tools. She has delivered presentations in coordination with main technical agencies and trainings on the field in African, Asian and Latin-American countries.
Florence Mooser, T4SD Expert

Florence Mooser is a Market Analyst (Advisor, Sustainability Standards & Value Chains) in the Division of Enterprises and Institutions (DEI) for the Trade for Sustainable Development (T4SD) programme at the International Trade Centre. She is responsible for developing the Standards Database of Standards Map, organizing events, and assisting with projects and collaborations with partner organizations. She has experience in the private sector and diplomacy, and holds a master’s degree in International Affairs from IHEID (Graduate Institute of International and Development Studies).

HIGH-LEVEL CLOSING REMARKS

Helena Leurent, Director General, Consumers International

Helena Leurent is Director General of Consumers International, the membership organisation for 200+ consumer advocacy groups around the world in more than 100 countries. Consumers International works with members and partners to empower consumers, to ensure consumers are treated safely, fairly and honestly worldwide, and to drive change in the marketplace on global consumer issues including digital access and rights, product safety and sustainability. Prior to joining Consumers International, Helena worked for the World Economic Forum developing global partnerships and programmes with government, business, civil society and academia on issues such as advanced manufacturing, sustainable agriculture and humanitarian assistance. She has worked for Tesco Stores Plc, Unilever, McKinsey & Co and The LEK Partnership. Helena holds an MA from the University of Oxford and an MBA from the Kellogg School of Management. She lives in Switzerland with her husband and two children.

Wednesday 9 October

HIGH-LEVEL SESSION – YOUNG VOICES ON GREEN TRADE

Arancha González, Executive Director, International Trade Centre (ITC)

Arancha González has served as Executive Director of ITC, the joint agency of the United Nations and the World Trade Organization, since September 2013. Before joining ITC, Ms. González was Chief of Staff to World Trade Organization Director-General Pascal Lamy from 2005 to 2013. During her tenure at the WTO, she played an active role in launching the Aid for Trade initiative. Prior to working at the WTO, Ms. González held several positions at the European Commission between 2002 and 2004, and was the European Commission spokesperson for trade and adviser to the European Union Trade Commissioner. Ms. González co-chairs the World Economic Forum (WEF) Agenda Council on the Future of Trade and Investment.

Olivia Saxer, President, CliMates

After graduating with a master’s in environmental policy from Sciences Po Paris, Olivia Saxer has worked on a variety of topics, such as environmental health as well as urban and energy transitions. She has now been involved for almost 2 years with the youth think-and-do tank CliMates, of which she is the President for 2019. Focused on empowering young people on environmental and climate issues, CliMates gathers several hundred volunteers worldwide with the aim of raising awareness and training young people to become agents of change and influence decision-makers at national and international levels.
Olga Dubey, CEO and co-founder, AgroSustain (Forbes 30 under 30)

Olga Dubey is the Founder and Chief Executive Officer of AgroSustain, a Nyon-based start-up that develops and brings to market novel, efficient, natural antifungal solutions to extend the freshness of fruits and vegetables infected with molds. Currently in the pilot phase, AgroSustain aims for a full market entry in 2022, by targeting the highly-traded exotic fruits segment first, then scaling up to other crops. A winner of the Nyon Innovation Prize and Geneva Sustainability Award, AgroSustain has received support from InnoTREK and Venture Kick, among others. A “Forbes 30 under 30” and “Venture 2019” leader, Olga graduated with a PhD in Plant Pathology from the Lausanne University in 2017.

Chad Blackman, Ambassador, Permanent Mission of Barbados to the United Nations Office and other international organizations in Geneva

His Excellency Chad Blackman, is the Ambassador and Permanent Representative of Barbados to the United Nations and Other International Organizations in Geneva. Ambassador Blackman has worked in the international development sector for over fifteen years, and has worked as an international trade law specialist and development consultant respectively. He has served as a youth development consultant with the Commonwealth Secretariat in London and was Senior Partner in an international law firm specializing in tax, trade and data protection laws. Currently, Ambassador Blackman is the Chair for the Trade and Development Committee in the World Trade Organization (WTO) and Chair of the SIDS Group in the United Nations Conference on Trade and Development (UNCTAD) respectively. He has undertaken both the LLB Law and LLM International Trade Law at the University of Essex in the United Kingdom. Additionally, His Excellency is an Associate member of the Chartered Institute of Arbitrators.

MODERATOR

Claire Doole, former BBC reporter and moderator

A former BBC correspondent and radio presenter, Claire Doole is skilled at driving conversations forward, ensuring editorial flow and generating audience interaction. She is a sought after moderator and Master of Ceremonies, having facilitated high-level international conferences attended by government ministers, business leaders and senior experts. Career highlights include moderating panels with French Presidential candidate, Emmanuel Macron, the Deputy Prime Minister of Belgium, Alexander de Croo and the CEO of Coca Cola, Muhtar Kent. In Geneva she has moderated many events for international organisations and companies while in Brussels she is highly regarded by the European Commission, Parliament and by multinationals for her professional skill. Formerly a UN, WWF International and Red Cross spokeswoman, Claire trains and coaches in the art of talking to the media, public speaking and moderating.