



# 2<sup>ND</sup> INTERNATIONAL CONVENTION ON SUSTAINABLE TRADE AND STANDARDS

2ª CONVENÇÃO INTERNACIONAL DE COMÉRCIO E  
NORMAS VOLUNTÁRIAS DE SUSTENTABILIDADE

## 2<sup>nd</sup> International Convention on Sustainable Trade and Standards

*Sustainable Value Chains and Standards*

*Cadeias de Valor Sustentável e Normas Voluntárias de Sustentabilidade - NVS*

**Organizado pela FIRJAN, INMETRO e UNFSS**

**16 -18 de setembro 2019 - Rio de Janeiro, Brasil**

The 2030 Agenda for Sustainable Development recognizes international trade as an engine for inclusive economic growth and poverty reduction. Standards that uphold not just the quality of products but considers also the sustainability aspects of the production process can be the key for exporters in developing countries to unlock new markets. This is due to the immense potential these sustainability standards can achieve when addressing the many problems that plague our socio-economic realities, thus catalyzing its positive outcomes towards trade-induced economic growth, environmental conservation and protection, and social development.

However, there are many trade-related market access issues that are brought to light, one of which is associated with small producers and businesses in developing countries where their governments are not always technically, financially or institutionally capable of reaping the development benefits of voluntary sustainability standards. At the moment, almost 500 sustainability standards operate in 199 countries and 25 industrial sectors. The sustainability standards system has become the new market reality as a tool for marketing, competitiveness and supply-chain management. Thus, fostering sustainable value chains can have a huge positive impact not only on the entire operational and production process, but also ensuring the inclusivity of small producers as an important component to achieve the Sustainable Development Goals.

This 3-day convention aims to improve Voluntary Sustainability Standards (VSS) dialogues among stakeholders and collectively build solutions to tackle the challenges and create opportunities these sustainability standards can bring. The first 2 days will cover key topics such as the challenges of standards in global value chains, the transparency of VSS, the role of National Platforms to foster collaborative sustainability standards framework and approaches towards mutual recognition of VSS, while the 3rd day (entirely led by INMETRO and by invitation only) will focus on the technicalities of moving the convention's dialogue outcome into action.

*Jointly Organized by:*





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## Programme

Monday, 16 September 2019

<b>08:00</b>	<b>Registration and Coffee</b>
<b>Agenda Item: Opening of the Convention</b>	
<b>09:00</b>	<b>Welcome Note</b>
	<p>The Convention will be opened by welcome notes from the Ministry of Foreign Affairs and the joint organizers,</p> <ul style="list-style-type: none"> <li>• <b>Eduardo Eugenio Gouvea Vieira, President of FIRJAN</b></li> <li>• <b>Angela Flores Furtado, President of INMETRO</b></li> <li>• <b>Santiago FernandezdeCordoba, UNFSS Coordinator/ UNCTAD</b></li> <li>• <b>André Odenbreit Carvalho, Director of International Economic Institutions of the Ministry of Foreign Affairs</b></li> <li>• <b>Gustavo Ribeiro, APEX</b></li> <li>• <b>Vera Thorstensen, FGV-SP /President of Technical Barriers Committee CONMETRO</b></li> </ul>
<b>09:45</b>	<b>Keynote Speech: The contribution of sustainability standards to achieve the UN 2030 SDGs</b>
	<p>The ambiguous effect of sustainability standards systems could potentially be measured against its linkages with the 2030 SDGs. This keynote speech will be led by renowned experts in this subject area, who will be addressing the relationship between trade, standards and sustainable development.</p> <ul style="list-style-type: none"> <li>• <b>Axel Marx, Deputy Director at the Leuven Centre for Global Governance Studies, University of Leuven</b></li> <li>• <b>Junji Nakawaga, Professor of International Economic Law at the Chuo Gakuin University</b></li> </ul>
<b>10:40</b>	<b>Coffee Break</b>
<b>Agenda Item: The importance of industry and agriculture actors in the nexus of Sustainable Development</b>	
<b>11:00</b>	<b>Panel 1: The role of industry actors in sustainable development and the global trading system</b>
	<p>Industry actors have the potential to leverage standards in international trade in order to drive sustainable development. In this discussion, industry actors will share their views on what is implied as sustainable production and how it can ignite exports, thus touching on the economic projection of sustainable production and consumption, and other codes of conduct.</p> <ul style="list-style-type: none"> <li>• <b>Ana Carolina Szklo, Technical Development Director of Brazil CEBDS</b></li> <li>• <b>André Ramalho, Sustainability Specialist at Braskem</b></li> <li>• <b>Leandro Barcelos, Policy and Industry Analyst at the Brazilian Confederation of Industry (CNI)</b></li> </ul> <p><i>Moderated by Alessandro Amadio, United Nations Industrial Development Organization (UNIDO)</i></p>
<b>12:00</b>	<b>Panel 2: Enabling VSS in Food and Agriculture System</b>
	<p>This panel will explore the role of VSS in food and agriculture systems and how it could be used as an enabler in food trade and sustainable food value chains. Chaired by FAO, the discussion will be steered towards improving the alignment between international agriculture trade rules and VSS, as well as investments in upgrading the certification infrastructure and technical capabilities of developing countries.</p> <ul style="list-style-type: none"> <li>• <b>Lucia Helena Wadt, Manager Research at Embrapa</b></li> <li>• <b>Miguel Hernandez, Director Latin America at Bon Sucre</b></li> <li>• <b>Carlos Renato, President of BRFAIR (Fairtrade International Brazil)</b></li> <li>• <b>Camila Torres Meyer, International Trade Analyst at APEX</b></li> </ul> <p><i>Moderated by Ahmad Mukhtar, Food and Agriculture Organization (FAO) of the United Nations</i></p>



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13:00	Lunch
<b>Agenda Item: Launch of the 'Brazilian VSS Story'</b>	
14:00	<b>Presentation of the Story</b>
	The launch of the first Brazilian VSS publication will be inaugurated with a presentation by <b>Rogério Corrêa, VSS Desk Officer/ Dolores Brito, Executive Analyst of INMETRO</b> . The study covers four of Brazil's important product groups, i) leather, ii) fruits, iii) nuts and, iv) vegetable oils such as andiroba, babaçú, carnaúba and copaíba, whose path and good practices project the epitome of sustainable global value chains.
14:15	<b>Panel 3: Understanding the impact of VSS to the Brazilian Production Sector</b>
	Following the presentation of the Brazilian VSS Story, representatives of the 4 selected product groups will share their field experiences and their perception of sustainability standards as export potential. Through this discussion, representatives will also be using this dialogue as an opportunity to voice the kind of support they need from the governmental institutions and international actors. <ul style="list-style-type: none"> <li>• <b>Alvaro Flores, Brazilian Center of Leather Processing Industries (CICB)</b></li> <li>• <b>Eduardo Roxo, Atina Ativos Naturais Ltda.</b></li> <li>• <b>Fernanda Stefani, 100% Amazonia Açaí</b></li> <li>• <b>José Camargo, President of the Brazilian Association of Nuts</b></li> </ul> <i>Moderated by Gunter Viteri, GIZ/ECO-CONSULT/IPAM</i>
15:30	<b>Panel 4: Biodiversity, Standards and Trade</b>
	Chaired by the Brazilian representative of the UN Environment, this panel will focus on biodiversity standards and its significance to market access and its contribution to the Sustainable Development Goals (SDGs). <ul style="list-style-type: none"> <li>• <b>Bernardo Strassburg, Executive Director of the International Institute for Sustainability</b></li> <li>• <b>Luiz Antonio Brasi, Imaflora</b></li> <li>• <b>Ronaldo Freitas, Latin America Representative at the Union for Ethical BioTrade (UEBT)</b></li> <li>• <b>Raoni Silva, Supply Chain Coordinator at Natura</b></li> <li>• <b>Filipe Lopes Salomao, Government Affairs, Sustainability Dept at Boticario Group</b></li> </ul> <i>Moderated by Matheus Couto, United Nations Environment</i>
16:30	Coffee Break
<b>Agenda Item: Challenges and Opportunities of Standards in Global Value Chains</b>	
16:50	<b>Panel 5: Fostering Green Value Chains</b>
	Responsible sourcing decisions in green value chains have a variety of functions that support our ecosystem. This panel will address the impact of sustainable natural resource management on global value chains while looking at its contribution to the Sustainable Development Goals (SDGs) as a key to unlock new markets. This panel will also highlight the fundamentals of traceability and chain of custody. <ul style="list-style-type: none"> <li>• <b>Daniela Vilela, Technical Coordinator at FSC</b></li> <li>• <b>Herbert Kanashiro, Sustainability Analyst at GS1 Brazil</b></li> <li>• <b>Thorsten Arndt, Head of Communications at PEFC</b></li> </ul> <i>Moderated by Ruby Lambert, United Nations Forum on Sustainability Standards (UNFSS)</i>
17:50	<b>Launch Announcement of Two Global Initiatives:</b> - Trade, Development and the Environment Research Hub - BioTrade Buyers and Sellers Exchange Initiative
18:00	<b>Closing of Day 1/ Dia 1</b>
18:30	<b>Cultural Event – Cocktail (till 20hr)</b>



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Tuesday, 17 September 2019

08:30	Registration
Continuation of Agenda Item: Challenges and Opportunities of Standards in Global Value Chains	
09:00	Opening Presentation of an UNCTAD-led VSS study for the Andean Community
	<p><b>Rodrigo Ruperez / Huascar Ajata from the Andean Community</b> will present the study of VSS for the Andean Community as a means to promote sustainable value chains and how VSS can be an effective tool to export its novel foods internationally. This presentation can shed some light with regards to VSS for the entire Latin American community. Through shared experiences and best practices, dialogues on VSS can be advanced tremendously.</p>
09:30	Panel 6: Standards and Certification Systems' contribution to Sustainable Value Chains
	<p>When addressing the challenges and opportunities of Standards in Global Value Chains, it is also crucial to ask questions like how to better facilitate the uptake of VSS among smallholders and MSMEs in order for them to enter the global value chains as these actors are typically positioned at the lower end of the chain. Thus, the discussion is anticipated to steer the much needed coherence of governmental policies to institutionalize the implementation of sustainability standards so that they can improve the uptake for these marginalized actors.</p> <ul style="list-style-type: none"> <li>• <b>Mariana Barbosa, Country Leader of the Rainforest Alliance</b></li> <li>• <b>Alice Correa, Certification and Standards Committee at ProTerra Foundation</b></li> <li>• <b>Carlos Brito Soares, Sourcing Director of Frooty Açaí</b></li> </ul> <p><i>Moderated by Joseph Wozniak, International Trade Centre (ITC)</i></p>
10:30	Coffee Break
Agenda Item: National Multi-Stakeholder Platforms on Sustainable Value Chains	
11:00	Panel 7: Insights of the established National Mutli-Stakeholder Platforms
	<p>Do Governmental agencies have a role in promoting VSS in order to achieve the SDGs? How can they support in raising the awareness? Some of the established National Platforms will be sharing their insights and experiences as they contextualise the existing multilateral frameworks of sustainable trade. These National Platforms are in the right position to exchange good sustainability standards practices among each other, and other potential platforms.</p> <ul style="list-style-type: none"> <li>• <b>Liu Xin, Director International Relations at the Standardization Administration of China</b></li> <li>• <b>Manish Pande, Director at the Quality Council of India</b></li> <li>• <b>Yvonne Ndlhovu, Specialist at the South African Bureau of Standards (SABS)</b></li> <li>• <b>Rogério Corrêa, Desk Officer of INMETRO</b></li> </ul> <p><i>Moderated by Wulf Reiners, German Development Institute (DIE)</i></p>
12:15	Lunch



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<b>Agenda Item: Standardization Bodies, VSS and Sustainable Development Goals</b>	
<b>13:45</b>	<b>Panel 8: The role of Standardization bodies and their contribution to VSS and the SDGs</b>
	<p>This panel will highlight the understanding of what is perceived as the role of standardization bodies and how it can significantly contribute to sustainable development. VSS in this context will be discussed critically as standards setters will address the global issues of transparency and multiplicity of standards. Working alongside standardization bodies, policy options such as mutual recognition of standards can potentially ease the complexities surrounding the requirements of these standards. An important question to look into, 'Is it possible to develop an international framework for sustainability standards?'</p> <ul style="list-style-type: none"> <li>• <b>Norma Tregurtha, Director, Policy and Partnerships of ISEAL Alliance</b></li> <li>• <b>Ben Carson, Technical Group at the International Organization of Standardization (ISO)</b></li> <li>• <b>Nate Osburn, Director of Communications at ASTM International</b></li> <li>• <b>Guy Ladvoat, Systems Certification Manager at the Brazilian Association of Technical Standards (ABNT)</b></li> <li>• <b>Cintia Cespedes, Project Manager at UL Brazil</b></li> </ul> <p><i>Moderated by Santiago FernandezdeCordoba, United Nations Conference on Trade and Development (UNCTAD)</i></p>
<b>Agenda Item: The Future of VSS and Concluding Remarks</b>	
<b>15:00</b>	<b>Panel 9: The Future of VSS</b>
	<p>Looking at the many dynamics deriving from the world of sustainability standards, how can we make VSS fair for all actors in the value chains? A mix of panelists from both public and private, international and local with diverse sets of expertise is crucial for the community to anticipate what is at stake in the future. Thus, this panel will address ways we can leverage these standards to make sure what we can provide today will facilitate the future generations to either keep up or be even better at sustainable development.</p> <ul style="list-style-type: none"> <li>• <b>Cristina Larrea, Sustainability Standards Workstream Lead at the International Institute for Sustainable Development (IISD)</b></li> <li>• <b>Engela Schlemmer, Professor at the University of the Witwatersrand, South Africa</b></li> <li>• <b>Vera Thorstensen, Professor FGV-SP and President of Brazil's Technical Barriers Committee CONMETRO</b></li> </ul> <p><i>Moderated by Aimee Rusillo, VSS Expert</i></p>
<b>16:00</b>	<b>Coffee Break</b>
<b>16:15</b>	<b>Concluding Remarks on Working Together</b>
	<p>Conclusions derived from the two days convention and how this can steer a working together relationship among the different stakeholders. UNFSS Steering Committee Members will also share some relevant on-going projects in the region (and global), followed by INMETRO's final comment.</p> <ul style="list-style-type: none"> <li>• <b>Axel Marx, Deputy Director at the Leuven Centre for Global Governance Studies, University of Leuven</b></li> <li>• <b>Junji Nakawaga, Professor of International Economic Law at the Chuo Gakuin University</b></li> <li>• <b>Joseph Wozniak, UNFSS</b></li> <li>• <b>Jorge Peron, Sustainability Manager of FIRJAN</b></li> </ul> <p><i>Moderated by Santiago FernandezdeCordoba, United Nations Conference on Trade and Development (UNCTAD) and Rogerio Corrêa, National Institute of Metrology, Quality and Technology (INMETRO)</i></p>
<b>17:30</b>	<b>Closing of the Convention</b>



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**Wednesday, 18 September 2019 (By Invitation Only)**

<b>08:45</b>	<b>UNFSS Steering Committee Meeting</b>
	<i>(Private Meeting)</i>
<b>10:15</b>	<b>Workshop 1: (INMETRO-LED) Linking VSS to the SDGs – Global Value Chains in the context of the 2030 Agenda</b>
	<i>(By Invitation only)</i> This workshop aims at setting the VSS and value chains discussion in the context of the implementation of the SDGs of the 2030 Agenda. VSS are more closely related to 9 of the 17 SDGs. The goal is to set the background of the discussion and identify the interwines of the related SDGs and how the stakeholders can cooperate towards optimizing the implementation of sustainable global value chains. Additionally, to identify if there are other stakeholders that need to be mobilized and brought on board. <i>Facilitated by Flávia Amorim, Expert</i>
<b>13:00</b>	<b>Lunch</b>
<b>14:00</b>	<b>Workshop 2: (INMETRO-LED) Moving dialogues to action – From sectors to Global Value Chains</b>
	<i>(By Invitation only)</i> The sectorial dialogue workshop intends to construct partnerships among the National Platforms, governmental bodies and sectorial stakeholders to set up: projects, a working group focused in discussing VSS and ways of helping smallholders to overcome technical barriers related to: VSS, certification, strategic planning, project managing, standards and technical regulation awareness. <i>Facilitated by Gunter Viteri, Expert</i>
<b>17:15</b>	<b>Closing of Day 3</b>