



# 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 *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 provisional schedule.

**16/09/2019**

8:15	<b>Registration and Coffee</b>
<b>Agenda Item 1: Opening of the Convention</b>	
9:00	<b>Opening</b>
	<b>Eduardo Eugenio Gouvêa Vieira</b> - Presidente da Firjan <b>Fábio Alves Schmidt da Silva</b> - Coordenação-Geral de Articulação Internacional do Inmetro <b>André Odenbreit Carvalho</b> - Diretor do Dep. de Organismos Econômicos Multilaterais do MRE <b>Marcos do Prado Troyjo</b> - Sec. Esp. de Assuntos Internacionais e Comércio Exterior do ME <b>Sérgio Segóvia</b> - Presidente da APEX <b>Bonapas Onguglo</b> - Chefe de Departamento UNCTAD e Representante da UNFSS
9:45	<b>Keynote Speech: The contribution of sustainability standards to achieve the UN 2030 SDGs</b>
	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.  <b>Axel Marx</b> - Universidade de Leuven – Bélgica <b>Junji Nakagawa</b> - Chao Gakuin University – Japão
10:40	<b>Coffee Break</b>
<b>Agenda Item 2: The importance of Industry Actors in the Nexus of Sustainable Development</b>	
11:00	<b>Panel 1 – The role of industry actors in sustainable development and the global trading system</b>
	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. <b>Moderador: Alessandro Amadio</b> - UNIDO <b>Panelistas:</b> <b>Ana Carolina Szklo</b> - Conselho Empresarial Bras. Desenvolvimento Sustentável - CEBDS <b>Cenira Nunes</b> - Gerdau <b>Constanza Negri</b> - CNI <b>Jorge Soto</b> - Braskem
12:00	<b>Panel 2 - Enabling VSS in Food and Agriculture System</b>
	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 <b>Moderator: Ahmad Mukhtar</b> - FAO <b>Panelistas:</b> <b>Lúcia Helena Wadt</b> - Embrapa <b>Miguel Hernandez</b> - Bonsucro <b>Carlos Renato</b> - Fair Trade International Brazil
13:00	<b>Lunch</b>

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Agenda Item 3: Launch of the 'Brazilian VSS Story'	
14:00	<b>Presentation of the 'Brazilian VSS Story'</b>
	<p><b>Presentation: Rogério Corrêa e Dolores Brito - INMETRO</b>            The launch of the first Brazilian VSS publication will be inaugurated with a presentation by <b>Rogério Corrêa</b>, VSS Desk Officer/ <b>Dolores Brito</b>, Executive Analyst of INMETRO. 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.</p>
14:15	<b>Panel 3 - Expanding the Brazilian sustainable export potential</b>
	<p>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.</p> <p><b>Moderator: Gunter Viteri, GIZ/Eco-Consult/IPAM</b>  <b>Panelistas:</b>  <b>José Eduardo Camargo</b> - AB Nozes e Castanhas  <b>Álvaro Flores</b> - Centro das Indústrias de Curtumes do Brasil  <b>Fernanda Stefani</b> - 100% Amazônia – Frutas  <b>Eduardo Roxo</b> – Atna - Óleos Essenciais</p>
15:30	<b>Painel 4 - Biodiversity, Standards and Trade</b>
	<p>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).</p> <p><b>Moderator: Matheus Couto - PNUMA</b>  <b>Panelistas:</b>  <b>Filipe Lopes Salomão</b> - Fundação Boticário  <b>Luiz Brasi</b> - Imaflores  <b>Ronaldo Freitas</b> – UEBT  <b>Bernardo Strasburg</b> - Instituto Internacional para Sustentabilidade  <b>Raoni Silva</b> - Natura</p>
16:30	<b>Coffee Break</b>
16:50	<b>Panel 5 – Sustainable Green Valuable Chains</b>
	<p>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.</p> <p><b>Moderator: Ruby Lambert - UNFSS</b>  <b>Panelistas:</b>  <b>Daniela Vilela</b> - Technical Coordinator at FSC  <b>Herbert Kanashiro</b> - Sustainability Analyst at GS1 Brazil  <b>Thorsten Arndt</b> - Head of Communications at PEFC</p>
18:00	<b>Closing of Day 1 – Dia 1</b>
18:30	<b>Cultural Event – Cocktail</b>

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17/09/2019

8:30	Accreditation and Networking
<b>Agenda Item 4: Challenges and Opportunities of Standards in Global Value Chains</b>	
9:00	<b>Opening Presentation of an UNCTAD-led VSS study for the Andean Community</b>
	<b>Rodrigo Ruperez e Huascar Ajata</b> from the Andean Community 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.
9:30	<b>Panel 6: Standards and Certification Systems' contribution to Sustainable Value Chains</b>
	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. <b>Moderator: Joseph Wozniak- ITC</b> <b>Panelistas:</b> <b>Mariana Barbosa</b> - Rainforest Alliance <b>Alice Correa</b> - Proterra Foundation <b>Diego Badaró</b> - AMMA Chocolate, TBC <b>Carlos Brito Soares</b> - Frooty Açaí
10:30	Coffee Break
<b>Agenda Item 5: National Multi-stakeholder Platform on Sustainable Value Chains</b>	
11:00	<b>Panel 7: Insights of National Multi-Stakeholder Platforms on Sustainable Value Chains</b>
	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. <b>Moderator: Wulf Reiners - DIE – German Development Institute</b> <b>Panelistas:</b> <b>Liu Xin</b> - SAC/China <b>Manish Pande</b> --QCI/Índia <b>Yvonne Ndlhovu</b> - SABS/South Africa <b>Rogério Corrêa</b> - Inmetro/Brasil
12:15	Lunch

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Agenda Item 6: Standardization Bodies, VSS and Sustainable Development Goals	
13:45	<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> <p><b>Moderator: Sr. Santiago Fernandez de Córdoba, UNFSS</b> <b>Panelistas:</b> <b>Norma Tregurtha</b> - ISEAL Alliance <b>Ben Carson</b> - ISO <b>Nate Osburn</b> - ASTM/EUA <b>Guy Ladvocat</b> - ABNT <b>Cíntia Cespedes</b> - UL Brasil</p>
Agenda Item 7: The Future of VSS and Concluding Remarks	
15:00	<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> <p><b>Moderator: Aimee Rusillo - Liseed Consulting</b> <b>Panelistas:</b> <b>Engela Schlemmer</b> - University of South Africa <b>Vera Thorstensen</b> - Fundação Getúlio Vargas (FGV) <b>Cristina Larrea</b> - IISD</p>
16:00	<b>Coffee Break</b>
Concluding Remarks on Working Together	
16:15	<b>Panel 10: 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 ongoing projects in the region (and global), followed by INMETRO's final comment.</p> <p><b>Moderator:</b> <b>Panelistas:</b> <b>Junji Nakagawa</b> - International Economic Law at the Chuo Gakuin University <b>Santiago de Cordoba</b> - UNFSS <b>Axel Marx</b> - University of Leuven <b>UNFSS Member</b> <b>Jorge Peron</b> - FIRJAN</p>
17:30	<b>Closing of the Convention</b>

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**Convention on Sustainable Trade and Standards**

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8:45	<b>UNFSS Steering Committee Meeting</b> <b>Participants: Representantes da UNCTAD, FAO, PNUMA, UNIDO e ITC</b>
	<b>(Private meeting)</b>
10:15	<b>Workshop 1 - Linking VSS to the SDGs – Global Value Chains in the context of the 2030 Agenda</b>
	<p>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 intertwinings of the related SDGs and how the stakeholders can cooperate towards optimizing the implementation of sustainable global value chains.</p> <p>Additionally, to identify if there are other stakeholders that need to be mobilized and brought on board</p> <p><b>Moderator: Dolores Brito</b> <b>Participants: Convidados</b> - Representantes dos Setores Produtivos, do Governo, das Plataformas Nacionais e da UNFSS.</p>
13:00	<b>Lunch</b>
14:00	<b>Workshop 2 - Moving dialogues to action – From sectors to Global Value Chains</b>
	<p>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.</p> <p><b>Moderator: Gunter Viteri - GIZ/Eco-Consult/IPAM</b> <b>Participants: Convidados</b>, Representantes dos Setores Produtivos, do Governo, das Plataformas Nacionais e da UNFSS</p>
17:15	<b>Closing of Day 3</b>

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