



2ND INTERNATIONAL CONVENTION ON SUSTAINABLE TRADE AND STANDARDS

2ª CONVENÇÃO INTERNACIONAL DE COMÉRCIO E
NORMAS VOLUNTÁRIAS DE SUSTENTABILIDADE

2nd 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

16/09/2019

8:00	Registration and Coffee
Agenda Item: Opening of the Convention	
9:00	Opening
	Eduardo Eugenio Gouvêa Vieira - Presidente da Firjan Fábio Alves Schmidt da Silva - Coordenação-Geral de Articulação Internacional do Inmetro Santiago Fernandez de Córdoba – Coordenador da UNFSS e Representante da UNCTAD André Odenbreit Carvalho - Diretor do Dep. de Organismos Econômicos Multilaterais do MRE Gustavo Ribeiro – Gerente de Acesso a Mercados e Representante da Diretoria Executiva da APEX Vera Thorstensen - Professora da FGV e Presidente do Comitê de Barreiras Técnicas do CONMETRO
9:45	Keynote Speech: The contribution of sustainability standards to achieve the UN 2030 SDGs
	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. Axel Marx - Universidade de Leuven – Bélgica Junji Nakagawa - Chao Gakuin University – Japão
10:40	Coffee Break
Agenda Item: The importance of Industry Actors in the Nexus of Sustainable Development	
11:00	Panel 1 – The role of industry and Agriculture actors in sustainable development and the global trading system
	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. Moderador: Alessandro Amadio - UNIDO Panelists: Ana Carolina Szklo - Conselho Empresarial Bras. Desenvolvimento Sustentável - CEBDS André Ramalho – Braskem Leandro Barcelos - CNI
12:00	Panel 2 - Enabling VSS in Food and Agriculture System
	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 Moderator: Ahmad Mukhtar - FAO Panelists: Lúcia Helena Wadt - Embrapa Miguel Hernandez - Bonsucro Carlos Renato - Fair Trade International Brazil Camila Torres Meyer - Apex Brasil
13:00	Lunch

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Agenda Item: Launch of the 'Brazilian VSS Story'	
14:00	Presentation of the 'Brazilian VSS Story'
	<p>Presentation: Rogerio Corrêa e Dolores Brito - INMETRO The launch of the first Brazilian VSS publication will be inaugurated with a presentation by Rogerio Corrêa, VSS Desk Officer/ Dolores Brito, 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	Panel 3 – Understanding the Impact of VSS to Brazilian Productive Sectors
	<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>Moderator: Gunter Viteri, GIZ/Eco-Consult/IPAM Panelists: Álvaro Flores - Centro das Indústrias de Curtumes do Brasil Eduardo Roxo – Atna - Óleos Essenciais Fernanda Stefani - 100% Amazônia – Frutas José Eduardo Camargo - AB Nozes e Castanhas</p>
15:30	Painel 4 - Biodiversity, Standards and Trade
	<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>Moderator: Matheus Couto - PNUMA Panelists: Bernardo Strasburg - Instituto Internacional para Sustentabilidade Luiz Brasi - Imaflores Ronaldo Freitas – UEBT Raoni Silva – Natura Filipe Lopes Salomão - Fundação Boticário</p>
16:30	Coffee Break
16:50	Panel 5 – Sustainable Green Valuable Chains
	<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>Moderator: Ruby Lambert - UNFSS Panelists: Daniela Vilela - Technical Coordinator at FSC Herbert Kanashiro - Sustainability Analyst at GS1 Brazil Thorsten Arndt - Head of Communications at PEFC</p>
17:50	<p>Launch Announcement of Two Global Initiatives: - Trade, Development and the Environment Research Hub - BioTrade Buyers and Sellers Exchange Initiative</p>
18:00	Closing of Day 1 – Dia 1
18:30	Cultural Event – Cocktail

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

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Agenda Item: Standardization Bodies, VSS and Sustainable Development Goals

13:45	Panel 8: The role of Standardization bodies and their contribution to VSS and the SDGs
	<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?'. Moderator: Sr. Santiago Fernandez de Córdoba, UNFSS Panelists: Karin Kreider, ISEAL Alliance Ben Carson, ISSO Guy Ladvocat, ABNT Nate Osburn, ASTM International/EUA Cintia Cespedes, UL Brasil</p>
Agenda Item: The Future of VSS and Concluding Remarks	
15:00	Panel 9: The Future of VSS
	<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. Moderator: Aimee Rusillo - Liseed Consulting Panelists: Cristina Larrea - International Institute for Sustainable Development (IISD) Engela Schlemmer - University of Witwatersrand, South Africa Vera Thorstensen - Fundação Getúlio Vargas (FGV)</p>
16:00	Coffee Break
Concluding Remarks on Working Together	
16:15	Panel 10: Working Together
	<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. Moderator: Rogerio Corrêa – Inmetro e Santiago Fernandez de Cordoba - UNFSS Panelists: Axel Marx, University of Leuven Prof. Junji Nakagawa, International Economic Law at the Chuo Gakuin University Joseph Wozniak, ITC, UNFSS Jorge Peron, FIRJAN</p>
17:30	Closing of the Convention

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8:45	UNFSS Steering Committee Meeting Participants: Representantes da UNCTAD, FAO, PNUMA, UNIDO e ITC
	(Private meeting)
10:15	Workshop 1 - Linking VSS to the SDGs – Global Value Chains in the context of the 2030 Agenda
	<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>Moderator: Dolores Brito - Inmetro Participants: Convidados - Representantes dos Setores Produtivos, do Governo, das Plataformas Nacionais e da UNFSS.</p>
13:00	Lunch
14:00	Workshop 2 - Moving dialogues to action – From sectors to Global Value Chains
	<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>Moderator: Gunter Viteri - GIZ/Eco-Consult/IPAM Participants: Convidados, Representantes dos Setores Produtivos, do Governo, das Plataformas Nacionais e da UNFSS</p>
18:00	Closing of Day 3

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