

**TRADE FOR SUSTAINABLE DEVELOPMENT FORUM 2018****1 – 3 October 2018, Geneva, Switzerland**

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

As economic growth accelerates, unsustainable consumption and production patterns exacerbate inequality and natural resource depletion. Business as usual is not an option anymore, not in the medium-term to achieve the SDGs by 2030 nor long term. Businesses, governments and consumers are central players in driving changes towards more sustainable production processes in global value chains and domestic consumption patterns. Demand for improved information and communication on product sustainability, sustainable public procurement and new products and services with lower environmental impact are some examples of how consumers, governments and companies are acting in this front.

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

**Forum’s objectives:**

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

**PROGRAMME AT A GLANCE****Monday, 1 October, ITC headquarters – Panel sessions**

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

**Networking cocktail**

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

**ITC Project Labs:** interactive sessions to present T4SD’s projects through the lens of different targets of SDG 12. Session speakers are project partners, beneficiaries, ITC managers and donors. The sessions are held simultaneously, allowing participants to attend the sessions of their preference.

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

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

**Wednesday, 3 October, WTO Public Forum**

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

## Monday 1 October – ITC HQ

8:15-9:15	<b>REGISTRATION</b>
9:15-9:30	<b>OPENING ADDRESS</b>
<i>Speaker</i>	<b>Arancha González</b> , Executive Director, International Trade Centre (ITC)
9:30-9:50	<b>SPECIAL KEYNOTE SPEECH</b>
<i>Speaker</i>	<b>Mia Amor Mottley</b> , Prime Minister, Minister of Finance, Economic Affairs and Investment, Barbados
9:50-11:10	<b>SESSION 1: Sustainable consumption: challenges and opportunities</b> <p>Consumers are a driving force in sustainable trade. Which lessons can we draw from different initiatives driving sustainable consumption? How to overcome existing challenges to scaling models of sustainable consumption? What are the opportunities for businesses?</p> <p><i>Speakers</i></p> <p><b>Claire Kneller</b>, Head of International Food, The Waste and Resources Action Programme (WRAP)</p> <p><b>Bettina Heller</b>, Associate Programme Officer, Consumption and Production Unit, UN Environment</p> <p><b>Alison Cairns</b>, Director of the Food Reform for Sustainability and Health (FRéSH), World Business Council For Sustainable Development (WBCSD)</p> <p><b>Gilbert Sindjou</b>, private sector Sustainability Expert in Tropical Commodities and Ingredients</p> <p><i>Moderator</i></p> <p><b>Eliza Anyangwe</b>, Journalist and moderator</p>
11:10-11:40	Coffee and networking break
11:40-13:00	<b>SESSION 2: The role of standards in driving sustainable production and consumption</b> <p>Standards can have a big impact in advancing SDG 12. How can they influence sustainable production practices and consumer behaviour? How to maximize these opportunities for SMEs in developing countries?</p> <p><i>Speakers</i></p> <p><b>Santiago Fernández de Córdoba</b>, Coordinator, United Nations Forum on Sustainability Standards (UNFSS)</p> <p><b>Norma Tregurtha</b>, Director of Policy and Outreach, ISEAL Alliance</p> <p><b>Horacio Caperan</b>, Executive Director for External Affairs, Joint Program on the Science and Policy of Global Change, Massachusetts Institute of Technology (MIT)</p> <p><b>Margreet Vrieling</b>, Associate Director, Fair Wear Foundation</p> <p><i>Moderator</i></p> <p><b>Eliza Anyangwe</b>, Journalist and moderator</p>
13:00-14:00	Lunch break (light lunch provided)
14:00-14:30	<b>KEYNOTE SPEECH</b>
<i>Speaker</i>	<b>Devry Boughner Vorwerk</b> , Chief Communications Officer and Corporate Vice President, Global Corporate Affairs, Cargill
14:30-15:45	<b>SESSION 3: Sustainable production practices in the textile and apparel sectors</b> <p>Clothing is one of the largest industries in the world economy, with complex value chains crossing national boundaries and driven by international brands. With the proliferation of social audits in the sector, costs and audits are increasing. Weak transparency and increasing compliance burdens along the supply chain have become the norm.</p> <p>How are manufacturers, brands, retailers and other stakeholders dealing with these challenges? How can driving convergence in social and labour practices in the textile and apparel sectors be achieved? What are the best practices driven by businesses and multi-</p>

stakeholder industry initiatives to reduce the proliferation of social audits? How are these initiatives improving transparency and accountability across the industry? This panel aims to unpack these questions and offer some practical solutions.

*Speakers* **Baptiste Carriere-Pradal**, Vice President, Transparency, Sustainable Apparel Coalition (SAC)  
**Janet Mensink**, Project Director, Social and Labour Convergence Project (SLCP)  
**Nikhil Hirdaramani**, Director, Hirdaramani Group  
**Conor Boyle**, Head of Programme Development, Learning and Country Programmes for Better Work, International Labour Organization (ILO)

*Moderator* **Eliza Anyangwe**, Journalist and moderator

15:45-16:05 Coffee and networking break

16:05-17:20 **SESSION 4: The future of sustainable consumption in emerging markets**

With 40 percent of world's population living in emerging markets, the world's center of economic gravity has been slowly shifting. What are the major profiles of consumers in these economies and how will they shape sustainable consumption in the future? How are emerging markets responding to sustainable consumer trends? How can businesses support the shift towards more sustainable patterns of consumption?

*Speakers* **Helga Vanthournout**, Senior Knowledge Expert, McKinsey & Company  
**Guillermo Valles Galmes**, Grupo de Países Productores del Sur (GPS)  
**Naomi Scott-Mearns**, Sustainable Consumption Manager, Consumers International  
**Manish Pande**, Joint Director and Head of Project Analysis and Documentation Division, Quality Council of India (QCI)

*Moderator* **Eliza Anyangwe**, Journalist and moderator

17:20-17:30 **WRAP-UP REMARKS OF DAY 1**

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

17:30–19:00 **COCKTAIL RECEPTION**

**Tuesday 2 October - ITC HQ****8:15-9:30      REGISTRATION****9:30-12:30      OPEN HOUSE: T4SD Project Labs****9:30-10:45      Project Lab 1: EU Cities for Fair and Ethical Trade Award**

This Project Lab will uncover the making of an innovative initiative for ITC and T4SD, collaborating for the first time with an unusual partner and audience – the EU cities and their citizens. The Lab will offer an insight into the process of crafting a new Award that highlights the role of cities and local authorities in achieving the global sustainability goals and a sneak peek into the Compendium of Best Practices emerged from applications received from cities across the EU. The winner of the Award will be invited to tell their side of the story and to present the Award prize; a development project with ITC. This Lab will be run as a real-time conversation between the speakers and the audience.

Find out more about the project: [www.trade-city-award.eu](http://www.trade-city-award.eu)

*Speakers*      **Els Michiels**, Representative of Ghent, the winning city of the inaugural Award  
**Gabriela Alvarez**, Director and Co-founder, Latitude Strategy Consulting, Colcocoa - Hacienda La Tentacion, No Name Chocolates  
**Veronica Rubio**, Executive Director, Proterra Foundation

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

**9:30-10:45      Project Lab 2: ITC Sustainability Map & GS1 collaboration: empowering the business community to achieve the SDGs**

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

*Speakers*      **Timothy Marsh**, Senior Director Product Traceability, Sustainability & Blockchain, GS1  
**Katherine Tabares**, Agribusiness Manager, Logyca  
**Valérie Mazzoni-Colin**, Chief Marketing & Innovation Officer, GS1 France  
**Bijoy Peter**, Head of Technical Services, GS1 India

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

**10:45-11:15      Coffee and networking break****11:15-12:30      Project Lab 3: The future of textile: strengthening climate resilience of international value chains**

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

*Speakers*      **Carole Hommey**, Coordinator, Initiative for Compliance and Sustainability (ICS)  
**Sebastian Homm**, Advisor for the Project "Sustainable Economic Policy and Private Sector Development", German Corporation for International Cooperation GmbH (GIZ)  
**Anya Boyd**, Senior Climate Change Consultant, Konsult 360

*Facilitators*      **Annegret Brauss & Delphine Clement**, T4SD Experts

#### 11:15-12:30 **Project Lab 4: Promoting sustainable investment practices: challenges and opportunities for foreign investors in Africa**

Drawing on the findings of the survey implemented by the Partnerships for Investment and Growth in Africa (PIGA) and T4SD, the lab will highlight the theme of sustainable investment in Africa. Speakers will share their perspectives on:

- Key findings of the ITC study on sustainable investment practices in Africa.
- How to measure the impact of “foreign sustainable investment”.
- How to scale-up best practices from the ground.
- How to maximize the benefits of sustainable investment for African SMEs.

The Lab is expected to generate debate on the risks and opportunities for foreign investors to implement sustainable investment practices in African countries and the role of public and private stakeholders to create an enabling environment for sustainable foreign investment.

Find out more about the PIGA project, which is funded by the UK Department for International Development: [www.intracen.org/piga](http://www.intracen.org/piga)

**Speakers** **Vincent Dufresne**, CFO, Symbiotics  
**Isaac Tallam**, Senior International Trade Specialist, Kenya  
**Tianyu Mao**, Project Adviser, Office of Asia and the Pacific, International Trade Centre (ITC)

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

#### 11:15-12:30 **Project Lab 5: Making effective and trustworthy sustainability claims: Guidelines for Providing Product Sustainability Information**

This project lab is aimed at raising awareness on the [Guidelines for Providing Product Sustainability Information](http://www.intracen.org/publication/Guidelines-product-sustainability), developed by UN Environment and the T4SD Programme in consultation with various sustainability and marketing experts. The Guidelines aim at providing actors in the value chain and public sector professionals with information on how to make effective, trustworthy claims to consumers, on product-related sustainability information.

During the Lab participants will get acquainted with the principles of the Guidelines, hear testimonials on applying the Guidelines when developing sustainability claims and labels and be given the opportunity to apply the principles of the Guidelines through a practical exercise.

Find out more about the project/guidelines: [www.intracen.org/publication/Guidelines-product-sustainability](http://www.intracen.org/publication/Guidelines-product-sustainability)

**Speakers** **Bettina Heller**, Associate Programme Officer, Consumption and Production Unit, UN Environment  
**Margreet Groot**, Cocoa Life Communications & Budget manager, Lead Women's Empowerment, Mondelēz International

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

12:30 -13:45 Lunch break (light lunch provided)

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

**Speaker** **Jocelyn Blériot**, Executive Officer, Ellen MacArthur Foundation

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

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

The 2018 Biodiversity Barometer of UEBT revealed that 79% of consumers believe that companies have a moral obligation to have a positive impact on people and biodiversity. In fact, business operations have the power to directly impact the current rate of biodiversity loss, through sustainable production patterns. Sustainable sourcing, transparency, traceability, and the implementation of social and environmental processes across supply chains in line with

the 2030 Agenda and the Sustainable Development Goals (SDGs) are some of the practices that are becoming increasingly widespread.

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

*Speakers* **Pamela Coke Hamilton**, Director of the Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)  
**Lorena Jaramillo**, Economic Affairs Officer, United Nations Conference on Trade and Development (UNCTAD)  
**Anne Schick**, Program Manager, Swiss State Secretariat for Economic Affairs SECO  
**Lisa Huyen**, General Director, Vina Samex JSC, Viet Nam  
**Annette Piperidis**, Manager of Sustainable Sourcing, Weleda

*Moderator* **Eliza Anyangwe**, Journalist and moderator

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

15:50-17:10 **SESSION 6: Catering to consumer demands – Sustainable consumption of biodiversity-based products**

The Development Bank of Latin America (CAF) estimated the market for biodiversity-based products at US\$290 billion with 19% annual growth until 2020. According to the 2018 Biodiversity Barometer, 83% of consumers expect companies to respect biodiversity, preferring to purchase products that are biodiversity-friendly and sustainable. Sustainability is a crucial component for companies' survival in capturing the growing demand for sustainably sourced products. The sales of natural products, specifically, have increased from US\$ 1.9 billion in 1980 to US\$ 141 billion currently.


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

*Speakers* **Charles Arden-Clarke**, Head of the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) Secretariat, UN Environment  
**Rik Kutsch Lojenga**, Executive Director, Union for Ethical BioTrade (UEBT)  
**Franziska Staubli**, Deputy Head of Sustainability and Issue Management, MIGROS  
**Lorena Jaramillo**, Economic Affairs Officer, United Nations Conference on Trade and Development (UNCTAD)

*Moderator* **Eliza Anyangwe**, Journalist and moderator

17:10-17:30 **HELICOPTER CONCLUSION**

*Speaker* **James Kanter**, EU correspondent, Freelancer

PROPOSED PROJECT LABS x IMPACT ON SPECIFIC SDG 12 TARGETS							
	<b>Target 12.1:</b> Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action	<b>Target 12.2:</b> By 2030, achieve the sustainable management and efficient use of natural resources	<b>Target 12.4:</b> By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle	<b>Target 12.5:</b> By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse	<b>Target 12.6:</b> Encourage companies to adopt sustainable practices and integrate sustainability information into their reporting cycle	<b>Target 12.7:</b> Promote public procurement practices that are sustainable, in accordance with national policies and priorities	<b>Target 12.8:</b> By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles
<b>Project Lab 1</b> on EU Cities for Fair and Ethical Trade Award					✓	✓	✓
<b>Project Lab 2</b> on ITC Sustainability Map & GS1 Collaboration: Empowering the Business Community to Achieve the SDGs					✓		✓
<b>Project Lab 3</b> on The Future of Textile: Strengthening Climate Resilience of International Value Chains		✓	✓	✓	✓		✓
<b>Project Lab 4</b> on Promoting Sustainable Investment Practices: Challenges and Opportunities for Foreign Investors in Africa					✓		✓
<b>Project Lab 5</b> on Making Effective and Trustworthy Sustainability Claims: Guidelines for Providing Product Sustainability Information	✓				✓		✓

## Wednesday 3 October - WTO HQ, Room W

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

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

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

*Speakers*      **Arancha González**, Executive Director, International Trade Centre (ITC)  
**Teresa Ribera Rodríguez**, Minister for the Ecological Transition, Spain  
**Ovais Sarmad**, Assistant Secretary-General, Deputy Executive Secretary, United Nations Framework Convention on Climate Change (UNFCCC)  
**Joyce Njogu**, Head of KAM Consulting, Kenya Association of Manufacturers (KAM)  
**Alvaro Cedeño Molinari**, Ambassador, Permanent Mission of Costa Rica to the WTO

*Moderator*      **Eliza Anyangwe**, Journalist and moderator



## Biographies

### Speakers and Moderators

#### Monday 1 October

##### OPENING ADDRESS

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



Arancha González has served as Executive Director of the International Trade Centre (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 spokeswoman 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

**Mia Amor Mottley**, Prime Minister, Minister of Finance, Economic Affairs and Investment, Barbados



The Honourable Mia Mottley is the 8th Prime Minister of Barbados. She became the first woman to occupy that high office, following General Elections in May 2018. An attorney-at-law and Queen's Counsel, Prime Minister Mottley has been active in the political life of Barbados for almost three decades. First elected in 1994 she is presently in her sixth term as Member of Parliament for the constituency of St. Michael North East. From 1994 to 2008 Miss Mottley served in the Cabinet of three successive Administrations, first as Minister of Education and Culture, then Attorney General and Minister of Home Affairs, and then Minister of Economic Affairs. In 2003 she was appointed Deputy Prime Minister. Prime Minister Mottley currently also holds the portfolios of Minister of Finance, Economic Affairs and Investment.

##### MODERATOR

**Eliza Anyangwe**, Journalist and moderator



Eliza Anyangwe is a Cameroon-born, London-based writer, editor and moderator. After seven years at the Guardian (and a short stint at CNN International) she set up The Nzinga Effect, a platform to tell the stories of women from Africa and the diaspora. A guest lecturer on the international communications programme at IULM in Milan, Eliza has also spoken on panels from SXSW Interactive in Austin, to the Web We Want festival in London. As a moderator, she has worked for organizations including Dell, Southbank Centre, Stockholm International Water Institute, ITC, Ecosoc and Government of Belgium and many others. Eliza is fellow of the Royal Society for the Arts.

**SESSION 1: Sustainable consumption: challenges and opportunities**

**Claire Kneller**, Head of International Food, The Waste and Resources Action Programme (WRAP)



Claire is Head of Food for WRAP Global, her role is to lead all WRAP's work on sustainable food systems outside the UK. Right now, she's focussed on helping set the world on a trajectory to delivering Sustainable Development Goal 12.3. Claire has been with WRAP for 12 years working on projects ranging from supporting new anaerobic digestion infrastructure to developing a national food waste strategy for Mexico. Working with countries from Canada down to Australia, Claire leads an extremely capable team of experts on food waste measurement, whole supply chain collaboration, consumer food waste prevention and more. Claire also leads WRAP Global's fundraising and business development functions, building long term relationships with donors and supporters.

**Bettina Heller**, Associate Programme Officer, Consumption and Production Unit, UN Environment



Bettina is working as Associate Programme Officer in UN Environment's Consumption and Production Unit. Her main role is the coordination of the Consumer Information Programme of the One Planet Network, which brings together a network of over 90 organizations. In this role, Bettina leads projects in the area of eco-labelling, product lifetime extension, social impact communication, and hotspots analysis. Previously, she worked in the area of green industry at UNIDO. Bettina completed her Master Degree in Global Studies at the University of Vienna (Austria), University of California, Santa Barbara (USA) and Wroclaw (Poland), and a Bachelor Degree in International Cultural and Business Studies from the University of Passau (Germany).

**Alison Cairns**, Director of the Food Reform for Sustainability and Health (FReSH), World Business Council For Sustainable Development (WBCSD)



Alison Cairns is Directory of the Food Reform for Sustainability and Health (FReSH) project. It is one of the key planks of the WBCSD's effort to create a system-wide narrative and set of business solutions for the transformation of the Food system. Alison joined WBCSD from Unilever where she was Global Advocacy and Partnerships Director for Sustainable Agriculture and Food Security. There she led on the food and nutrition agenda, and was a member of the UK Government Rio+20 Food Security Task Group. Previously, she has held a number of corporate, public policy and campaigning roles including; Head of Government Affairs with the Royal College of Nursing; a Campaigner with Oxfam to advance the Make Trade Fair initiative.

**Gilbert Sindjou**, private sector Sustainability Expert in Tropical Commodities and Ingredients



Gilbert Sindjou is a private sector Sustainability Expert in Tropical Commodities and Ingredients. He held numerous positions; his latest role was Director of Sustainability – Coffee at Touton Geneva. He was responsible for designing and implementing a Sustainable Origination, Production and farmer diversification strategy, and building compelling cases for retailers and manufacturers to increase the share of sustainable sales. Formerly at Sucafina SA in Geneva, He was responsible for Sucafina global Sustainability agenda to create opportunity for coffee farmers and communities. Former Sustainability and Certification Manager at Archer Daniels Midland, Cocoa Division, in Rolle, Switzerland. Former Board Member of the Global Coffee Platform (GCP). He has a Master degree in Monetary Economics & Banking from the Douala University, and a Master degree in Policy Economics from the University of Illinois at Urbana-Champaign.

## SESSION 2: The role of standards in driving sustainable production & consumption

**Santiago Fernández de Córdoba**, Coordinator, United Nations Forum on Sustainability Standards (UNFSS)



Santiago Fernandez de Cordova is a Senior Economist at UNCTAD and Coordinator of UNFSS. He has been a trade policy expert for over 20 years, particularly on market access issues and structural adjustment. He advises government on sustainability standards and trade policy. He participated as a speaker on economic development and trade liberalization at over 100 conferences worldwide and was a Visiting Scholar at Georgetown University's School of Foreign Service. He published the book "Coping with Trade Reform" (Palgrave – McMillan), as well as numerous studies on economic development and trade policy. Prior to serving at the UN, he worked in management consulting and investment banking. Santiago holds an MBA from the University LUISS Guido Carli and a degree in Economics from Universidad de Navarra.

**Norma Tregurtha**, Director of Policy and Outreach, ISEAL Alliance



Norma Tregurtha is the Director of Policy and Outreach at the ISEAL Alliance. Norma's work is focused on interacting with key business groups, governments and NGOs to advocate for the use of credible standards to drive sustainability impacts. The link between standards and regulation is also a special area of focus for Norma's work and her expertise includes; emerging markets, government use standards, sustainable public procurement, the finance sector's use of standards, the SDGs, as well as the relationship between standards and other sustainability tools such as reporting initiatives. Norma has a master's degree in economics from the University of Stellenbosch, South Africa.

**Horacio Caperan**, Executive Director for External Affairs, Joint Program on the Science and Policy of Global Change, Massachusetts Institute of Technology (MIT)



Horacio is the MIT Joint Program's Executive Director for External Affairs. He has over twenty years of experience in strategic planning, marketing, business development and program management for organizations in the transportation, agroindustry, life sciences and technology sectors in the US and international markets. He is an alumnus of the MIT Sloan School of Management where he earned an MBA with honors. Previously he received a Fellowship in the Management of Clean Energy Ventures from Boston University and the New England Clean Energy Council. He holds a dual Master's in Biology and Biotechnology from Tufts University. He earned a B.S. in management and economics in Chile, where he later held positions as a professor of economics and finance.

**Margreet Vrieling**, Associate Director, Fair Wear Foundation



Before joining Fair Wear Foundation in 2010, Margreet Vrieling worked at the international department of a trade union for almost a decade. She took part in ILO conferences in the delegation of the Netherlands, along with her contributions to the Committee of Experts of Fair Wear Foundation. Initially, Margreet was responsible for FWF's work in Bangladesh and Turkey. Since 2013, Margreet has been heading the verification team. She enjoys guiding brands in taking responsibility to monitor their supply chain, solving workers problems related to their rights, and is keen on discussing the changes necessary in the sector to remediate the challenging problems and improve the lives of garment workers. Since 2016, she is an Associate Director at Fair Wear Foundation.

## KEYNOTE SPEECH

**Devry Boughner Vorwerk**, Chief Communications Officer and Corporate Vice President, Global Corporate Affairs, Cargill



Devry Boughner Vorwerk serves as Chief Communications Officer and Corporate Vice President, Global Corporate Affairs for Cargill, a trusted partner for food, agriculture, financial and industrial customers in 125 countries. Vorwerk has spent her career at the intersection of geopolitics, stakeholders, and business. Previously, she led Cargill's government relations activities in Washington, D.C. and Corporate Affairs for Latin America. She also served as Director of Cargill's International Business Relations, specializing in its Asia Pacific trade and investment portfolio. Prior to joining Cargill, Vorwerk worked at the U.S. International Trade Commission and as senior economist in agricultural affairs at the Office of the U.S. Trade Representative. In 2014, she was named a Young Global Leader by the World Economic Forum and named to the Holmes Report's Influence 100 list in 2017.

## SESSION 3: Sustainable production practices in the textile and apparel sectors

**Baptiste Carriere-Pradal**, Vice President, Transparency, Sustainable Apparel Coalition (SAC)



Baptiste Carriere-Pradal opened the European office of the SAC and oversees overall European activities. He coordinates the collaborative efforts of the coalition towards European governments, authorities, and organisations, as well as the transparency effort of the Coalition. Baptiste is responsible for launching the Social and Labor convergence project. Prior to SAC, Baptiste created and was heading the sustainability department at Decathlon. Baptiste has been based in the Czech Republic, Romania, and Thailand, where he launched and managed their global social and labor program. Baptiste holds a master's degree in physical science, as well as an engineering degree. He was part of the executive in residence program with the INSEAD from 2015 to 2016, and participated in the advisory committee for the OECD Due Diligence Guidance for the textile sector as well as ECAP.

**Janet Mensink**, Project Director, Social and Labour Convergence Project (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.

**Nikhil Hirdaramani**, Director, Hirdaramani Group



Nikhil Hirdaramani is a Director of the Hirdaramani Group. In his 20 years' experience, Nikhil has been involved in marketing and supply chain, developing and managing relationships. Nikhil is a strong advocate in sustainability. He has taken a leading role in the group's sustainability initiative. Mihila, one of its newer facilities in Sri Lanka is the first ever carbon neutral facility in Asia. He has been the chairperson at the Sri Lanka Sustainability Forum. Nikhil currently serves as Vice Chair of the Sustainable Apparel Coalition and as a past member of the Steering Committee for the Social and Labor Convergence Project. Nikhil has a BA in International Relations from Tufts University in the USA and a MBA from Imperial College, London UK.



**Conor Boyle**, Head of Programme Development, Learning and Country Programmes for Better Work, International Labour Organization (ILO)



Conor Boyle is the Head of Programme Development, Learning and Country Programmes for Better Work, based in the International Labor Office (ILO) in Geneva. He is part of Better Work's Senior Management and is responsible for the programme's donor relations and learning strategies as well as collaboration within the ILO on Better Work's influencing agenda. Prior to his role on the global team, Conor worked in Cambodia for the Better Factories Cambodia Programme. Conor joined the ILO after 12 years working on capacity building and leadership programs for development, private and public sector staff and organisations. The vast majority of his experience involves work in the apparel, textiles and footwear industries; he also has practical experience in the pharmaceutical, aquaculture and electronics industries as well as in the forestry sector.

#### **SESSION 4: The future of sustainable consumption in emerging markets**

**Helga Vanthournout**, Senior Knowledge Expert, McKinsey & Company



Helga Vanthournout is a Senior Expert with McKinsey Sustainability. Based in Geneva, Switzerland, she drives McKinsey's client and knowledge activities within McKinsey's Circular Economy Special Initiative. Helga oversees the delivery of CE Academy and led McKinsey's data collection, analysis, and project management for the critically acclaimed reports "Growth Within". Her most recent contribution within this collaboration, a compelling perspective on the circular economy opportunity for China, was released at the World Economic Forum's Meeting of the New Champions in Tianjin. Before joining McKinsey, Helga worked as a scientific officer on REACH and Life Cycle Assessment issues with the European Commission's European Chemicals Bureau. Helga holds an MBA from IMD in Lausanne, Switzerland; an MSc degree in Environmental Management and Policy from Lund University in Sweden; and a Master's in Environmental Engineering from Ghent University in Belgium.

**Guillermo Valles Galmes**, Grupo de Países Productores del Sur (GPS)



Member of GPS Uruguay. Ambassador Guillermo Valles Galmes (1955) is a career diplomat with over 40 years of professional experience, and has held several relevant political positions, including Deputy and Acting Foreign Minister of Uruguay. He served for the U.N. as Director of Division of International Trade (UNCTAD). Mr. Valles participated in numerous bilateral and multilateral trade negotiations, including those leading to the establishment of Mercosur. He chaired negotiations on WTO Rules for six years and is a frequent panel member in the WTO Dispute Settlement Mechanism. He graduated from the School of Law of the Universidad de la República in Uruguay, with the title of Doctor in Diplomacy, and has received decorations from Brazil, Chile, Paraguay, Italy, and recognition for services from the Russian Federation and WWF.

**Naomi Scott-Mearns**, Sustainable Consumption Manager, Consumers International



Naomi is based in London and has four years experience of working in the sustainability sector for a variety of organisations. She currently works for Consumers International who co-lead the Consumer Information Programme of the One Planet Network ([www.oneplanetnetwork.org/consumer-information-scp](http://www.oneplanetnetwork.org/consumer-information-scp)), and Naomi sits on the Coordination Desk of the programme with the main aim being to identify synergies and build cooperation among actors, ensuring the coordinated promotion, implementation and expansion of the programme. Before joining Consumers International, Naomi was a Sustainability Consultant for a large real estate company. Naomi has a master's degree from the University of Edinburgh and an undergraduate degree from the University of Oxford.

**Manish Pande**, Joint Director and Head of Project Analysis and Documentation Division, Quality Council of India (QCI)



Dr. Manish Pande holds a doctorate in forestry from the Forest Research Institute and worked with the various organizations including Worldwide Fund for Nature – India, SGS – a Swiss based MNC and now is with Quality Council of India as Joint Director. He holds the Gold Medal at Masters in Forestry. He has over 20 years of experience in different capacities in research, environmental, voluntary and conformity assessment. He has been in the conformity assessment now for over 15 years in handling various private, voluntary and international standards. He is instrumental in formulation and implementation of voluntary certification schemes for governmental and intergovernmental bodies for Schemes including SAARC GAP, Yoga Personnel Certification, City Ranking etc. He has worked as a consultant for FAO and UNCTAD for designing/execution of project/study and is trained as an assessor for accreditation as per ISO 17065, 17020, and 17024 standards.

## WRAP-UP REMARKS OF DAY 1

**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 the International Trade Centre (ITC) since 2016. Mr Aeroe has 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). Prior 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. Mr Aeroe holds a PhD in industrial economics from Copenhagen Business School.

## Tuesday 2 October

### Project Lab 1: EU Cities for Fair and Ethical Trade Award

**Els Michiels**, Policy officer, Represnetative of City of Ghent



Els has a 16-year experience working at local government level. In 2007 she became a member of the 'International Relations and Networks' unit of the City of Ghent, where she has been working on a 'Municipal global policy'. A coherent, transversal and municipality-wide framework which contributes to more international justice (think local, act global). Els has been involved in decentralized development cooperation practice, awareness raising actions, educational projects and policy making. Her degree in social work and intercultural management contributed to a vast commitment to social justice worldwide.

**Gabriela Alvarez**, Director and Co-founder, Latitude Strategy Consulting, Colcocoa - Hacienda La Tentacion, No Name Chocolates



Gabriela Alvarez has been, for over 15 years, an active advisor and contributor to multiple International Trade Centre's initiatives such as EU's City for Fair and Ethical Trade Award, ITC's Standards Map and the general Trade for Sustainable Development Programme. She is a researcher and international lecturer on sustainable development and trade issues and a Faculty member of University of Lausanne's Executive MBA in Corporate Strategy and Sustainability. Gabriela is also a co-founder of Colcocoa, Hacienda La Tentacion and No Name Chocolate, three linked ventures in cocoa business in Colombia seeking the transformation of cocoa farming from a traditionally subsistence activity to a professionalized, entrepreneurial, thriving vocation for entrepreneurs, workers and communities.

**Veronica Rubio**, Executive Director, Proterra Foundation



Veronica Rubio is a Lawyer specialised in international trade and human rights. For the last 17 years she has worked promoting sustainable supply chains, social corporate responsibility and small farmers' access to the international fair trade markets. She has solid experience in developing certification standards and Code of Conducts. Notably in 2008 she led the development of the Social Certification Standard for Rainforest produces commissioned by the Brazilian Government in the Amazon region and in 2014 she led the development of BSCI Code of Conduct and related concept materials towards the creation of BSCI 2.0. Her regional experience covers Latin America, Europe and ASEAN countries. Since September 2018, she has undertaken a new role at ProTerra Foundation as its Executive Director.

**Petra Walterova**, T4SD Expert



Petra joined the International Trade Centre's T4SD Programme in 2014. She coordinates the programme's activities and partnerships, and led the implementation of a range of projects, e.g. the capacity-building platform *SustainabilityXchange* ([www.sustainabilityxchange.info](http://www.sustainabilityxchange.info)), the previous editions of the T4SD Forum or the EU Cities for Fair and Ethical Trade Award. Prior to joining ITC, Petra worked on trade policy issues at ICTSD and WTO in Geneva, and has experience from a medium-sized family business with responsibility for sourcing 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.

## Project Lab 2: ITC Sustainability Map & GS1 Collaboration: empowering the business community to achieve the SDGs

### Timothy Marsh, Senior Director Product Traceability, Sustainability & Blockchain, GS1



Tim brings over 25 years of diverse experience in the healthcare, consumer products and retail commerce sectors with a focus on pharmaceuticals and supply chain security. Tim's experience and skills span global standards, packaging, innovation, strategy, brand protection, emerging technology, serialization and patient safety. Tim has lead the organization's efforts on traceability and sustainability, incorporating strategy, tactical objectives and global partnerships, e.g., ITC Sustainability Map. Members of Tim's team also support the EU Circular Economy Package Refresh consortium and certifying accredited traceability auditors at the member organization level. Tim has held engineering and leadership positions for B.Braun Medical, Becton Dickinson, St. Gobain and Pfizer. Throughout his career, Tim has focused on leadership, strategy and innovation of technology to enhance capabilities, reduce risk and improve performance.

### Katherine Tabares, Agribusiness Manager, Logyca



Katherine Tabares is Agribusiness Manager at LOGYCA. During the last 4 years she has been leading business strategies and public private partnerships for sustainable development goals of local projects supported by the adoption of GS1 standards in Colombia and the introduction of logistics best practices. She provides the strategy to train around 8.000 farmers region in the, teaching farmers about improve supply chain visibility and transparency using Sustainability Map. She also has managed process of shared value in supply chain through collaborative working groups in sectors such as Apparel, Transport & Logistics, Foodservice and Agribusiness. She holds a Master's degree in International Law from Universidad de los Andes.

### Valérie Mazzoni-Colin, Chief Marketing & Innovation Officer, GS1 France



Valérie Mazzoni-Colin leads the portfolio of GS1 France innovation projects, solutions and offers, as well as all marketing and communication activities. Valérie Mazzoni-Colin started her career at HP (Hewlett-Packard) in 1994. She has led the development of mobility solutions in EMEA. In 2012, she joined Neopost Group as Marketing Director and has set up the "Neotouch" e-invoicing & documents dematerialization solutions. In 2016, she joined the Heppner Group, as Chief Digital Officer. She led the digital transformation program from the creation of new digital offers to the information systems renewal projects. She joined GS1 France since Feb 2018, where she promotes the benefits of GS1 international standards for the efficiency of the global value chain, in more than 20 different markets in France.

### Bijoy Peter, Head of Technical Services, GS1 India



At GS1 India, Bijoy is responsible for the adoption and implementation of global supply chain standards across Retail, FMCG, Healthcare, Agriculture and Technical Industries since 2013. Bijoy has over 15 years of experience across IT, Manufacturing & Distribution, Government and Defence with core expertise in developing and implementing national registries, product master data management services and consulting on barcoding and RFID implementations.



**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.

**Project Lab 3: The future of textile: strengthening climate resilience of international value chains****Carole Hommey, Coordinator, Initiative for Compliance and Sustainability (ICS)**

Carole Hommey has been coordinating ICS - Initiative for Compliance and Sustainability - for more than 6 years. ICS is an international sectoral initiative with the aim to enhance working conditions along global supply chains of its member retailers and brands. ICS is composed of 43 multinational retailers and brands, mainly French, but not limited to, in the sectors of textile, retail, footwear, electronics and furniture. Having experienced the customer-suppliers relationship challenges during many years in different business from the automotive industry to the electronics, she has focused 10 years ago her activities on Ethics and CSR collaborating with the research chair of Law and Ethics of the Cergy-Pontoise University. Carole studied has a Master's Degree in Political Sciences and Geo-Economics.

**Sebastian Homm, Advisor, Sector Project Sustainable Economic Policy and Private Sector Development, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH**

Sebastian Homm works as an advisor for the GIZ Sector Project „Sustainable economic policy and private sector development“ at GIZ headquarters in Eschborn, Germany. Prior to this (2015-2017) he supported the GIZ Vietnam project “Macroeconomic Reforms/ Green Growth” as an integrated expert. As researcher and advisor he supported the Central Institute for Economic Management (CIEM), the economic think tank under the Ministry for Planning and Investment (MPI) in Vietnam. He advised CIEM on different topics regarding the green economy. This included, among others, power market reform, green credit promotion, SME competitiveness and indicators for the Vietnam Green Growth Strategy. Sebastian Homm holds a PhD in Geography/Development Studies from Bonn University

**Anya Boyd, Senior Climate Change Consultant, Konsult 360**

Anya Boyd has been working with a team of consultants, together with the ITC, to conduct a climate change impact analysis of the Moroccan clothing sector. She has over 12 years' experience in the field of energy and climate change working internationally across Africa, South East Asia, Latin America and Europe. She combines her technical engineering background with her experience in academia and the NGO sector, to identify technical opportunities for reducing the impacts of climate change. She has focused on technology implementation, low carbon and climate resilient development and the monitoring and evaluation of climate change measures. Anya holds a MEng in Structural Engineering from the University of Edinburgh and an MSc in Energy and Development Studies from the University of Cape Town.

**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.

**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).

**Project Lab 4: Promoting sustainable investment practices: challenges and opportunities for foreign investors in Africa****Vincent Dufresne, CFO, Symbiotics**

Vincent is Chief Financial Officer at Symbiotics SA, a leading asset manager specialized in microfinance and impact investing. Prior to co-founding Symbiotics in 2004, he co-founded Infobahn SA and Qlik.ch Sàrl. Infobahn is an internet software development company with a solid experience in microfinance, notably with UNCTAD, CGAP/World Bank, the MIX Market and BlueOrchard Finance. He also worked as a banking auditor at Arthur Andersen for three years. Vincent holds a degree in Business Administration from the University of St-Gallen (lic. oec. HSG) and has passed the CFA Level II exam.

**Isaac Tallam, Senior International Trade Specialist, Kenya**

Mr. Isaac Tallam has a deep knowledge of commodity trade and market systems development in Africa combined with considerable experience in international trade practice and advisory. Isaac is currently a consultant on structured trading systems based in Nairobi, Kenya, and was the Markets Systems Expert at DFID funded Food Trade East and Southern Africa (FTESA) programme. Prior to this, he was the Agriculture Specialist at Barclays Bank Africa Group Ltd, the Regional Grain Trade Adviser at USAID funded East Africa Trade Hub (EATH) program, International Commodity Trade lead - Africa region at Itochu Corporation, Japan and Regional Sales and Marketing Manager at Sandvik International, Sweden. Isaac holds a post graduate degree in Marketing from the Chartered Institute of Marketing, UK, Bachelors of Commerce Degree from Nairobi University.

**MAO Tianyu**, Project Adviser, Office of Asia and the Pacific, International Trade Centre (ITC)



Mr. Mao Tianyu is the project advisor in the Office for Asia and the Pacific, International Trade Centre (ITC). Before joining the ITC, Mr. Mao was the special assistant to Chinese Ambassador to the World Trade Organization, and the chief of the cross cutting division in the Mission. Mr. Mao worked in the Ministry of Commerce of China for 20 years. He was the director in charge of the negotiation of Free Trade Agreements between China and its trading partners, including Korea, Norway, Iceland, New Zealand and ASEAN etc. Mr. MAO is married with one daughter.

**Ana Batalhone**, T4SD Expert



Ana Batalhone is an Associate Sustainability Expert at the Trade for Sustainable Development (T4SD) programme of the International Trade Centre (ITC). Ana works on trade-related technical assistance for sustainable value chain development to strengthen the sustainability and international competitiveness of businesses in developing countries. Before joining ITC, she worked for different international organizations and the Brazilian Micro and Small Business Support Service. Ana holds a Diploma of Advanced Studies in Corporate Social Responsibility from Université de Genève and a MA degree in International Affairs from the Graduate Institute of International and Development Studies, Switzerland.

**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 Lab 5: Making effective and trustworthy sustainability claims: Guidelines for Providing Product Sustainability Information**

**Bettina Heller**, Associate Programme Officer, Consumption and Production Unit, UN Environment



Bettina is working as Associate Programme Officer in UN Environment's Consumption and Production Unit. Her main role is the coordination of the Consumer Information Programme of the One Planet Network, which brings together a network of over 90 organizations. In this role, Bettina leads projects in the area of eco-labelling, product lifetime extension, social impact communication, and hotspots analysis. Previously, she worked in the area of green industry at UNIDO. Bettina completed her Master Degree in Global Studies at the University of Vienna (Austria), University of California, Santa Barbara (USA) and Wrocław (Poland), and a Bachelor Degree in International Cultural and Business Studies from the University of Passau (Germany).

**Margreet Groot**, Cocoa Life Communications & Budget manager, Lead Women's Empowerment, Mondelēz International



Margreet leads the communications strategy and manages the budget for Cocoa Life, the cocoa sustainability program for Mondelez International, the world's largest chocolate company. She also leads the program's women's empowerment work stream. Margreet joined the company in 2009, then known as Kraft Foods and brings +8 years of experience working in marketing development, working with various business stakeholders, in virtual teams and managing creative agencies supporting marketing. Margreet is multi-lingual, has a background in business, international relations and CSR and has lived, studied and worked in the Netherlands, South Africa, Denmark, India and Switzerland. Furthermore, she is the president of GreenBuzz Zurich, a network that connects sustainability professionals in Zurich to advance sustainability across sectors and organisations.

**Regina Taimasova**, T4SD Expert



Regina Taimasova is an Advisor of Sustainability Standards and Value Chains at the International Trade Centre, Trade for Sustainable Development Programme (T4SD). She maintains the global database on sustainability standards "Standards Map", as well as develops customized projects for private companies, company associations, and public institutions. Regina also delivers trainings to enterprises in developing and least developed countries on accessing export markets. Prior to joining ITC Regina worked at the World Trade Organization, Trade Policies Review Division. She holds an MSc Degree in International Economics from the University of Essex, UK.

**KEYNOTE SPEECH**

**Jocelyn Blériot**, Executive Officer, Ellen MacArthur Foundation



Jocelyn Blériot, executive officer of the Ellen MacArthur Foundation, has an academic background drawing focus on literature, philosophy and sociology. Having spent most of his career in the media industry as a journalist and editor, he joined Ellen MacArthur in 2007. He notably develops written and video content, coordinates academic and professional reports and edits educational resources produced by the Foundation. He represented the Foundation on the European Resource Efficiency Platform (European Commission) and manages the relationship with EU institutions.

**SESSION 5: Sustainable production for safeguarding biodiversity**

**Pamela Coke Hamilton**, Director of the Division on International Trade and Commodities, United Nations Conference on Trade and Development (UNCTAD)



Ms. Coke-Hamilton is the Director of the Division on International Trade and Commodities of UNCTAD. She has ample experience on international trade and development policy gained from her tenure with regional and international organizations, as well as through her work with national governments and universities. She previously served as the Executive Director of the Caribbean Export Development Agency, where she led major private sector development projects. Before this, she spearheaded the Aid for Trade initiative for the Caribbean at the Inter-American Development Bank and addressed trade and globalization issues facing small island developing states at the Organization of American States. Ms. Coke-Hamilton holds a Juris Doctor in Law from Georgetown University and a BSc in International Relations and Economics from the University of the West Indies.



**Lorena Jaramillo**, Economic Affairs Officer, United Nations Conference on Trade and Development (UNCTAD)



Lorena has been involved with BioTrade since 2001 at the international level with UNCTAD and also in her home country Ecuador as the Director of the national BioTrade Programme. She has worked on developing and implementing sustainable development projects in Asia, Africa and Latin America regarding biodiversity, sustainable trade and business development. During her career of over 20 years, Lorena has written several papers related to sustainable development, value chain development, sustainable sourcing and post-conflict recovery. She is an Economist, specialized in Sustainable Development, of the Pontificia Universidad Católica del Ecuador and holds an MBA from the HEC, Geneva University, Switzerland.

**Lisa Huyen**, Vina Samex JSC, Viet Nam



Lisa Huyen is one of the founders of VINASAMEX, the leading enterprise in manufacturing and exporting cinnamon and star anise business from Vietnam. She has been awarded “Female social entrepreneurs” by Female social entrepreneurs organization – Thailand. Lisa Huyen is working with the passion to further improve the living and working condition of farmers and minorities in farming area all over Vietnam. Graduating from university with basic on languages and business management, she contributed for more than 7 years in spices industry of Vietnam, while she also received many international training of different skills including Biotrade, fairtrade knowledge. She brings successfully very valuable certificates from worldwide associations especially Organic EU, Organic JAS and USDA from Control Union, Netherland and HaCCP from Quacert for VINA SAMEX.

**Annette Piperidis**, Manager of Sustainable Sourcing, Weleda



Annette Piperidis is Manager Sustainable Sourcing at Weleda AG. Since starting out in Weleda in 2008, Annette has worked in various functions at the company. Since 2013, she is in charge of several cross-divisional projects within the Weleda Group. These projects include the implementation of the UEBT Ethical BioTrade standard within the company and along supply chains, as well as the topics of Access and Benefit Sharing and palm oil.

## **SESSION 6: Catering to consumer demands – Sustainable consumption of biodiversity-based products**

**Charles Arden-Clarke**, Head of the 10-Year Framework of Programmes on Sustainable Consumption and Production (10YFP) Secretariat, UN Environment



Charles Arden-Clarke trained as a zoologist and ecologist and initially worked for the Political Ecology Research Group in the UK, primarily on the environmental impacts of nuclear power and differing farming systems. Between 1990 and 1999 he developed and led WWF International’s Trade and Investment programme, focusing on the environmental impacts of WTO rules and negotiations, related ISO standards and the proposed Multilateral Agreement on Investment. He has worked for UNEP since January 2000, initially on the effects of trade liberalisation on the environment and the relationship between WTO rules and multilateral environmental agreements. Since 2004 he has worked at the Economy Division in Paris, mostly on sustainable consumption and production (SCP). He is currently Head of the Secretariat of the One Planet network, formed to implement the “10YFP”.

**Rik Kutsch Lojenga**, Executive Director, Union for Ethical BioTrade (UEBT)



Rik Kutsch Lojenga is the Executive Director of the Union for Ethical BioTrade (UEBT) since its creation in 2008. Prior, he worked for over a decade with the United Nations Conference on Trade and Development (UNCTAD), where he was involved in the creation of the BioTrade Initiative and helped to conceptualize the idea of UEBT. Rik grew up in the Netherlands, where he earned a Master's degree in business and environmental economics.

**Franziska Staubli**, Deputy Head of Sustainability and Issue Management, MIGROS



Dr. Franziska Staubli Asobayire is a food scientist by profession and have carried out her PhD in nutrition at the Federal Technical University in Zurich. For many years she has worked in trade promotion for natural ingredients from emerging markets. In 2008, she founded with two colleagues the FairWild Foundation, with the purpose of providing a sustainable standard for wild collected plant materials. For the past 8 years, she has been working at Migros, the biggest retailer of Switzerland, first as Quality manager in one of the industries of Migros and now as Deputy Head of Sustainability and Issue Management for the Migros group where she helps to define the sustainability strategies for the Migros companies.

**Lorena Jaramillo**, Economic Affairs Officer, United Nations Conference on Trade and Development (UNCTAD)



Lorena has been involved with BioTrade since 2001 at the international level with UNCTAD and also in her home country Ecuador as the Director of the national BioTrade Programme. She has worked on developing and implementing sustainable development projects in Asia, Africa and Latin America regarding biodiversity, sustainable trade and business development. During her career of over 20 years, Lorena has written several papers related to sustainable development, value chain development, sustainable sourcing and post-conflict recovery. She is an Economist, specialized in Sustainable Development, of the Pontificia Universidad Católica del Ecuador and holds an MBA from the HEC, Geneva University, Switzerland.

## HELICOPTER CONCLUSION

**James Kanter**, EU correspondent, Freelancer



James is a freelance EU Correspondent based in Brussels. He was a staff correspondent for The International Herald Tribune and The New York Times for 12 years, covering the struggles over EU integration and doing prizewinning journalism on the environment. He was previously with Dow Jones Newswires in Brussels and chief editor of The Cambodia Daily in Phnom Penh, where he started his career.

**Wednesday 3 October**

**HIGH-LEVEL SESSION - Sustainable Trade in the Connected Future**

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



Arancha González has served as Executive Director of the International Trade Centre (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 spokeswoman 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.

**Teresa Ribera Rodríguez**, Minister for the Ecological Transition, Spain



Teresa Ribera, is the Spanish Minister for the Ecological Transition. Prior to that, Ms Ribera was Director of the Institute for Sustainable Development and International Relations (IDDRI) from 2014 to 2018, and enabled the Institute to play a key role in the negotiation of the Paris Climate Agreement and the transition towards sustainable development. She served as the Spanish Secretary of State for Climate Change from 2008 to 2011, responsible for environmental and climate policies as well as the National Meteorological Agency. A public official from the Senior Corps of State Civil Administrators, she has also taught at the Autonomous University of Madrid.

**Ovais Sarmad**, Assistant Secretary-General, Deputy Executive Secretary, United Nations Framework Convention on Climate Change (UNFCCC)



Mr. Ovais Sarmad joined the United Nations Climate Change secretariat (UNFCCC) on 1 September 2017. Mr. Sarmad supports the Executive Secretary in managing the operations of UNFCCC secretariat and its staff and organizational development, advising on a range of issues relating to the inter-governmental affairs and strategic planning. Previously he served as Chief of Staff/Chef de Cabinet at the International Organization for Migration (IOM) in Geneva. Mr. Sarmad worked in several management and policy capacities in IOM over a period of 27 years. Prior to IOM, he worked in the private and public sectors in London, where he qualified as a Chartered Management Accountant (ACMA) and Chartered Global Management Accountant (GCMA). He graduated from Osmania University in Hyderabad, India, as a Bachelor of Commerce.

**Joyce Njogu**, Head of KAM Consulting, Kenya Association of Manufacturers (KAM)



Ms. Joyce Njogu is currently the Head of KAM Consulting since April 2015. Her role is mainly providing leadership and oversight to the consultancy and various project management teams. She is a member of the Chartered Institute of marketing (UK)-Chartered Marketer, Council Member of the Marketing Society of Kenya up till 2016, a Certified Business Coach of the Association of Executive Coaches (UK) and a Certified Professional Mediator (CPM) with Mediation Training Institute (EA). She is also the President of the Female Future Kenya Alumni under the Federation of Kenya employers focusing on leadership development. She is currently a member of the National Climate Change Action Plan 2018-2022 Taskforce and Member of the Low Emission and Carbon Resilient Development Technical Committee in the Ministry of Environment.

**Alvaro Cedeño Molinari**, Ambassador, Permanent Mission of Costa Rica to the WTO



Álvaro Cedeño Molinari was appointed Ambassador, Permanent Representative of Costa Rica to the WTO on February 2015. Previously, he held the post of Ambassador of Costa Rica to Tokyo, Japan (2011--2014). His experience in public service includes being Commercial Attaché at the Embassy of Costa Rica in Beijing, China (2007--2009) and Chief of Staff to the Minister of Foreign Trade (2006--2007). Ambassador Cedeño has a Law degree from the University of Costa Rica, and has a master's in Peace Studies and Conflict Transformation from the University of Tromsø Norway, and a master's in Public Policy and Management from Carnegie Mellon University. He is enthusiastic about social media, environmental issues and social innovation.