



A Sustainable Trade Day:

From Johannesburg to Cancun – how far have we got down the road to sustainable development? The World Trade Organisation Ministerial conference in September is an opportunity to find out – and to use the focus on trade in Cancun to add momentum to the drive. At the World Summit on Sustainable Development (WSSD) in Johannesburg (September 2002), world leaders agreed on measures to promote sustainable globalisation. These commitments confirm and support the objectives of the Doha Development Agenda (DDA) and the Monterrey Consensus on investment, and include a number of positive and supportive measures on trade and on investment.

The WSSD Plan of Implementation contains commitments to support trade in environmentally friendly and organic products. It also stresses the need to evaluate the inter-linkages between trade, environment and development, and calls on countries to carry out voluntary impact assessments. The Plan underlines the importance of strengthening international action in support of corporate social responsibility, and of strengthened and targeted Trade Related Technical Assistance. It also calls for the strengthening of trade and cooperation agreements with a view to promoting sustainable development. These commitments are consistent with the DDA pledge that trade negotiations are not an end in themselves, but a tool for achieving sustainable development.

That is why the European Commission is organising a Sustainable Trade Day in Cancún, ahead of the Ministerial meeting. The objective is to bring together negotiators and civil society for an exchange of views and discussions on trade and sustainable development.

The aim of the day will be to enhance mutual understanding, and to identify new ideas and policies to enrich the contribution trade policy makes to sustainable development and to successful outcomes for the WSSD Plan of Implementation.

Participants will discuss ways of linking trade and sustainable development in following up the WSSD. Possible paths include the use of market driven initiatives to support sustainable development; the development of public-private partnerships and the role of Sustainability Impact Assessments in trade policy.

Session 1: WSSD follow-up: Building a market environment supportive of sustainable development

Background/Objective:

Under the WSSD Plan of Implementation governments have committed themselves to take action to ensure that international trade can contribute further to global sustainable development in all its components: social, environmental and economic.

An important part of the trade related commitments in the WSSD Plan of Implementation refers to the ongoing negotiations launched at the DDA but the Plan also includes commitments outside the scope of the DDA such as measures that can be taken at a local or regional level or through market based initiatives in order to support and complement the DDA negotiations.

Market based initiatives and instruments to promote trade in sustainable goods and services (including fair trade and organic produce) already exist and are constantly being developed for more sectors and products. Yet even more can be done. We need to increase these initiatives in order to make further progress on a number of key WSSD commitments related to sustainable globalisation.

Examples are supporting the creation and expansion of markets for environmentally friendly goods and services, including organic products, and strengthening developing countries' capacity to reap the benefits of trade liberalisation and to diversify and increase their exports.

The session will examine different types of initiatives that have been launched so far to stimulate and promote sustainable trade. It will look at what lessons can be learnt and what can be done to make further progress; identify the main problems and barriers; and ask how governments and business sectors can better co-operate.

The session will consider:

- What lessons can be drawn from existing initiatives for promoting product and market development for sustainable products and fair trade;
- Developing countries' experiences and how developing countries, in particular the least developed, can be helped to increase their exports of sustainable products;
- The constraints and opportunities arising from the business sector's experience.

Session 2: WSSD follow-up: Fostering partnerships for improved implementation and better accountability - the role of technical assistance

Background/Objective:

The promotion of technical assistance in the trade field and of public-private partnerships and initiatives are important outcomes of the WSSD. This session will look at the EU's technical assistance and current partnership experiences and examine how they can contribute to promoting trade in sustainable and fair trade products and enhancing developing countries' capacities. The session will also discuss private initiatives and consider the developing relationship between these and governmental activities in the field.

Opportunities, but also limitations, will be discussed covering inter alia the following:

- Sustainable Trade and Innovation Centres (STIC);
- Experiences in Corporate Social Responsibility;
- The contribution made by fair trade initiatives;
- What lessons can be drawn from the EU's experiences in providing technical assistance.

Session 3: Sustainability Impact Assessments of trade agreements: making trade sustainable

Background/Objective:

Since 1999 the EU has been committed to commissioning independent Sustainability Impact Assessments (SIA) as part of its trade policy-making process. After the initial development of an SIA methodological framework (1999-2002), the EU has continued to build upon its experience in the area. SIAs are a legal obligation for and a political commitment of the EU. Consequently, the

EU has launched several multi-year projects to assess its current multilateral and bilateral trade negotiations.

The session will consider:

- The potential added value of SIAs in trade policy;
- The consultation process as a central element of SIAs;
- The effective implementation of SIA results through capacity building activities and synergies between private and public initiatives;
- The need for further research and development for designing analytical tools and improving the conceptual framework of SIAs to be used by policy makers.

SUSTAINABLE TRADE DAY

SHERATON RESORT & TOWERS – SALÓN CARIBE

Blvd Kukulcan km 12.5

Cancún Q. Roo 77500

Mexico

Tuesday 9 September

(denotes speaker to be confirmed)*

08.30 *Registration and Welcome Coffee*

09.30 *Morning Session*

Opening and Introduction

Speaker: **Pascal Lamy**, European Commissioner for Trade

Keynote speaker: **Supachai Panitchpakdi**, Director-General, World Trade Organisation

Putting WSSD promises into practice: Building a market environment supportive of sustainable development

Moderator: **Heidemarie Wieczorek-Zeul**, Minister of Economic Cooperation and Development, Germany

Panel: **Camilla Toulmin**, Acting Executive Director, International Institute for Environment and Development
Breaking down barriers to sustainable trade

Sylvia Blanchet, Co-Founder, ForesTrade, Inc.,
Multi-stakeholder partnerships as a business model

Roland Vaxelaire, Director for Sustainable Development, Carrefour
Sustainable and fair trade products – the morrow's mainstream or merely marginal?

Nicola Borregaard, Executive Director, Recursos e Investigación para el Desarrollo Sustentable
The view from Latin America

12.00 *Lunch*

WSSD follow-up: Fostering partnerships for improved implementation and better accountability - the role of technical assistance

Moderator: **Hon. Ben Ngubane**, Minister for Arts, Culture, Science and Technology, South Africa

Speakers: **Raymond van Ermen**, Executive Director, European Partners for the Environment

Sustainable Trade and Innovation Centers: who, what, where, why?

Thomas Skaghammar, Coordinator, Plate-forme pour le Commerce Equitable (PFCE)

Defining a technical assistance role for the non-governmental sector

Ricardo Young, President, Ethos Institute for Corporate Social Responsibility, Brazil

What developing countries really want

Hervé Jouanjean, Director DG Trade, European Commission

The EU's technical assistance: good, but how can we make it better?

Sustainability Impact Assessments of trade agreements: making trade sustainable

Moderator: **Gordon Shepherd**, International Policy Director, World Wildlife Fund for Nature

Speakers: **Robert Madelin**, Director DG Trade, European Commission

SIAs – the next five years

Idrissa Seck, Prime Minister, Senegal

Senegal and LDC perspectives on SIA

Laurence Tubiana, Director, IDDRI, SUSTRA network,

Challenges for research and development: linking SIA to trade negotiations

Maria Karadenizli, Advocacy and Network Office, Women in Development Europe

The gender dimension of SIA – key to sustainable development or just another indicator?

Klaus Töpfer*, Executive Director, United Nations Environment Programme

Pascal Lamy, European Commissioner for Trade