Delivering Sustainability Impacts in the value chain: the role of credible standards systems

### High level workshop, Sao Paulo, Banco do Brasil, 16 November 2010.

## Introduction

Standards and certification systems are becoming increasingly popular tools to address sustainable value chains across a range of commodity and industry sectors, both in Brazil and around the world. As these tools gain prominence, critical questions are being raised including:

* What are the real sustainable development impacts of these systems on the ground? To rural livelihoods? To biodiversity conversation? To GHG emissions reductions? To labour rights?
* What difference does multi-stakeholder governance make? Can’t industry owned initiatives achieve the same results?
* What do we expect from sustainability standards systems?
* What is a credible sustainability standard system? Who decides?
* How can we make it easy for people to make informed green purchasing decisions given all the complexities of sustainability?

Amigos da Terra- Amazônia Brasileira, IMAFLORA and the ISEAL Alliance are organising a high level workshop in Sao Paulo to debate these issues. The objective of this workshop is to *raise the profile of credibility as a key factor in delivering real sustainability impacts in value chains through standards systems applications.*

During the event ISEAL will launch its Code of Good Practice on Assessing Impacts of Social and Environmental Standards Systems. This is ISEAL’s second Code and the result of a two year global process to define requirements for how the social, environmental and economic impacts of standards are to be measured. More information about the ISEAL Impacts Code can be found at: <http://www.isealalliance.org/content/impacts-code>

## Who should attend?

The event will attract up to 100 key decision-makers from business and civil society engaged in sustainable value chain implementation efforts and discussions, worker rights organisations, representatives from certified operations in Brazil, researchers from universities and government institutions and standards systems practitioners.

## Agenda and Logistical Information

9:00 **Welcome, and Setting the Context: Why Standards? Why Brazil?**

* Dan Conrado, Director, Banco do Brasil
* Sasha Courville, Executive Director, ISEAL Alliance
* Roberto Smeraldi, Director, Amigos da Terra - Amazônia Brasileira

9:30 **Session 1 - What is a credible sustainability standard system?**

A panel of key users and practitioners of sustainability standards systems will participate in an interactive discussion, sharing their views on what are the characteristics of a credible sustainability standard system, why is credibility important and what is needed in terms of better understanding and raising the bar? This will be followed by audience discussion.

*Panelists*

* Paulo Nigro, CEO, Tetrapak
* Washington Luiz Alves Rodrigues, CEO, Ipanema Coffees
* Daniela Mariuzzo, CSR Manager, Rabobank Brazil
* Lisa Gunn, Institute for Consumer’s Defense (IDEC)

10:30 **Session 2 - What are the Real Impacts of Standards Systems?**

This session will bring the audience up to speed on the state of the art current initiatives to assess the Impacts of Standards Systems with three presentations from leading Brazilian and International researchers.

*Presenters*

* Daniele Giovannucci, COSA – Committee on Sustainability Assessment
* Geraldo Stachetti, Embrapa - CNPMA
* Samuel Giordano, PENSA, University of Sao Paulo

12:00 Lunch break (a *finger food* lunch will be offered in the roof terrace beside the meeting room)

13:00 Session 3 - **Introducing the ISEAL Impacts Code**

This session will provide an overview of the history, governance and current applications of ISEAL Codes of Good Practice before providing an overview of the new ISEAL Impacts Code. The session will also provide an insight into what it will mean to comply with the Impacts Code from a standards systems perspective.

Presenters

* Patrick Mallet, ISEAL Director of Credibility
* Luis Fernando Guedes Pinto, Sustainable Agriculture Network-Rainforest Alliance, ISEAL Board Member and Director, Imaflora

13:45 Session 4 - **Keeping Sustainability Simple: How can we ensure clear communication about what is necessarily a complex topic?**

This session will kick off a discussion on a critical emerging issue facing everyone working to achieve sustainable value chains. While addressing sustainability is inherently complex, given the range of issues that need to be addressed collectively – from labour and indigenous rights issues to GHG emissions reductions and biodiversity conservation to sustainable livelihoods – across a broad range of sectors that impact on each other, we need to find ways to see how all these pieces fit together and communicate across all this complexity to reach the people who can make transformative change happen: producers and consumers (citizens!). Will the recent experiments by global retailers to create umbrella sustainability brands make sustainable purchasing easier or will IT innovations like the GoodGuide iphone application pave the way to user friendly and accessible sustainability information? What do we need to communicate accurately and credibly yet also simply?

*Moderator* Hélio Mattar, Akatu Institute for Conscious Consumption

*Panelists*

* Christianne Urioste Canavero, Sustainability Director, Walmart Brasil
* Reinoldo Pornbacher, CEO, Klabin
* Sérgio Abranches, political scientist and columnist of CBN radio
* Trevor Bowden, Founder, BigRoom and Ecolabel Index

15:00 Wrap Up and Close of Workshop with Strategic Reflections

* Roberto Smeraldi
* Luis Fernando Guedes Pinto
* Sasha Courville

15:15 End of workshop

