



EXECUTIVE TRAINING SEMINAR

Transnational Regulation, Voluntary Standards, and Trade

Florence, 24-26 October 2018

Scientific Coordinators: **Bernard Hoekman** | European University Institute and **Philip Schleifer** | University of Amsterdam

Venue: Sala Belvedere, Villa Schifanoia

■ ABSTRACT

Today's global economy is governed by an increasingly complex web of standards – technical standards, quality standards, and increasingly also sustainability standards aimed to reduce the environmental and social impact of transnational production. But who sets these standards? Are they compatible with the international trade regime? How are they governed and implemented? And are they helping or hindering sustainable development?

This executive training provides a comprehensive and practical discussion of standard setting in a rapidly changing global regulatory environment. With a focus on transnational trade and production, participants learn about the World Trade Organization's (WTO) rules on product standards, and the work of private standard setting bodies such as the International Standardization Organization (ISO). The trainers then focus on the highly dynamic field of voluntary sustainability standards (VSS). Prominent examples are the Forest Stewardship Council, Fairtrade International, and the Rainforest Alliance. These voluntary initiatives set standards for sustainable production and often operate certification programs to verify compliance in global value chains. Initiated by NGOs, firms, and multi-stakeholder initiatives, the stated goal of VSS is to create win-win situations by reconciling environmental, social, and economic policy objectives. However, the potential of VSS to deliver on these objectives remains uncertain and contested. Particularly, the effectiveness of VSS and their impact on trade and development remains subject to much debate and controversy.

In exploring these subjects and considering the associated policy challenges, the training will employ a combination of expert presentations, in-depth case studies, and group discussions. Throughout the course participants will have the opportunity to interact with practitioners from relevant international organizations, such as the International Standardization Organization and the International Trade Centre.

PROGRAMME

24 October

- 9.15-9.30 Welcome Remarks and Presentation of the Executive Training
Miguel Poiares Maduro | Director of the School of Transnational Governance (tbc)
Bernard Hoekman | Director of the Research Area "Global Economics: Trade, Investment and Development", Global Governance Programme
- 9.30-11.00 **Introduction to Standard-Setting: Rationales; Public vs. Private Norms, Basic WTO Rules on Product Standards**
Bernard Hoekman | EUI
- 11.00-11.30 *Coffee break (Sala Villetta)*
- 11.30-13.00 **Wto Rules on Product Standards**
Bernard Hoekman | EUI
- 13.00-14.00 *Lunch (Sala Villetta)*
- 14.30-15.30 **Introduction to International Standard-Setting: the International Organization for Standardization (ISO)**
Reinhard Weissinger / International Organization for Standardization
- 15.30- 17.30 **ISO standards, sustainability and VSS**
Reinhard Weissinger / International Organization for Standardization

25 October

- 9.00-11.00 **Voluntary Sustainability Standards: An Introduction**
Philip Schleifer / University of Amsterdam
- 11.00-11.30 *Coffee Break (Sala Villetta)*
- 11.30-12.30 **Voluntary Sustainability Standards: An Introduction (II)**
Philip Schleifer / University of Amsterdam
- 12.30-14.00 *Lunch (Sala Villetta)*
- 14.00-15.30 **Local Implementation of Voluntary Standards: Opportunities and Challenges**
Maja Tampe / ESADE Business & Law School

16.00-17.30

**Case study: Local Implementation of Voluntary Standards:
Experiences from Latin America and West Africa**
Maja Tampe / ESADE Business & Law School

26 October

9.00-10.30

**The Effectiveness of Transnational Trade Governance (I): How to
Govern the Social and Environmental Externalities of Trade?**
Axel Marx / Katholieke Universiteit Leuven

10.30-11.00

Coffee Break (Sala Villetta)

11.00-12.30

**The Effectiveness of Transnational Trade Governance (II):
Measuring the Effectiveness of Transnational Governance**
Axel Marx / Katholieke Universiteit Leuven

Case Study: The Marine Stewardship Council
Axel Marx / Katholieke Universiteit Leuven

12.30-14.00

Lunch (Sala Villetta)

14.00-16.30

**The ITC Trade for Sustainable Development (T4sd) Programme:
Tools for Navigating the Field of Voluntary Sustainability Standards**
Regina Taimasova / International Trade Center

16.30-17.00

Conclusion and Certificate

■ SPEAKERS

Bernard Hoekman

European University Institute, Italy

Axel Marx

Katholieke Universiteit Leuven, Belgium

Philip Schleifer

University of Amsterdam, The Netherlands

Regina Taimasova

International Trade Centre, Switzerland

Maja Tampe

ESADE Business & Law School, Spain

Reinhard Weissinger

International Organization for Standardization, Switzerland