



EXECUTIVE TRAINING SEMINAR

Transnational Regulation, Voluntary Standards and Trade

Florence, 16th-20th October 2017

Scientific Coordinators: Bernard Hoekman | European University Institute (EUI) and Philip Schleifer | University of Amsterdam

Venue: Sala Belvedere, Villa Schifanoia, European University Institute

■ ABSTRACT

In today's globalized economy, regulation and standard-setting has many levels and takes place in multiple fora. With a focus on international trade, this Executive Training provides a comprehensive and practical discussion of the manner in which business actors and civil society attempt to attenuate negative spillovers, address emerging problems of common interest and better achieve regulatory objectives.

After a brief overview of national standards-setting systems and international cooperation on product standards, the trainers will focus on the highly dynamic arena of transnational trade governance taking the form of Voluntary Sustainability Standards (VSS). Prominent examples of VSS are the Forest Stewardship Council, the Marine Stewardship Council, and the Rainforest Alliance. Seeking to address the social and environmental externalities of trans-border trade (e.g., deforestation, biodiversity loss, forced labor), VSS have become an important source of de facto regulation in global supply chains. However, their rapid proliferation has raised a number of questions and challenges to transnational governance. In this seminar, participants will be actively involved in deliberations focused on the following types of questions: Who (should) participate in these processes and why? What are their distributional consequences? Are VSS effective in achieving their objectives? How do private standards interact with the multilateral trade regime and domestic governance? How can we address the increasing fragmentation of the emerging global governance architecture in this arena?

In exploring these subjects and considering the associated policy challenges, the training will employ a combination of lectures, interactive seminars, group exercises and individual assignments. In addition to the scientific coordinators, participants will have the opportunity to interact with practitioners from relevant international organizations who work on VSS and related projects in developing countries.

■ PROGRAMME

16 October 2017

9.15 - 9.30	Institutional Greetings Miguel Poiares Maduro Director of the School of Transnational Governance
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	<i>Coffee break (Sala Bandiere)</i>
11.30 - 13.00	WTO Rules on Product Standards Bernard Hoekman EUI
13.00 - 14.00	<i>Lunch (Sala Bandiere)</i>
14.00 - 15.00	Introduction to International Standard-Setting: the International Organization for Standardization (ISO) Reinhard Weissinger / International Organization for Standardization
15.00 - 17.00	Case Study: The ISO at Work Reinhard Weissinger / International Organization for Standardization
19.00	Welcome Dinner at “Cucina Torcicoda” Via Torta, 5/r, 50122 Firenze (FI) Tel +39 055 265 4329

17 October 2017

9.00 - 11.00	Voluntary Sustainability Standards: An Introduction (I) Philip Schleifer / University of Amsterdam
11.00 - 11.30	<i>Coffee Break (Sala Bandiere)</i>
11.30 - 12.30	Voluntary Sustainability Standards: An Introduction (II) Philip Schleifer / University of Amsterdam

12.30 - 14.00	<i>Lunch (Sala Villetta)</i>
14.00-15.30	Local Implementation of Voluntary Standards: Opportunities and Challenges Maja Tampe ESADE Business & Law School
15.30-16.00	<i>Coffee break (Sala Bandiere)</i>
16.00-17.30	Case study: Local Implementation of Voluntary Standards: Experiences from Latin America and West Africa Maja Tampe / ESADE Business & Law School

18 October 2017

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	<i>Coffee Break (Sala Bandiere)</i>
11.00 - 12.30	The Effectiveness of Transnational Trade Governance (II): Measuring the Effectiveness of Transnational Governance Axel Marx / Katholieke Universiteit Leuven
	Case Study: Changes in Design and Procedures of Enforcement Mechanisms of Voluntary Stability Standards: the Case of the Fair Wear Foundation Axel Marx Katholieke Universiteit Leuven
12.30 - 14.00	<i>Lunch (Sala Villetta)</i>
14.00 - 17.00	Solving Problems in Transnational Governance (Group Work Part I) Philip Schleifer / University of Amsterdam

19 October 2017

9.00 - 10.30	The ITC Trade for Sustainable Development (T4SD) Programme: Tools for Navigating the Field of Voluntary Sustainability Standards Regina Taimasova / International Trade Centre
11.00 - 11.30	<i>Coffee break (Sala Bandiere)</i>
11.30 - 13.30	Insights from the Field Regina Taimasova / International Trade Centre

13.30 - 15.00 *Lunch (Canteen Villa Schifanoia)*

15.00 - 17.00 **Solving Problems in Transnational Governance (Group Work Part II)**
Philip Schleifer / University of Amsterdam

20 October 2017

9.00 - 12.00 **Transnational Governance Interactions: How to Close the Public-Private Engagement Gap**
Philip Schleifer | University of Amsterdam

Case Study: EU Biofuel Governance
Philip Schleifer | University of Amsterdam

12.00 - 13.30 *Farewell Lunch (Sala Bandiere)*

13.30 - 16.30 **Group Presentations and Discussions**

16.30 - 17.00 **Final Remarks and Award of Certificates**

■ FACULTY

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

■ PARTICIPANTS

Elizabeth Boomer	The Graduate Institute of International and Development Studies, Switzerland
Assia Djenouhat	University of Badji Mokhtar, Turkey
René Alarcon	INTRACEN - Office for Latin America and The Caribbean -, Switzerland

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UNCTAD, Switzerland

University of Marburg, Germany

University of Geneva, Switzerland

University of Geneva, Switzerland

European Commission, Belgium

American Chamber of Commerce, Peru

University of Gothenburg, Sweden

European University Institute, Italy