



## PROVISIONAL AGENDA

### Redefining Sustainability in the International Agenda Inspiring Greater Engagement in Biodiversity Issues

20-21 January, 2010  
Room XIX - Palais des Nations  
Geneva, Switzerland

Revised 15 January 2010

The United Nations General Assembly declared 2010 the International Year of Biodiversity inviting governments, international organisations and other actors to bring greater international attention to the continued loss of biodiversity and to raise awareness of the repercussions for sustainable development. This declaration acknowledges that a collaborative approach is required to redefine the meaning of sustainability and promote an end to hazardous patterns of consumption.

As frequent users and beneficiaries of biodiversity, the fashion and luxury industries have the opportunity and responsibility to become increasingly involved in its management and conservation. Biodiversity creates the opportunity for businesses to innovate and develop by presenting a source of raw materials, technology and business opportunities. Unfortunately, the relationship is not always mutually beneficial. The sourcing and extraction of raw materials can cause population decline and damage to the wider ecosystem. Meanwhile, the transformation processes of textiles and other product manufacturing procedures use large amounts of water and energy and can contribute to air, water and soil pollution.

This timely seminar will provide a collaborative platform to discuss the need to redefine sustainability. Through the viewpoint of the fashion and luxury industries, businesses will gain a fresh perspective on the role that they can play in promoting and supporting biodiversity conservation through their internal operations and global supply chains, their strategic ability to strategy debates. Meanwhile, governments and international and non-governmental organisations will be offered a valuable opportunity to learn more about the intrinsic value of biodiversity and its important links with the promotion of creative industries for trade and development gains.

#### **What is Biodiversity?**

*Biodiversity is the variety of life on earth. It includes all insects, animals and plants, the places they live and their surrounding environments. We rely on this diversity of life to provide us with the food, fuel, medicine and other essentials that we simply cannot live without, such as fuel, medicine and clothing. Yet this rich diversity is being lost at a greatly accelerated rate because of human activities. This impoverishes us all and weakens the ability of the living systems, on which we depend, to resist growing threats such as climate change.*

#### **Biodiversity and the International Sustainable Development Agenda**

*Over 190 countries have recognised that the conservation and sustainable use of biodiversity provide new trade and investment opportunities for countries, as well as for their small and medium-sized enterprises. These opportunities offer biodiversity rich countries an important tool for achieving sustainable development objectives. Against this background, UNCTAD and its BioTrade Initiative have been mandated to support the creation of an enabling policy environment to foster greater engagement in biodiversity issues. The results of this meeting will contribute to achievement of these mandates at the international level.*

8:30 am Registration

9:00 am Official Opening Session

**The 2010 Year of Biodiversity: Linking Biodiversity and Sustainable Development**

Changing the way consumers and markets value biodiversity offers an opportunity to maximise the positive and minimize the negative impact on communities, economies and the environment. By further redefining sustainable development to include greater business engagement in policy and strategy debates, prospects for tackling the global challenges presented by poverty and environmental degradation are strengthened.

- The challenge created by increasing consumer demands on natural systems
- Balancing the sustainable use and preservation of natural resources
- How businesses can effectively engage in sustainable development processes
- The role of governments and the international community in supporting sustainable production and consumption

**Petko Draganov**, *Deputy Secretary-General, UNCTAD*

**Ahmed Djoghlaif**, *Executive Secretary, Convention on Biological Diversity*

**Ricardo Duarte**, *Vice-Minister of Business Development, Colombia*

9.50 am Opening Panel Discussion

**Redefining Sustainability: Why Biodiversity and Why Now?**

Sustainability is typically understood to mean harnessing resources ethically and responsibly without destroying social and ecological balance. In the fashion and cosmetics industries this has translated into the choice and provenance of materials, fairer employment models, more efficient processing techniques, empowering community projects and greener design concepts. Although these practices deal with broad social and environmental concerns, do they address the biodiversity issue? This session will debate this question and discuss how to develop appropriate strategies that effectively engage with the sustainable use and conservation of biodiversity.

- The triple bottom line: connecting the social, economic and environmental in a broader vision of success
- How to integrate biodiversity conservation into sustainability strategies and why it matters
- Expressing the value of ecosystems and biodiversity in the market place
- The importance of engaging the private sector in policy formation processes

**Moderator: Lucas Assunção**, *Head of Trade, Environment, Climate Change and Sustainable Development Branch, UNCTAD*

**Rik Kutsch Lojenga**, *Executive Director, Union for Ethical Biobased Trade*

**Claus Conzelmann**, *VP Health, Safety and Environment Sustainability, Nestlé*

**Assheton Stewart Carter**, *VP Corporate Community Engagement, Pact*

**Hans Steisslinger**, *Head R&D Natural Cosmetics, Weleda Group AG*

**Eduardo Escobedo**, *Economic Affairs Officer, UNCTAD*

11:10 am Coffee Break

11:30 am

Case Study Session

**Translating Ideas into Reality: How to Implement a Successful Sustainability Strategy**

This session will explore innovative processes and alternative practices by policy-makers and private sector representatives in the fashion and cosmetic industries. In particular, it will look at sustainable business practices that emphasize the importance of biodiversity conservation and the preservation of local cultures and analyse what is needed from non-market stakeholders to enable these processes to succeed.

- The value added by integral and sustainable corporate strategies
- Understanding current policy frameworks promoting the formulation and implementation of positive incentive measures
- The key to a successful partnership
- Evaluating success

**Moderator: Allana McAspurn, General Manager, Made-By UK**

**Allan Schwarz, Founder and Executive Director, a.d. schwarz**

**Jean-Luc Ansel, Director General, Cosmetic Valley**

**Lorena Perez, Designer and Founder, Paqocha**

**Chris Buss, Project Officer Forest Conservation, IUCN**

12:40 pm

Lunch

1:40 pm

Panel Discussion

**The Rise of the Ethical Consumer and Eco-Fashion in the Mass Market**

This interactive discussion will explore the changing face of sustainability in the mass market fashion sector. Panelists will share their views on the influence of the ethical consumer and the growth of fashion collections inspired by environmental sustainability, fair trade principles and supporting craftspeople in their use of traditional skills.

- Understanding "fast fashion" and its wider social and environmental implications
- Analyzing changing consumer and retailer attitudes to sustainable fashion
- Sustaining the sustainable fashion momentum: challenges and opportunities

**Moderator: Christina Dean, Founder, Green2greener**

**Sarah Ratty, Founder and CEO, Ciel**

**Tamsin LeJeune, Founder, Ethical Fashion Forum**

**Claire Hamer, Founder, ei8ht**

**Isabelle Quehe, Director, Universal Love / Paris Ethical Fashion Show**

**Kate Dillon, Model and M.P.A. International Development**

3:00 pm

Coffee Break

3:20 pm

Panel Discussion

**Educating and Engaging Consumers in Biodiversity Issues: How to Develop an Effective and Meaningful Communication Strategy**

Consumers' lifestyles and decisions play an important role in shaping our planet. The growing preference for natural, ethical and sustainable products and services is an encouraging trend, but to what extent are consumers' purchasing patterns changing? Additionally, what happens beyond the point of purchase? This session will explore how to promote sustainable consumerism and build wider public awareness about biodiversity issues.

- Setting the scene: understanding changing consumer trends and priorities
- Effectively utilizing the media and other communication channels to engage with consumers and promote sustainable values
- The importance of effectively translating policy and technical issues to the broader public

**Moderator: Eduardo Escobedo**, *Economic Affairs Officer, UNCTAD*

**Rene-Georges Gaultier**, *President, Gaultier Collette*

**Olivier Schneuwly**, *President and Director, NiceFuture & Green Lab Sarl*

**Peter Ingwersen**, *Founder, Noir*

**Jean-François Fournon**, *Global Creative Director, Saatchi & Saatchi Simko*

**Summer Rayne Oakes**, *Model and Sustainability Strategist, SRO*

4:40 pm

Panel Discussion

**The Influence of Affluence: Luxury Brands as Sustainable Role Models**

The fashion and luxury industries have the strategic potential to shape consumer values and aspirations. This session will provide a timely spotlight on their ability to redefine the concept of excellence in a way that goes beyond traditional economic aspects to integrate social and environmental elements.

- Redefining the concept of luxury to include social and environmental excellence
- The opportunity and responsibility to promote sustainable consumption and engage with biodiversity conservation
- How markets are driving sustainable luxury
- The role luxury industries can play in the effective formulation and implementation of government policies, regulations and international agreements

**Moderator: Timothy Han**, *Founder, Timothy Han London*

**Willem Wijnstekers**, *Secretary-General, CITES*

**Maria Eugenia Giron**, *Founder and Partner, Megamcapital & Megadvice*

**Burak Cakmak**, *Director CSR, Gucci Group*

**Pamela Caillens**, *Corporate Responsibility Director, Cartier International*

**Sylvie Benard**, *Environment Director, LVMH (TBC)*

6.00 pm

Close of Day 1

Thursday 21 January, 2010

9:00 am Panel Discussion

**The Role of the Creative Industries in Developing Economies – Learning from Fashion**

The fashion industry plays a key role in the development strategies of many developing countries, offering prospects for diversification away from traditional commodity exports and the first phase in creating a manufacturing base for the economy. This session will specifically explore the social, economic and environmental benefits offered by this dynamic sector and its important links to biodiversity.

- Fostering the creative industries to improve livelihoods and reduce poverty
- How SMEs in the creative sector can effectively engage with international retailers
- Ensuring that local communities benefit from their contribution to the fashion and cosmetic industries
- Fostering partnerships and sharing know-how

**Moderator: Edna dos Santos**, *Chief Creative Economies and Industries Programme, UNCTAD*

**Alongkorn Ponlaboot**, *Deputy Minister of Commerce, Thailand*  
**Alphadi**, *President & Founder, Festival International de la Mode Africaine*  
**Paolo Naldini**, *Chief Executive Officer, Fondazione Citadellarte*  
**Anggy Haif**, *Designer*

10:10 am

A Conversation With...

**Ornella Bignami**, *President and Founder, Elementi Moda*

**Isabel Berz**, *Director Fashion School, Istituto Europea di Design Madrid*

**Mo Tomaney**, *Research Fellow Ethical Fashion, University for the Creative Arts & Central St. Martins College of Art & Design*

**Alex McIntosh**, *Business Support Manager, Center for Sustainable Fashion, London College of Fashion*

**Erin O'Conner**, *Model*

...on "Engaging the Next Generation of Designers"

11:20 am Coffee Break

11:35 am Panel Discussion

**Global Supply Chains: Environmental Traceability, Accountability and Certification**

How are the fashion and cosmetic industries addressing traceability issues and new stakeholder expectations? This session will examine different approaches by actors along the supply chain and share practical and effective solutions to challenges presented by the use of materials stemming from biodiversity. In particular, it will evaluate current certification systems and their environmental impact criteria and discuss to what extent they tackle the problems of degradation and loss of ecosystems.

- The opportunities and shortfalls of the current certification systems and standards
- Accessing information and understanding regulations
- Understanding changing power relationships along the value chain
- Difficulties encountered in supply chain auditing and how to overcome them

**Moderator: Sean Ansett, *Managing Partner, At Stake Advisors***

**Michel Mane, *President, Mane USA***

**Tim Wilson, *Founder, Historic Futures***

**Julie Tyrell, *Secretary General, NaTrue***

**Giulia Di Tommaso, *Director External Affairs Africa Middle East and Turkey, Unilever***

12:45 pm

Closing Panel Discussion

**Paving the Road towards Nagoya: The Role of Multi-Stakeholder Partnerships**

As the Millennium Development Goals' 2015 target fast approaches, international efforts are scaling up at all levels and among all stakeholders. In order to meet these commitments, it is essential that global partnerships for development between governments, academia, private sector, civil society and international organizations are created. In October 2010, the major actors in the biodiversity arena will meet in Nagoya, Japan, during the Conference of the Parties to the CBD (COP10) to review the 2010 Biodiversity Targets and agree on a new post-2010 strategy. This closing session will examine:

- The recommendations for COP10 and beyond
- Moving from stakeholder dialogue to implementation
- The individual and collaborative actions that need to be taken by companies, governments and civil society

**Willem Wijnstekers, *Secretary-General, CITES***

**Arturo Hernandez Basave, *Deputy Permanent Representative, Mexico***

**Lucas Assunção, *Head of Trade, Environment, Climate Change and Sustainable Development Branch, UNCTAD***

**Yves Darricau, *Deputy Director ITPO France, UNIDO***

**Eva Zabey, *Assistant Programme Manager Ecosystems, WBCSD***

13:40 pm

Close of Seminar

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