EXECUTIVE TRAINING SEMINAR

Transnational Regulation, Voluntary Standards and Trade

Florence, 16\textsuperscript{th} - 20\textsuperscript{th} October 2017

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

Venue: Sala Belvedere, Villa Schifanoia, European University Institute

\section*{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  Coffee break (Sala Bandiere)

11.30 - 13.00  WTO Rules on Product Standards  Bernard Hoekman | EUI

13.00 - 14.00  Lunch (Sala Bandiere)

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  Coffee Break (Sala Bandiere)

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

15.30-16.00  Coffee break (Sala Bandiere)

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  Coffee Break (Sala Bandiere)

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  Lunch (Sala Villetta)

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  Coffee break (Sala Bandiere)

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
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  University of Badji Mokhtar, Turkey
- **René Alarcon**  
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