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DAY 1 - SESSION 1

PERСПЕCTIVES ON SUSТАINABILITY IN EUROPEAN SUPPLY CHAINS

Key note speeches and panel discussion

Imola Bedo (European Union, DG Environment)
“Food and the EU Product. Environmental Footprint pilot phase”

Luis Flores (UN Consumers International)
“Consumers and Supermarkets, What’s the Deal?”

Marcel Gomez (Reporter Brasil)
“Grievances and challenges in the production of food, feed, fuel and fiber in Brazil - Selected examples”

Rosita Zilli (Euro Coop)
“Sustainable Food Chains: What Does it Take? A Consumer Co-operative’s Standpoint”

DAY 1 - SESSION 2

HOW SUSTAINABLE AND FAIR ARE OUR SHOPPING BASKETS?

Inputs and interactive session

Martin Wildenberg (Global 2000) / Sandra Dusch (Christliche Initiative Romero)
“Orange juice - sweet or bitter? Sustainability hotspots in Europe’s favorite juice”

Sonja Vartiala (Finnwatch)
“Thai Tuna Industry. Socially Responsible Tuna?”

Sanne van der Wal (Somo)
“EU supermarket policies for decent work and fair trading practices.”

DAY 1 - SESSION 3

LEVERAGE POINTS FOR SUSTAINABLE FOOD CHAINS

Input and interactive Workshop

James Mwai (Fairtrade Africa)
“Opportunities for a fair food chain and retail sector, a regional perspective”

Simone Pedrazzini (Quantis)
“Organisation Environmental Footprint Sector Rules (OEFSR) Retailers pilot testing - How can it help identify areas for improvements?”

Workshop session
DAY 2 - SESSION 4
PROMISING AND BEST PRACTICE FOR A FAIR AND SUSTAINABLE FOOD CHAIN

Expert speeches and panel discussion

Andreas Kratz (Fairtrade International)
“The Power of the Power - Full Relations”

Jim Bracken (GS1)
“The role of traceability in ensuring transparency across the value chain”

Friedel Hütz-Adams (Suedwind Institut)
“From the identification of hot spots to a more sustainable value chain”

Sabrina Bosson (Fair Labour Association)
“Driving fair labor standards in food supply chains”

DAY 2 - SESSION 6
COLLABORATIVE POTENTIAL FOR A SUSTAINABLE EUROPEAN FOOD CHAIN

Inputs and interactive Workshop

Louise Lüttikholt (HELVETAS Intercooperation)
“Building consensus on shared objectives - Insights from discussions on pesticide reduction”

Victor Prada (UN Food and Agricultural Organisation)
“Public-Private Partnerships in Global Supply Chains. Case Study from Ecuador, main exporting country of the most exported fruit worldwide”

Workshop session

DAY 2 - SESSION 5
FUTURE VISION FOR A FAIR AND SUSTAINABLE FOOD CHAIN

Input and interactive workshop

Lars Mortensen (European Environment Agency)
“The Sustainable Development Goals and the opportunity for retailers”

Workshop session
### PROGRAMME

#### DAY 1

<table>
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<th>Time</th>
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<tr>
<td>9:30 - 11:00</td>
<td><strong>SESSION 1: INTRODUCTION AND CONTEXT SETTING</strong></td>
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<td>11:00 - 13:30</td>
<td>Welcome and project introduction</td>
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<td>11:00 - 11:15</td>
<td>Key note speeches: Perspectives on sustainability in European food chains</td>
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|               | - Marcel Gomes (Reporter Brasil): “Grievances and challenges in the production of food, feed, fuel and fiber in Brazil - Selected examples”  
|               | - Luis Flores (Consumers international): “Consumers and Supermarkets, What’s the Deal?”  
|               | - Imola Bedo (EU, DG Environment): “Food and the EU Product. Environmental Footprint pilot phase”  |
| 12:15 - 13:00 | Panel Discussion with Rosita Zilli, Marcel Gomes, Luis Flores, Imola Bedo                   |
| 13:00 - 14:30 | Lunch                                                                                      |
| 14:30 - 16:15 | **SESSION 2: HOW SUSTAINABLE AND FAIR ARE OUR SHOPPING BASKETS?**                          |
| 14:30 - 15:15 | Inputs                                                                                     |
|               | - Martin Wildenberg (Global 2000) / Sandra Dusch Silva (Christliche Initiative Romero):   |
|               | “Orange juice - sweet or bitter? Sustainability hotspots in Europe's favorite juice”      |
|               | - Sonja Vartiala (Finnwatch): “Thai Tuna Industry. Socially Responsible Tuna?”            |
|               | - Sanne van der Wal (Somo): “EU supermarket policies for decent work and fair trading practices.” |
| 15:15 - 15:30 | European Photo Competition: Presentation of best selection - Vaiva Ramanauskiene          |
| 15:30 - 16:10 | Interactive poster tour on key challenges in supply chains                                 |
| 16:10 - 16:30 | Coffee and networking                                                                      |
| 16:30 - 17:45 | **SESSION 3: LEVERAGE POINTS FOR SUSTAINABLE**                                             |
| 16:30 - 17:00 | Inputs                                                                                     |
|               | - Simone Pedrazzini (Quantis): “Organisation Environmental Footprint Sector Rules (OEFSR) Retailers pilot testing - How can it help identify areas for improvements?”  
|               | - James Mwai (Fairtrade Africa): “Opportunities for a fair food chain and retail sector, a regional perspective” |
| 17:00 - 17:45 | 3 Workshop sessions on leverage points for supply chain actors                            |
| 17:45 - 18:00 | Moderators Summary, logistics and close                                                    |
| 18:00 - 19:30 | **European Photo Competition Award Ceremony, Buffett and Networking**                     |
| 19:30         | Visit of the EXPO (optional)                                                             |
DAY 2

9:30 - 10:00 Welcome and summary of the last day
10:00 - 12:30 SESSION 4: PROMISING AND BEST PRACTICE FOR A FAIR AND SUSTAINABLE FOOD CHAIN
10:00 - 11:15 Expert speeches:
- Andreas Kratz (Fairtrade International): “The Power of the Power - Full Relations”
- Jim Bracken (GS1): “The role of traceability in ensuring transparency across the value chain”
- Friedel Hütz-Adams (Suedwind Institut): “From the identification of hot spots to a more sustainable value chain”
- Sabrina Bosson (Fair Labour Association): “Driving fair labor standards in food supply chains”

11:15 - 11:45 Panel Discussion with Andreas Kratz, Jim Bracken, Friedel Hütz-Adams, Sabrina Bosson
11:45 - 12:30 Interactive working session: Collection of existing and potential initiatives
12:30 - 13:30 Lunch
13:30 - 14:50 SESSION 5: FUTURE VISION FOR A FAIR AND SUSTAINABLE FOOD CHAIN
- Lars Mortensen (European Environment Agency) “The Sustainable Development Goals and the opportunity for retailers”
13:45 - 14:50 Working groups on visions for different stages of the supply chain and different food groups
14:50 - 15:10 Coffee break
15:10 - 16:45 SESSION 6: COLLABORATIVE POTENTIAL FOR A SUSTAINABLE EUROPEAN FOOD CHAIN
15:10 - 15:30 Inputs
- Louise Luttikholt (Helvetas International) “Building consensus on shared objectives - Insights from discussions on pesticide reduction”
- Victor Prada (UN Food and Agricultural Organisation): “Public-Private Partnerships in Global Supply Chains. Case Study from Ecuador, main exporting country of the most exported fruit worldwide”
15:30 - 16:45 2 Workshop sessions focusing on actors roles and partnerships
16:40 - 17:00 Moderators Summary and close
IMOLA BEDO  
Policy officer, European Commission, DG Environment

Following her studies in economics and experience as a business consultant, Imola started working for the European Institutions. After an experience in the European Economic and Social Committee, she moved to the European Commission, DG Environment. She was involved in the work around the EU Environmental Footprint starting from the first steps in 2009. She is now part of the Environmental Footprint team. She is the contact person for several pilots, including the Organisation Environmental Footprint Sector Rules for Retail. She is also responsible for the communication phase of the Environmental Footprint pilots.

SABRINA BOSSON  
Associate Director, Fair Labour Association, Agriculture Program

Sabrina works for the Fair Labor Association (FLA) since 2007. She assumes oversight of the FLA due diligence programme for the agriculture sector. In that particular capacity, she oversees the farm level independent assessment work and deal with affiliated agriculture and food companies to get remediation plans in place. Sabrina holds a Masters in political science from the University of Geneva and a Diploma of advanced studies (EMBA Programme) in project management. She co-wrote a couple of articles on Corporate Social Responsibility and the role of the enterprises in the global supply chain.

JIM BRACKEN  
Sustainability Director

Since 2012, Jim Bracken has been Sustainability Director at GS1’s Global Office, where he has responsibility for developing the role of Global Supply Chain Standards in supporting the move towards more sustainable production and consumption patterns. Jim was CEO of GS1 Ireland from late 2001 until early 2012 where he helped to develop the use of Standards for traceability and process efficiency in many sectors including food and healthcare. Prior to joining GS1 Ireland, Jim was CEO of two specialist print solutions companies (one of which he founded) in security print and business forms. Jim also worked in shipping, port storage and commercial property. Jim is a Chartered Accountant and holds an MSc. In Business Administration from Trinity College Dublin and is a past President of the Trinity Business Alumni.

SANDRA DUSCH SILVA  
Project Manager, Christliche Initiative Romero

Sandra Dusch Silva is the lead of the SUPPLY CHA!NGE Project by the Christlichen Initiative Romero (Christian Initiative Romero - CIR), a non-profit organization dedicated to helping the poor and to act as a link between different worlds. Sandras areas of expertise include research on responsible supply chains, especially linked to the clothing industry in Bangladesh and the orange juice industry in Brazil. She has a degree in Political science.
LUIS FLORES MIMICA
Regional Campaign and Policy Officer, Consumers International (Santiago, Chile)

Luis Flores is currently responsible for the implementation of all of the work related to CI’s policy and campaign development for the Latin American region. Since 2005, he is also responsible for CI’s regional work in the area of sustainable consumption and related consumer education; actively collaborating in a number of relevant related initiatives in UN forums and instances such as UNEP, UNDP and UNDESA. Since 2009 he has coordinated coordinate PERL’s Latin American network (a global network of educators and researchers, working on sustainable lifestyles and education). As part of his work on consumer education and sustainability he has developed and coordinated a number of projects on education for sustainable consumption in the context of the UN decade for ESD. He coordinated CI’s work for the 2012 Rio+20 Earth Summit on Sustainable Development, acting as UN-Organizing Partner for the major group of NGOs. He was trained as a lawyer and has postgraduate studies on environmental management and consumer protection.

MARCEL GOMES
Executive Coordinator, Reporter Brasil

Marcel Gomes is the executive coordinator of Repórter Brasil since 2013. He created the Commodity and Biofuel Watch Center of the NGO in 2008, whose researches on supply chains have been supporting several multistakeholder agreements with companies, such as the Antislavery Pact. He received his degree in Journalism at University of São Paulo (USP) and his master’s degree in political science from the same university.

SONJA VARTIALA
Executive director, Finnwatch

Sonja Vartiala is the executive director of Finnwatch, a Finnish NGO monitoring global business with links to Finland (www.finnwatch.org). Previously she has worked for Amnesty International and Fairtrade Finland. Sonja Vartiala’s areas of expertise include responsible supply chains and socially sustainable public procurement. She has a degree in Sustainable Development.
ANDREAS KRATZ  
Director Standards and Pricing, Fairtrade International

Andreas Kratz is Director of Standards and Pricing at Fairtrade International. His work focuses on developing international Fairtrade Standards as a means to credible delivery of Fairtrade’s desired impacts and by using multi-stakeholder approaches as a method of working. In Fairtrade International, Andreas also leads on innovation and collaboration. Andreas holds an Agronomist Engineering degree from Georg August University in Göttingen, Germany and prior to Fairtrade was working 15 years in the organic certification sector.

ROSITA ZILLI  
Deputy Secretary – General, Euro Coop

Rosita Zilli is Deputy Secretary – General at Euro Coop, the European Community of Consumer Co-operatives. In this capacity, she in charge of providing general support to the Secretariat’s management as well as to follow co-operative affairs and sustainability policy dossiers. In this respect, she co-ordinates the meetings of the Euro Coop Sustainability Working Group, which groups people in charge of the environmental and sustainability portfolios within the different European consumer co-operatives. Rosita Zilli holds a degree in International Affairs and Diplomacy from the University of Trieste (Italy) and prior to her post in Euro Coop she worked in the international co-operation field in Bosnia and Herzegovina.

LOUISE LÜTTIKHOLT  
Director, HELVETAS Intercooperation

Louise Luttikholt is a professional in NGO management and development cooperation who combines ideals with pragmatism and puts ideas in action. She is highly convinced that a more sustainable world is both needed and possible. She has experience in the organic and fair trade world on strategic, management and regulatory level. She works with HELVETAS Intercooperation gGmbH, building up the German branch of the HELVETAS Network. Through her personal drive, she puts sustainability in practice.

JAMES MWAI  
Director of programmes, Fairtrade Africa

James Mwai is a member of the senior management team at Fairtrade Africa. He shares in the overall responsibility for the development, direction and coordination of FTA programmes. He is responsible for Regional Networks, Policy and Advocacy (including communications) and Standards team ensuring effective programme development and implementation.
SIMONE PEDRAZZINI
Quantis

Simone Pedrazzini has been working at Quantis since 2011 successively as Life Cycle Assessment (LCA) analyst, project manager and business developer. He worked in France in LCA field, particularly for a Technological Institute for Industries, before joining Quantis Switzerland. Engineer in Materials Science and Engineering from the Swiss Federal Institute of Technology in Lausanne, Simone is responsible for Quantis development in Italian speaking regions, in addition to his main role as sustainability consultant. He manages product LCA and corporate footprint projects. He is strongly involved in pilot test studies, such as the European Commission’s Product/Organization Environmental Footprint (PEF/OEF) Pilots.

VICTOR PRADA
Secretariat World Banana Forum, Food and Agriculture Organisation of the UN

Victor Prada has been working at the Food and Agriculture Organization of the United Nations since 2010 as a Public Private Partnerships and CSR specialist. He also worked in Spain as CEO and founder of “La Manzana S.L.” company devoted to wholesale food distribution. PhD candidate on Public-Private Partnerships and CSR, Victor currently co-coordinates the World Banana Forum (WBF). The WBF is a space where main stakeholders work together to achieve industry-wide consensus on best practices for sustainable production and trade. The WBF brings together retailers, importers, producers, exporters, consumer associations, governments, research institutions, trade unions, and civil society organizations.
SANNE VAN DER WAL
Senior Researcher, SOMO

Sanne van der Wal, senior research at SOMO and coordinator of SOMO’s food and land programme, focuses on social, ecological and economic impacts of food and agricultural production and trade. The overall objective of his research and advocacy work is to improve conditions for workers, smallholders and rural communities, in food supply chains originating in developing countries. Important sub-sectors and themes in his work include tea, fruit and vegetables, voluntary business (corporate social responsibility) approaches of multinationals and supermarkets, effectiveness of sustainability standards (certification) and supermarket buyer power abuse (unfair trading practices).

MARTIN WILDENBERG
Expert, GLOBAL 2000

Dr. Martin Wildenberg has a background in ecology, social-ecology and transdisciplinary research. He has been working as an expert for GLOBAL 2000 on the topic of sustainable production and consumption since 2010. His main tasks have been stakeholder involvement, coordinating and conceptualizing database and analysis tools, and indicator development in the context of sustainable chain management. He is member of the Management Board of GLOBAL 2000, the Technical Secretariat for the Retailer Organizational Environmental Footprint Pilot of the European Commission and the National Austrian Biodiversity Commission. Since 2015 he also works as a researcher at the Regional Centre of Expertise (RCE-Vienna) of the Institute of Ecological Economics at the Economic University Vienna, Austria.
SPEAKERS’ LIST

LARS MORTENSEN
International Cooperation and Partnerships, European Environment Agency

Lars Fogh Mortensen is responsible for International Cooperation and Partnerships at the European Environment Agency (EEA). For 8 years he headed the work of the EEA on sustainable consumption & production (SCP) and waste, providing analyses and knowledge to policy makers working on the implementation of the EU roadmap on resource efficiency, on EU and national green economy, SCP and waste policies and on EU implementation of the Rio+20 outcome document. He is a trained economist from the University of Copenhagen and has over 18 years of experience on analytical and policy aspects of sustainable development from various international organisations.

FRIEDEL HÜTZ-ADAMS
Senior Researcher, SUEWIND-Institut

Friedel Hütz-Adams is working as a senior researcher at SUEWIND-Institute since 1993. He published research papers on value chains of various products including cocoa, hazelnuts, palm oil, cars and mobile phones. Since 2009 he is deeply involved the debate how to create a sustainable cocoa market. He published various studies on different aspects of the value chain of cocoa and organized conferences to strengthen the engagement of the German cocoa and chocolate to achieve a sustainable cocoa market. Friedel Hütz-Adams is engaged in VOICE, a network of European NGOs and unions working on cocoa; and he member of the board of the German Initiative on Sustainable Cocoa, a round table of more than 60 Companies, NGOs, unions, research institutions and standard setting bodies. Additionally he is member of the board of Pro Planet, a label of the Rewe Group.
DIRECTIONS FOR PUBLIC TRANSPORT

From Malpensa airport directly to the Business Forum Venue
1. Take Malpensa Express train to Milano CADORNA station
2. Then take subway M1 (the red one) till station RHO FIERA
3. Then follow direction as indicated in the attached map

From Linate airport directly to the Business Forum Venue
1. Take bus 73 to PIAZZA SAN BABILA (Milan)
2. Then take subway M1 (the red one) till station RHO FIERA
3. Then take subway M2 (the green one) till station FAMAGOSTA

From the Hotel to the Business Forum: (ca. 30 minutes)
1. Take subway M2 (the green one) till station CADORNA
2. Then take subway M1 (the red one) till station RHO FIERA
3. Then follow direction as indicated in the attached map

From Malpensa airport to the hotel
1. Take Malpensa Express train to Milano CADORNA station
2. Then take subway M2 (the green one) towards Assago or Abbiategrasso till station FAMAGOSTA

From Linate airport to the hotel
1. Take bus 73 to PIAZZA SAN BABILA (Milan)
2. Then take subway M1 (the red one) till station CADORNA
3. Then take subway M2 (the green one) till station FAMAGOSTA (direction is ABBIATEGRASSO or ASSAGO)

From Central Station (STAZIONE CENTRALE) to the hotel
1. Take subway M2 (the green one) till station FAMAGOSTA (direction is ABBIATEGRASSO or ASSAGO)
PLEASE MAKE SURE:

- You have coins or small notes in your hands in order to easily buy subway tickets.

- Price to and from the Business Venue is euro 2.50 one way. You can generally buy tickets at news stands but it could happen that they are closed. So tickets will have to be bought at the electronic vending machines located in the subway.

- You have the entrance ticket which you should have received via email.

- You have the Subway Map with you.

FIND ATMS

On the website http://www.atm.it/en/ViaggiaConNoi/Pages/ATMMobile.aspx you can download the new official ATM Milano App on your smartphone. This App’s “Around me” function offers a geographic representation of all the ATM points of interest included in the area you are navigating.

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Fax +39 02 816624
www.greenhousehotel.it
SUBWAY (green line / M2 – station FAMAGOSTA)

BUSINESS FORUM VENUE
The Business Forum will be taking place inside the HOST exhibition venue and more specific inside the Congress Center located at its South Gate. The name of the convention room is SALA GEMINI.

1. Take the red subway line M1.
2. Get off at the station Rho Fiera.

EXPO 2015
HOST (and so the Business Forum) are walking distance from the EXPO area. (see below)

1. Take the red subway line M1.
2. Get off at the station Rho Fiera.