

## **Building an Enabling Environment for Increasing Investment in Sustainable Land Management through Market Access and Trade**

**31 January – 1 February 2007**

**WMO – World Meteorological Organization, Room C.1**

**Geneva, Switzerland**

### **Final Agenda**

**31 January 2007**

#### **9:00 – 9:30 Welcome Remarks and Introduction**

- The Global Mechanism on Market Access and Trade
- ICTSD on Trade and Sustainable Development in the Context of Drylands and Degraded Areas
- Overview on the workshop

#### **Session 1 Agricultural Production, Trade and Sustainable Land Management: Opportunities and Constraints under Present Trade Regimes**

This session will look at the current international trade patterns and related production systems in arid regions and its implications for SLM. It will examine opportunities and constraints for promoting sustainable use and management of land and natural resources under the present trade regimes at international, regional and national level by looking at trade barriers and incentives.

##### **Expected outcomes**

The discussions should help in understanding better the impact of the present trade regimes on land degradation, the levels where opportunities could be found for promoting Sustainable Land Management (SLM) and some potential instruments to make the regimes more supportive of SLM.

##### **Questions**

- What are the agricultural trade and production patterns in dryland regions? What are the implications of different agricultural production patterns for land management in these regions?
- What are the implications of the present international trade regime on production patterns in dryland affected areas and on land degradation? Is the international trade regime supportive or detrimental for integrating sustainable use of natural resources in the development of domestic and regional markets?

- What are the instruments and tools under the present multilateral trade regime (WTO) influencing SLM and how can we take advantage of these (for example: agricultural subsidies, special products, environmental goods and services) for promoting sustainable land management?
- What are the opportunities and constraints for promoting sustainable land management under regional and bilateral trade agreements? How can we take advantage of the opportunities?

**9:30 – 11:00 Moderator:** [Ricardo Meléndez-Ortiz, ICTSD](#)

#### **Speakers**

- [Karel Mayrand, Unisféra, Canada](#) / [Moustapha Gueye Kamal, ICTSD, Switzerland](#)  
Agricultural trade liberalisation, poverty and desertification in rural drylands
- [Simon Rietbergen, IUCN, Switzerland](#)  
Pastoralism on the move: market and trade related opportunities and constraints to sustainable land management in the drylands
- [Jonathan Hepburn, ICTSD, Switzerland](#)  
International trade rules and agricultural production and trade patterns: An overview of some tools and instruments for promoting SLM
- [Claudia de Windt, Organization of American States \(OAS\), Washington](#)  
Opportunities and constraints for promoting sustainable use and management of natural resources through RTAs and/or EPAs

**11:00 – 11:15 Coffee break**

**11:15 – 12:15 Open discussion**

**12:15 – 13:30 Lunch break**

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### **Session 2 Emerging Opportunities for Enhancing Sustainable Use and Management of Land and Natural Resources through Trade**

This session will look at the emerging market opportunities for products from drylands and degraded areas. A special focus will be placed on natural and biodiversity products given their comparative advantage (i.e. typical of dryland ecosystems) and strong impact on the livelihoods of dryland communities, the increasing market demand for these products in the North and also to the opportunities that they offer to create synergies among different MEAs and therefore promote an integrated approach to sustainable trade development and environmental management.

#### **Expected outcomes**

The discussions should pinpoint concrete market opportunities for dryland-based products and point out needs and constraints for making the policy environment more conducive for taking advantage of these opportunities. These discussions are expected to contribute to identify good practices for promoting

SLM through markets and trade development by using a “sector-based approach”.

### Questions

- What are the emerging opportunities and “driving sectors” for promoting sustainable trade of products from dryland and degraded areas (sectors/products relevant for SLM and livelihoods of communities living in drylands and degraded areas; successful experiences - cases from drylands)
- What are the tools, instruments and approaches to embed the value of “sustainable use” in market chains and to take advantage of these emerging opportunities for developing sustainable trade of dryland products?
- What are the main needs, constraints and threats for the development of these emerging markets and for taking advantage of related business and investment opportunities? How do we create an enabling policy environment for increasing investment and stakeholders’ engagement?

**13:30 – 14:30 Moderator:** [Ben Chikamai, Network for Natural Gums and Resins in Africa \(NGARA\), Kenya](#)

### Speakers

#### *Opportunities*

- [Rosie Abdy Collins, PhytoTrade Africa, Zimbabwe/UK](#)  
New markets & emerging opportunities: the case of natural products (successful experiences from drylands)

#### *Tools, instruments and approaches*

- [Rik Kutsch-Lojenga, UNCTAD Biotrade Initiative, Switzerland](#)  
Empowering national institutions with tools for bringing sustainable use from theory to practice: lessons learned by working with different MEAs
- [Susan Bingi, Uganda Export Promotion Board/National BioTrade Programme, Uganda](#)  
Mainstreaming SLM in the Biotrade National Programmes: case study report

**14:30 – 15:15 Open discussion**

**15:15 – 15:30 Coffee break**

**15:30– 16:15 Speakers**

#### *Needs and constraints*

- [Hassan Machlab, Ministry of Agriculture, Lebanon](#)  
Rural Dryland Development through Innovative Market Approaches
- [Kaabi Nouredine, Ministry of Development and International Cooperation, Tunisia](#)  
Building the enabling environment for enhancing sustainable business and trade opportunities for natural products from drylands; a case from Tunisia
- [Lorena Jaramillo, Export and Investment Promotion Corporation \(CORPEI\), Ecuador](#)  
Engaging local and national stakeholders’ in sustainable trade of natural products, a case from Ecuador

**16:15 – 17:15 Open discussion**

**1 February 2007**

**9:00 – 9:15 Recap day 1**

**Session 3 Building Incentive Frameworks for Increasing Investment in SLM through Sustainable Trade Development**

This session will look at the policies, institutions and financing mechanisms to leverage to build incentive frameworks and create an enabling environment for increasing investment in SLM through sustainable trade development. A special focus will be placed on creating incentives for increasing investment in trade opportunities for the development of the emerging markets discussed in session 2.

**Expected outcomes**

This session is expected to provide guidelines for building incentive frameworks to promote investment in SLM at country level. Discussions should focus on how to make these frameworks coherent with overarching national development plans and budgeting processes so as to benefit from potential financing instruments and mechanisms. Attention should also be given to identifying the knowledge gaps between trade and CCD stakeholders and how can we fill them (i.e. through training and capacity building) in order to establish a systematic interaction between UNCCD and trade stakeholders at country level.

**Questions**

- What are the needs and constraints for developing and implementing incentive measures? What are the relevant policies, institutions and actors to be engaged in building and implementing these frameworks? (learning from the experience of other MEAs) Shall these frameworks be CCD specific or cross-cutting across MEAs?
- How do we enhance coherence of incentive frameworks for sustainable trade development with overarching development policies and budget allocation processes at national level? How do we create incentives by mainstreaming SLM in trade related policy and decision-making processes and building knowledge gaps between trade and environment communities?
- What instruments do we have for creating incentives at national level? Is there any window of opportunities for promoting sustainable trade under the "Aid for Trade" initiative and related processes such as the IF? Is there any opportunity to create incentives using trade related financial instruments and mechanisms in the new financial architecture?

**9:15 – 10:15 Moderator:** [Juan Carlos Vasquez, Convention on International Trade in Endangered Species of Wild Flora and Fauna \(CITES\), Switzerland](#)

**Speakers**

*Incentive measures, policies and institutions*

- [Markus Lehmann, Secretariat of the Convention in Biological Diversity \(CBD\), Canada](#)

Building trade incentive measures: the example of biodiversity

- [Albert Mwangi, UNDP Dryland Development Centre \(DDC\), Kenya](#)  
Policies and institutions for promoting sustainable land management through trade in arid regions
- [Anja von Moltke, Economics and Trade Branch United Nations Environment Programme, Switzerland](#)  
Economic instruments for biodiversity protection

**10:15 – 11:00 Open discussion**

**11:00 – 11:15 Coffee break**

**11:15 – 12:00 Speakers**

*Enhancing coherence with development frameworks and budget allocation processes in the new financial architecture*

- [Martin Rokitzki, International Fund for Agricultural Development \(IFAD\)](#)  
New financial architecture: emerging financial aid modalities, instruments and mechanisms – the experience of IFAD
- [Alejandro Kilpatrick – The Global Mechanism \(GM\), Italy](#)  
The Global Mechanism in the context of the new financial architecture: national financing strategies for SLM

**12:00 – 12:45 Open discussion**

**12:45 – 14:00 Lunch break**

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#### **Session 4 Increasing Investment for SLM: Private Sector Engagement and Community Participation**

This session will look at how to attract private investments and use market-based incentives to enhance community participation in SLM. Particular attention will be given at how to “make the business case” for private sector engagement. Discussions will also focus on how to increase interaction at the “micro” level to optimize the sustainability of business processes, favour the integration of local communities in value chains and, on these bases, inform policy making processes and contribute to build more effective incentive frameworks.

##### **Expected outcomes**

The discussions in this session are expected to provide suggestions on how to approach the private sector and “make the business case” for a long-term engagement. Attention should also be focused on how to promote investment in sustainable business models focused on community integration in market chains and access to benefit sharing.

##### **Questions**

- What is the driver for private sector engagement? What is the private sector expecting and what do we expect from them? What is missing for “making the business case” for private sector engagement in SLM?

- What are the main constraints so far for increased interaction with the private sector on systematic long-term basis? Are we able to provide evidence of business opportunities and of the comparative advantage for business people to work with development practitioners? Where is our value added?
- What are the lessons learned from sustainable business initiatives? Is sustainable business relegated to fair trade and market niches? What are the constraints and opportunities for up-scaling these models? What lessons can we draw from fair trade and ethical trade related experiences?

**14:00 – 14:45 Moderator:** [Frank Vorhies, Earthmind, Switzerland](#)

### **Speakers**

*Mutual expectations and constraints for engagement*

- [Chidume Okoro, Gum Arabic Company \(GACON\) Ltd., Nigeria](#)  
Opportunities and problems for engagement with development partners: a case on Gum Arabic
- [Filippo Veglio, World Business Council for Sustainable Development \(WBCSD\), Switzerland](#)  
Private sector expectations from development partners

**14:45 – 15:30 Open discussion**

**15:30 – 15:45 Coffee break**

**15:45 – 16:30 Speakers**

*Potential models for making business with communities*

- [Fabrice Leclercq, International Trade Centre \(ITC\), Switzerland](#)  
The experience of the Export-led Poverty Reduction Programme (EPRP) in supporting community-based business development
- [Martin Rohner, Max Havelaar Foundation, Switzerland](#)  
Fair trade and sustainable business: is it a successful model?

**16:30 – 17:15 Open discussion**

**17:15 – 17:30 Closing remarks**