

**Promoting sustainable land use: what works**  
**Command and control *versus* demand-driven approaches**

*Francqui conference, Brussels, 5-6-7 December 2012*  
*Fondation Universitaire, Rue d'Egmontstraat, 11*

**Conference scope and objective**

A central challenge for sustainability is how to preserve natural ecosystems and their services while enhancing food and fibre production. A large and growing fraction of the conversion of natural ecosystems today is associated with commodities produced for global markets, with expanding demand. Land use decisions related to these commodities are largely driven by factors in distant markets. The final consumers of these commodities, the corporations involved in their transformation and retailing, and civil society show a growing concern for sustainability. They express a preference for goods whose supply chain has been certified as meeting sustainability criteria. Simultaneously, large agri-business corporations increasingly adopt sustainability standards and apply these to their suppliers. In parallel, several countries have pursued more traditional command and control policies, such as land use zoning or harvest regulations, to protect and restore their forests and other valuable ecosystems, and have emphasized greater enforcement of, and compliance with existing regulations. There is very little empirical evidence on which interventions actually influence land use practices on the ground and have a measurable impact on the state of ecosystems, both natural (e.g., forests) and human-dominated (agro-ecosystems).

The goal of the workshop is to present, discuss and synthesize cases for which there is solid empirical evidence demonstrating that policy interventions or demand-driven, market-based mechanisms have a detectable impact on land use sustainability. We will evaluate systematically the effectiveness of both command and control policy instruments and market-based interventions that aim at promoting sustainable land use in actually improving the state of terrestrial ecosystems. We will identify the conditions under which various instruments work. Contrasts, commonalities and synergies between traditional land use policies and emerging market-based approaches will be analyzed.

**All talks are open to the public.** Please register in advance by sending an email to: Francqui Foundation [francquifoundation@skynet.be](mailto:francquifoundation@skynet.be) by December 3<sup>rd</sup> at the latest. The number of seats is limited.

The lunches, dinners and discussion sessions in the mid-afternoon are restricted to the invited participants.

## **Conference agenda:**

All talks take place in Salle Francqui and are open to the public

### Wednesday December 5<sup>th</sup>

9:00 Welcome and introduction to the workshop

**Prof. Pierre Van Moerbeke**, CEO, Francqui Foundation

**Eric Lambin**, UCLouvain and Stanford University

9:20: Session 1: Evidence on the impact on land use of eco-certification and other forms of corporate sustainable sourcing strategies: Agriculture

**Allen Blackman**, Resources for the Future, USA

*Producer-level benefits of sustainability certification*

**Thomas Dietsch**, UCLA, USA

*TBD*

11:00 *Coffee break*

**Ximena Rueda**, Stanford University, USA

*Can your morning coffee protect tropical ecosystems? Evaluating the impacts of eco-labelling on the Colombian coffee landscapes*

**Elizabeth Kennedy**, Rainforest Alliance, USA

*TBD*

12:30 *Lunch*

14:00: Session 2: Evidence on the impact on land use of eco-certification and other forms of corporate sustainable sourcing strategies: Forests

**Jane Lister**, University of British Columbia, Canada

*The implications of transnational retail governance for global forests*

**Paolo Cerutti**, Center for International Forestry Research (CIFOR), Cameroon

*Market- vs. state-driven policies: Impacts on land use sustainability in the Congo Basin*

15:30 Discussion (closed session in Salle Jean Willems)

17:30: *Break*

19:30: *Dinner*

Thursday December 6<sup>th</sup>

9:00 Session 3: Evidence on the impact on land use of industry roundtables, moratoria, geographical denominations, appellations of origin

**Nathalie Walker**, National Wildlife Federation, USA  
*The Brazilian cattle moratorium: Progress, challenges and multistakeholder partnerships*

**Laura Jungmann**, WWF Netherlands  
*Assessing on-the-ground impacts of The Roundtable on Responsible Soy (RTRS) in Brazil's Cerrado: First steps and Next steps*

10:30 Coffee break

**Eric Lambin**, UCLouvain and Stanford University  
*Land use change as driven by emerging markets for niche commodities*

**Pénélope Lamarque**, UCLouvain  
*Impact on land use of geographical indications and appellations of origin*

12:30 Lunch

13:30 Session 4: Evidence on the impact on land use of payments for ecosystem services and REDD-like schemes

**Alain Karsenty**, CIRAD, France  
*"Carbon rights", REDD+ and payments for environmental services*

**Sven Wunder**, Center for International Forestry Research (CIFOR), Brazil  
*Do payments supply environmental services in developing countries?*

15:00: Discussion (closed session in Salle Jean Willems)

16:00: Break & cultural visit followed by dinner

Friday December 7<sup>th</sup>

9:00 Session 5: Evidence on the impact on land use of national government policies

**Jan Börner**, University of Bonn, Germany

*Empirical evidence from forest conservation law enforcement in the Brazilian Amazon*

**Patrick Meyfroidt**, UCLouvain

*Impact of policies on land use and forest changes: evidence from forest transitions and other countries*

10:30 Coffee break

**Jo Swinnen**, KULeuven

*Trade, global value chains and food policy*

12:30 Lunch+ meet with **Nico Rigout**, Marcolini House.

13:30: Session 6: Synergies between policy instruments; Synthesis of workshop findings (closed session in Salle Jean Willems)

15:30: Session 7: Policy recommendations, communication & outreach strategy (closed session in Salle Jean Willems)

17:00 Adjourn