

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 by December 3rd 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 5th

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

Incorporating science into market-based conservation: Lessons from eco-certification approaches in coffee and cocoa.

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

Impacts of voluntary standards : an insider perspective

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 6th

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
Payments for environmental services : a working Andean conservation experience

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

16:00: Break & cultural visit followed by dinner

Friday December 7th

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