

Deforestation-free Value Chains Roundtable

2024 Stocktake: Lessons, Insights and Road Ahead

18 December 2024

2:00 PM – 4:00 PM CET

Online/ Registration: <https://bit.ly/3OvPwas>

Context

Deforestation is a critical global challenge with serious environmental, social, and economic implications. According to the Sixth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC), conservation, improved management, and restoration of forests and other ecosystems offer the largest share of economic mitigation.¹

From 2001 to 2015, just seven agricultural commodities – cattle, oil palm, soy, cocoa, rubber, coffee and plantation wood fibre – accounted for more than a quarter of global tree cover loss, making deforestation-free agricultural commodity production and trade an essential action to address this problem.²

The International Trade Centre (ITC) is pleased to host this Roundtable to discuss the topic of deforestation-free value chains in the context of emerging policies and trends, building on the success of the series of “Deforestation-free Global Value Chains Roundtables” organized by ITC since early 2022.³ This iteration takes stock of the recent developments in 2024 and progress around preparing for the EU Deforestation-free Products Regulation (EUDR).

Objectives

The roundtable will provide a platform to recap the 2024 milestones and showcase best practices and efforts by governments and the private sector to ensure deforestation-free supply chains.

The goals will be to:

- i. **Reflect on 2024 EUDR milestones and compliance progress:** Assess key developments, lessons learned, and the current state of private and public sector efforts toward aligning with EUDR requirements.
- **Showcase impactful approaches and innovations:** Highlight proven methodologies, technological advancements, and collaborative strategies that have supported the transition to deforestation-free value chains.

¹ IPCC AR6 SYR, Synthesis Report of the IPCC Sixth Assessment Report, p.31, [IPCC AR6 SYR SPM.pdf](#)

² [Deforestation Linked to 7 Agricultural Commodities | World Resources Institute \(wri.org\)](#);

³ For further information, please consult: [ITC Roundtables on Deforestation-free GVCs - SustainabilityMap \(sustainabilitygateway.org\)](#)

- iii. **Set the stage for 2025 priorities:** Identify actionable next steps to enhance alignment and efficiency, foster deeper collaboration among stakeholders, and drive meaningful progress toward sustainable deforestation-free trade.

The main take-aways and lessons learned from the workshop will be summarized in a note to be developed by ITC.

Roll-out & Set-up

The roundtable will be held online, via zoom on 18 December 2024. Registrations are open via: <https://bit.ly/3OvPwas>. The event will last two hours (from 2 – 4 pm) and will feature several presentations by experts following the key developments around deforestation-free value chains and concrete examples by stakeholders, concluding with a Q&A part.

The list of speakers will be diverse and balanced in terms of commodities, regions and stakeholders represented. The case studies presented during the sessions will be diverse, ranging from responsible production practices, sustainability standards, certification/traceability schemes and innovative solutions on monitoring supply chains.

Agenda

02:00 – 02:10 WELCOME REMARKS & SETTING THE SCENE

Vanessa Erogbogbo, Chief, Green and Inclusive Value Chains, ITC

02:10 – 03:00 SESSION 1: KEY DEVELOPMENTS IN 2024 RELATING TO DEFORESTATION-FREE VALUE CHAINS INCL. Q&A

This session aims to explore key milestones of 2024, from the development of impactful policies, legislations, and trends, facilitating constructive discourse and actionable solutions towards promoting deforestation-free value chains.

Keynote: Duncan Brack, Independent Environmental policy analyst and adviser

Panel:

- **Tina Schneider**, Director, Forest Governance and Policy, World Resources Institute (WRI)
- **Andre Vasconcelos**, Global Engagement Lead, Global Canopy – TRASE
- **Romain Deveze**, Senior Program Manager, Markets & Forest Risk Commodities, WWF Switzerland
- **Felipe Carazo**, Head of Alliance Management, Tropical Forest Alliance

Moderator: Michaela Summerer, Policy Advisor, Green and Inclusive Value Chains, ITC

3:00 – 03:45 SESSION 2: FURTHERING DEFORESTATION-FREE VALUE CHAINS – PRIVATE SECTOR EXPERIENCES

This session aims to explore the impactful experience of private sector actors supporting the implementation of policies, standards, and trends on deforestation-free value chains, emphasizing collaborative strategies and effective enforcement for tangible outcomes.

Panel:

- **Belinda Borck**, Global Public Policy Lead, Tony's Chocolonely
- **Louis Hinzen**, Senior Manager, Economic Affairs, Trade & Market Access Lead, FOODDRINK Europe
- **Bless Agume**, Ndugu Farmers Ltd, Uganda
- **Ana Yaluff**, Director Sustainability EMEA, ADM

Moderator: Mathieu Lamolle, Senior Advisor, Sustainable Global Value Chains, ITC

03:45 -03:55 CLOSING KEYNOTE

Elke Sümnick-Matthaei, Project Lead, Sustainable Agriculture for Forest Ecosystems (SAFE)

03:55 -4:00 CLOSING REMARKS

Mathieu Lamolle, Senior Advisor, Sustainable Global Value Chains, ITC

Roundtable Highlights

SESSION 1: KEY DEVELOPMENTS IN 2024 RELATING TO DEFORESTATION-FREE VALUE CHAINS

2024 was a rollercoaster year in the EUDR context:

- Beginning of 2024: lots of questions remain, only two FAQ documents had been published, however, EUDR stimulated already a very wide range of activities
- 20 March: 20 EU agriculture ministers call for weakening + delay, due to increasing concerns from producer countries, EU trade associations; concerns are also being raised in various WTO committees, mounting frustration at slowness in issuing guidance and FAQ 3, increasing calls for delay
- October 2024: Guidance, FAQ3 published, 12-month delay proposed
- November 2024: EP passes wider range of amendments, that the Council opposes, dropped after trilogue negotiations
- European Parliament and EU Council agreed on moving the entry into application to 30 December 2025

Some lessons learned:

- A smart mix of measures is needed to address EUDR compliance, and in particular, more support overall especially in light of the ending Voluntary Partnership Agreements (VPAs)
- EUDR stimulated very wide range of activities and a lot of innovation in the sectors concerned
- The political dimension of the technical regulation should not be underestimated

HIGHLIGHTS & RECAP OF 2024

- **Reduced Deforestation** in critical regions such as Indonesia and Brazil, trends that need to continue.
- **EUDR as a catalyst for action:** Impressive and encouraging progress towards EUDR implementation, yet uneven across countries and sectors. Innovation and system transformation with accelerated development of national traceability systems around the world and the development of advanced land-use maps, that enhance monitoring capabilities.
- A **global movement on traceability** has started, a much better understanding of the connection between climate and deforestation.
- **Powerful coalition and campaigning can make a big difference**, with NGOs and companies working together to preserve the intent of the law. **Supply chain interventions** are critical in a changing political climate.
- **Disinformation and misleading claims** prevail in the market of proprietary “compliance solutions” that are often based on black box methodologies.
- **Rise of multi-stakeholder collaboration for compliance** with increased engagement between governments, private sector actors, and civil society that has led to more integrated approaches to deforestation-free supply chains, with new models of cooperation emerging at national and international levels.

WHAT IS NEEDED GOING FORWARD:

- **More investment in public and open-access solutions**, to ensure that smaller supply chain actors are not left behind and retain ownership of their data and the benefits associated.
- **More transparency** and independent fact checking of compliance offers.

- **Robust, science-based risk benchmarking** and a discussion around what the risk levels do and do not influence.
- **More south-south exchanges** among producer countries developing government-owned systems or solutions for complying and cross-sectoral exchanges.
- **More cooperation among trading partners:** Achieving deforestation-free supply chains requires deeper collaboration that goes beyond the EUDR focus and need to ensure a **just transition**.
- **Strengthened existing mechanisms and initiatives** in producing countries, rather than duplicating efforts or imposing competing frameworks.
- **Greater leadership from producing countries**, building on extensive experience with fighting deforestation **and the private sector** with increased ambition and disclosure
- **Strengthened commitments for accountability and to avoid two-tier supply chains:** Companies must ensure that their actions and commitments to deforestation-free supply chains are implemented across all operations, not just as a compliance exercise for the EUDR.
- **Robust enforcement capacity** in EU Member States to ensure EUDR compliance and implementation.
- **Stronger incentives for smallholders and SMEs** including more financial and technical support mechanisms are needed to help smallholders and SMEs meet compliance requirements, ensuring they can participate in sustainable value chains and reduce the risk of being excluded due to high compliance costs.

SESSION 2: FURTHERING DEFORESTATION-FREE VALUE CHAINS – PRIVATE SECTOR EXPERIENCES HIGHLIGHTS & RECAP OF 2024

- EUDR compliance efforts take time and investment, and early investments in traceability systems and data consistencies are paying off as well as building on existing programs and efforts on regenerative agriculture, or sustainability certifications
- EUDR can be positioned as an agribusiness opportunity, through EUDR premiums by buyers, and through data driven opportunities for farmers
- Guidance documents and continued exchanges with the legislators supported private sector stakeholders to accelerate implementation efforts
- Emergence of sector-specific best practices as companies and industry groups have started to share lessons learned, successful and less successful initiatives, and started developing standardized approaches for EUDR compliance, aiming to reduce duplication of efforts and to help smaller actors navigate requirements more efficiently.
- National Action Plans addressing the EUDR can support joint actions towards compliance that benefit all value chain actors, as well as institutions
- Efforts are often led by multinationals, while SMEs do not receive the support needed to meet the compliance requirements

WHAT IS NEEDED GOING FORWARD:

- **Data compensation** for farmers to improve livelihoods and resilience
- **Strengthened public -private partnerships** and dialogue to ensure effective implementation.

- **Industry requires transparency, clarity, and predictability** in regulatory frameworks, which are critical to plan and implement effective changes, anticipate challenges and allocate resources efficiently as well as identify risks early and take proactive measures to address them. This may foster further collaboration throughout the supply chain, enabling companies, suppliers, and customers to work together more efficiently and meet compliance standards, especially under supply chain regulations like the EUDR.
- **Scaling up the assistance** and resources to support operators, ensure a fully-functional EUDR Information System, and support for third countries whose supply chains are in scope of the EUDR (governments, operators/traders and small-scale farmers)
- **Scaling traceability** among farmers, hullers, middlemen and build USPs (unique selling points) beyond traceability
- **Joint implementation** of interventions in preparation of EUDR and CS3D, to optimise resources and lead to strategic focus on fundamentals such as digitalisation of supply chains.
- **Strengthened partnerships** with buyers for capacity building and strengthening SME adaptation.
- **Incentivizing compliance through market access and financial mechanisms** with more structured incentives, such as preferential financing or market access advantages, which could be introduced to reward early adopters of EUDR and particularly for MSMEs and smallholder farmers.

Closing Note

Elke Sümnick-Matthaei, Project Lead, Sustainable Agriculture for Forest Ecosystems (SAFE)

HIGHLIGHTS & RECAP OF 2024

The Team Europe Initiative (TEI) on Deforestation-free Value Chains is a collaborative effort by the European Union and its Member States to halt deforestation and promote sustainable, legal value chains globally. Aligned with the EU's Global Gateway strategy, the initiative supports partner countries in transitioning to deforestation-free agricultural practices.

2024 saw the operationalization of the Team Europe Initiative on Deforestation-free Value Chains (TEI), with more Member States joining, and the [TEI website](#) going live with added functionalities, and shared learnings from a wide variety of stakeholders.

The Zero Deforestation Hub serves as the central platform for the TEI, enhancing outreach, coordination, and knowledge dissemination among stakeholders. Launched in May 2024, this website consolidates resources and shared learnings to jointly tackle deforestation and forest degradation

SAFE was also operationalized, from planning to implementation and first project successes, work on Digital Public Infrastructure (DPI), incl. public-private collaborations; new partner countries and funders.

WHAT IS NEEDED GOING FORWARD:

- Scaling outreach and knowledge dissemination on the TEI: building on existing experiences, the focus is less on piloting and finding new solutions, and more about bringing knowledge together.
- More collaboration, between public and private sectors, forestry and agricultural sectors and involvement of financial institutions and linking green financing with deforestation-free production.

- Enhanced support for smallholders through targeted measures to assist small-scale farmers in adapting to deforestation-free practices, ensuring their inclusion in sustainable value chains.
- Harnessing the potentials of data in supply chains, since EUDR provides an unprecedented opportunity to generate data and use it for the benefit of smallholders. This will require more pre-competitive collaboration from industry, and willingness for enabling smallholder data ownership.
- Strengthened enforcement of deforestation regulations to effectively reduce deforestation and promote sustainable practices
- Continued work on gender equity and social inclusion, civil society strengthening and linking green finances, this bigger picture is important to support smallholders.

Welcome Remarks



Vanessa Erogbogbo, Chief Green & Inclusive Value Chains, ITC

Vanessa Erogbogbo is Chief, Green and Inclusive Value Chains section at the International Trade Centre and a member of the Management Action Group. She has over two decades of experience in trade and private sector development having worked in both international development and the private sector. The section she leads includes ITC's work on sustainable value chains, agribusiness systems, trade and environment, and sustainability standards. Vanessa is a member of the steering committee of the Forum on Trade, Environment and the SDGs the advisory board of the Geneva Trade Platform. She was the architect of ITC's SheTrades initiative and was chair of ISO/IWA 34 on women's entrepreneurship. She previously held positions at the International Finance Corporation, Standard Chartered Bank, and has been a visiting lecturer at Sciences Po (Paris). She holds an MBA from London Business School, an MSc Information Technology and B.Eng Hons in Civil Engineering from Loughborough University, and an executive certificate in Climate Change Policy: Economics and Politics from the Harvard Kennedy School.

Panel I



Duncan Brack, Independent Environmental policy analyst and adviser



Duncan is an independent environmental policy analyst, an adviser to the Tropical Forest Alliance, the facilitator of the Cocoa Coalition and an associate of Green Alliance. From 2010 to 2012, he was special adviser at the UK Department of Energy and Climate Change; before that he worked for Chatham House, and from 1998 to 2003 was head of its Sustainable Development Programme. He works mainly on forest governance, deforestation, agriculture, commodity supply chains and climate change, and the interaction between environmental regulation and international trade rules.








Tina Schneider, Director, Forest Governance and Policy, World Resources Institute (WRI)


Tina is the Director for Forest Governance and Policy within the Natural Resources Governance and Policy Initiative. The Forest Governance and Policy team coordinates WRI's engagement on policy measures related to forest products and commodity supply chains associated with forest degradation and deforestation.

Before joining WRI in 2014, Tina spent two years in the Lao PDR. In Laos, she conducted research on land tenure

	<p>and community forestry for the German aid agency GIZ as part of a Fulbright grant. She also managed the Responsible Asia Forests and Trade (RAFT) partnership activities in Laos for TRAFFIC and researched the impact of demand-side forest legality measures on smallholder timber plantations for Chatham House. Previously, Tina worked for the Critical Ecosystem Partnership Fund at Conservation International, where she administered grants supporting civil society engagement in biodiversity conservation across Latin America, the Caucasus and Polynesia-Micronesia. She also worked in Ecuador on cacao and coffee value chain development supporting smallholder farmers through the GIZ, and on payments for environmental services with the municipal water fund FONAG. Tina holds a Master of Forestry from the Yale School of Forestry & Environmental Studies, and a Bachelor of Arts from Reed College.</p>
	<p>Romain Deveze, Senior Program Manager, Markets & Forest Risk Commodities, WWF Switzerland</p> <p>Romain Deveze graduated from KEDGE Business School and the University of North Carolina (USA) in Business Administration and continued his research in Philosophy and Ethics at the Université of Lyon 3. After building his first on-the-ground projects in East Africa with MIT students, he was hired by Unilever to champion sustainability programs for Unilever Tea business. In 2011, Romain joined WWF to develop the NGO’s Market Transformation strategy engaging market actors and establishing various standards organizations. In 2014, Romain became responsible for the field programs of the newly created Better Cotton Initiative (the largest cotton certification) where he established and managed large-scale country programs in seven African countries and Central Asia supporting more than 900,000 cotton producers. After six years of building capacity in the field, Romain returned to WWF in 2021 as Senior Manager to fight deforestation and conversion in global agricultural value chains.</p>
	<p>Felipe Carazo, Head of Alliance Management, Tropical Forest Alliance</p> <p>Felipe serves as creative strategist for the Alliance to shape multi-stakeholder engagement processes that connect, influence and mainstream good practices into public led policy discussions and processes.</p> <p>Previously he served as Executive Director of Fundecor, a ‘think tank’ that has been instrumental for his native country, Costa Rica, to develop and implement sound forest positive practices. While leading Fundecor, he served as top-level advisor to the Government of Costa Rica. He has also worked at The Nature Conservancy (TNC) and the United Nations Development Program (UNDP) with diverse sustainability strategies across many contexts. These has included overseeing a vast portfolio</p>

	<p>of knowledge sharing programs and projects in Central America, Mexico, Peru, Morocco, Indonesia, Madagascar and the UAE.</p> <p>He holds a bachelor’s degree in Biology from the Universidad de Costa Rica and a master’s degree in environmental management from the Nicholas School of Environment, Duke University (USA), with a major in Resource Economics and Policy.</p>
	<p>Andre Vasconcelos, Global Engagement Lead, Global Canopy – TRASE</p> <p>André Vasconcelos is the Global Engagement Lead at Trase. André coordinates the team’s engagement activities involving dialogue and solutions building with global actors to make agricultural commodity supply chains more sustainable. He has over 15 years of experience in the development and implementation of projects focused on the conservation and sustainable use of natural resources. Over the last seven years his work has focused on deforestation and supply chains, with a particular emphasis on the exposure of Chinese and European markets to deforestation and climate impacts. He holds a degree in Ecology from the Universidade Estadual Paulista (UNESP) and an MSc in Biodiversity Conservation from the University of Oxford.</p>
	<p>Moderator: Michaela Summerer, Policy Advisor, Green and inclusive Value Chains</p> <p>Michaela closely follows the EU Regulation on Deforestation-free Products (EUDR) to design and deliver ITC’s capacity building and awareness raising for MSMEs. Building on her extensive experience in trade policy, her work focuses on the nexus between trade and environment. Michaela holds an MSc in Global (Economic) History from the London School of Economics and Political Science.</p>
<p>Panel II</p>	
	<p>Ana Yaluff Director Sustainability EMEA ADM Germany</p> <p>Ana has more than ten years of experience within the Sustainability area in the food industry, with strong expertise in tackling global sustainability challenges for the agricultural commodities and building local and regional solutions to face those challenges, from the private sector perspective. Currently she works as Head of Sustainability at ADM for the EMEA region. She holds a Master Professional in International Economy from Sorbonne University and a Postgraduate Certificate in Sustainable Value Chains from Cambridge Institute for Sustainability Leadership.</p>

	<p>Bless Agume, Ndugu Farmers Ltd, Uganda</p> <p>Bless Agume is a Ugandan social entrepreneur dedicated to sustainable agripreneurship. As a Cofounder & Operations Director at Ndugu Farmers, he networks and digitizing Cooperatives into sustainable supply chains that responsibly source and sell traceable, certified coffee for premium sales and impact claims paid by top coffee buyers to smallholder farmers. He leverages traceability data to facilitate credit scoring of farmers to access financing for such services as school fees advances, inputs on credit, health coverage. He leverages Certifications to unlock impact claims & funding support to mitigate environment degradation through promoting agroforestry for carbon credits to farmers. Bless mission is to make agribusiness profitably and sustainably work for all involved.</p>
	<p>Belinda Borck, Global Public Policy Lead, Tony's Chocolonely</p> <p>Belinda has worked for Tony's Chocolonely for over four years in the context of sustainability reporting and public policy. She oversees the UK, US, and EU public policy work of Tony's Open Chain."</p>
	<p>Louis Hinzen, Senior Manager, Economic Affairs, Trade & Market Access Lead, FOODDRINK Europe</p> <p>Louis Hinzen joined FoodDrinkEurope in 2013. His responsibilities include: trade policy analysis – bilateral & multilateral trade negotiations and agreements, market access issues – tariff and non-tariff barriers, analysis of trade data and food prices, and publication of a quarterly economic bulletin.</p>
	<p>Moderator: Mathieu Lamolle, Senior Advisor Sustainable Global Value Chains, International Trade Center</p> <p>Mathieu Lamolle has over 15 years of experience in international trade, market access and sustainable development issues. He holds a Master's degree in International Economics and Management from the Solvay Brussels School of Economics and Management (SBS) and speaks fluently English, French and Spanish. Mathieu works at the International Trade Centre (ITC) as Senior Advisor, Sustainable Global Value Chains. He leads ITC's work on sustainability standards and multi-stakeholder initiatives, and he leads ITC's work on deforestation-free global value chains. He is also ITC focal point for MSME technical assistance in the context of the new EU Deforestation-free products Regulation (EUDR). Mathieu coordinates partnerships with private industry</p>

	<p>groups, companies and civil society organizations and he delivers high-level keynote contributions to sustainability global events, he also delivers technical assistance and advisory services to MSMEs to develop sustainable business strategies, helping companies to integrate sustainability in their supply chains and access international markets.</p>
<p><u>Closing Keynote</u></p>	
	<p>Elke Sümnick-Matthaei, Project Lead, Sustainable Agriculture for Forest Ecosystems (SAFE)</p> <p>Elke Sümnick-Matthaei has extensive expertise in the field of sustainable value chains and rural development. She is leading the flagship project Sustainable Agriculture for Forest Ecosystems (SAFE) as well as the Zero Deforestation Hub of the new Team Europe Initiative on Deforestation-Free Value Chains at the Gesellschaft für International Zusammenarbeit (GIZ) GmbH. Elke previously planned and advised rural development projects around the world with a particular focus on land governance. She is also a passionate advocate for gender equity and social inclusion in the agriculture sector. Her expertise extends to digitalisation, having previously led the D4Ag portfolio of a global agricultural innovation fund and supporting the development of a technology foresight tool for the international development community. Elke holds a PhD in Geography and Environmental Studies from the University of Stellenbosch (South Africa) and a Masters Degree in Geography from the University of Cambridge (UK).</p>