

Bio

Daniele Giovannucci, former food company executive and Senior Consultant to the World Bank Group, began conducting research on the sustainability issues of developing nations in 1992. In 2008 his work was ranked among the top 1% of the more than 107,000 professional authors listed by the Social Science Research Network.

He is the co-founder of the Committee on Sustainability Assessment (COSA), formed by a global consortium of 20 institutions. COSA has pioneered innovative measures for the ecological and social standards such as Organics and Fair Trade that are fast becoming part of global trade and a basis for Corporate Social Responsibility.

For the United Nations Environment Programme's "*The Green Economy Report*", Mr. Giovannucci coordinates the world's leading practitioners and institutions to develop policy and investment strategies for sustainability in agriculture.

Since conducting the first extensive research on sustainability of the world's most important cash crop: coffee — including the publications: "*The State of Sustainable Coffee*" & "*Sustainable Coffee Survey: North America*" — he has received several awards for his pioneering work and is often cited as the most widely published author in this field. His work on markets and agro-enterprise has been translated into 5 languages and his newest book "*Geographic Indications: A guide to global best practices*" will be released by the U.N. International Trade Centre in mid 2009.

Mr. Giovannucci has nearly three decades of business and development experience and has worked in more than 30 countries as adviser to international agencies, governments and corporations on sustainability, rural development strategies, and trade competitiveness. He currently leads several global projects and teaches courses focused on sustainability initiatives and standards. Born in rural Italy, he resides primarily in the US and his webpage is: www.DGiovannucci.net

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