

## Bio

Daniele Giovannucci is the co-founder and Executive Director of the Committee on Sustainability Assessment (COSA).

COSA is a global consortium of institutions and UN agencies advancing innovative ways to measure sustainability. It houses the world's largest data collection of uniform indicators and partners with many institutions to facilitate a real understanding of the impacts of projects and initiatives including standards such as Organic, Fair Trade, Rainforest Alliance and more.

Mr. Giovannucci is a former food company executive and Senior Consultant to the World Bank Group. He began conducting research on the sustainability issues of developing nations in 1992 and has since managed projects and research in more than 30 countries. He has led or contributed to the rural development strategies of various institutions such as the World Bank, InterAmerican Development Bank (IDB), U. S. Agency for International Development (USAID), International Fund for Agricultural Development (IFAD) and several governments.

His research on markets and agro-enterprise has been translated into a number of languages and his newest book, "Guide to Geographical Indications: Linking Products and their Origins" is published by the U.N. International Trade Centre. In 2008, 2009, and 2010 his work was ranked among the top 1% of the more than 150,000 professional authors tracked by the Social Science Research Network. Mr. Giovannucci lectures and teaches courses on sustainability, standards, and food security.