

Global Knowledge and Governance

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Outline

1. The paradoxes of global rules
2. Governance as a concept
3. Case studies
4. Knowledge and governance

Paradoxes of global rules and rule-making

1. Weakening state—yet more regulations and rules
2. More rules—yet no discernible progress

Ways to resolve:

1. New regulatory actors and scales
2. Nature of regulations changed
3. Compare market or trade-enhancing rules with market or trade-constraining rules

The concept of governance

- Regulation is no longer just done by government
 - NGOs
 - INGOs
 - Supranational organizations (WTO, World Bank, IMF, OECD, EU, etc.)
 - Private entities (corporations)
- Global governance almost never means a single global-level actor in charge

My focus on food and environmental standards

- Some of these are state or EU-derived
- Some are from the private sector and are upscaled into the EU-level regulation
- Which private and non-governmental entities have the capacity to affect rule making and the transnational level?

Big vs. small in EU policy concerns

Manuel Barroso, President of the European Commission: the European Union “needs to be big on big things and smaller on small things.”
(2013 State of the Union address)

Political pundits: “sweating the small stuff” →
EU’s failure to stop the rise of the extreme right wing

Bent banana ban ends

EU rules banning bent bananas and curved cucumbers are set to be scrapped. Previous reform of regulation 2257/94 was opposed by France, Italy, Spain and Greece

Regulation No 2257 / 94:
All bananas must be "free of abnormal curvature" and at least 14cm in length



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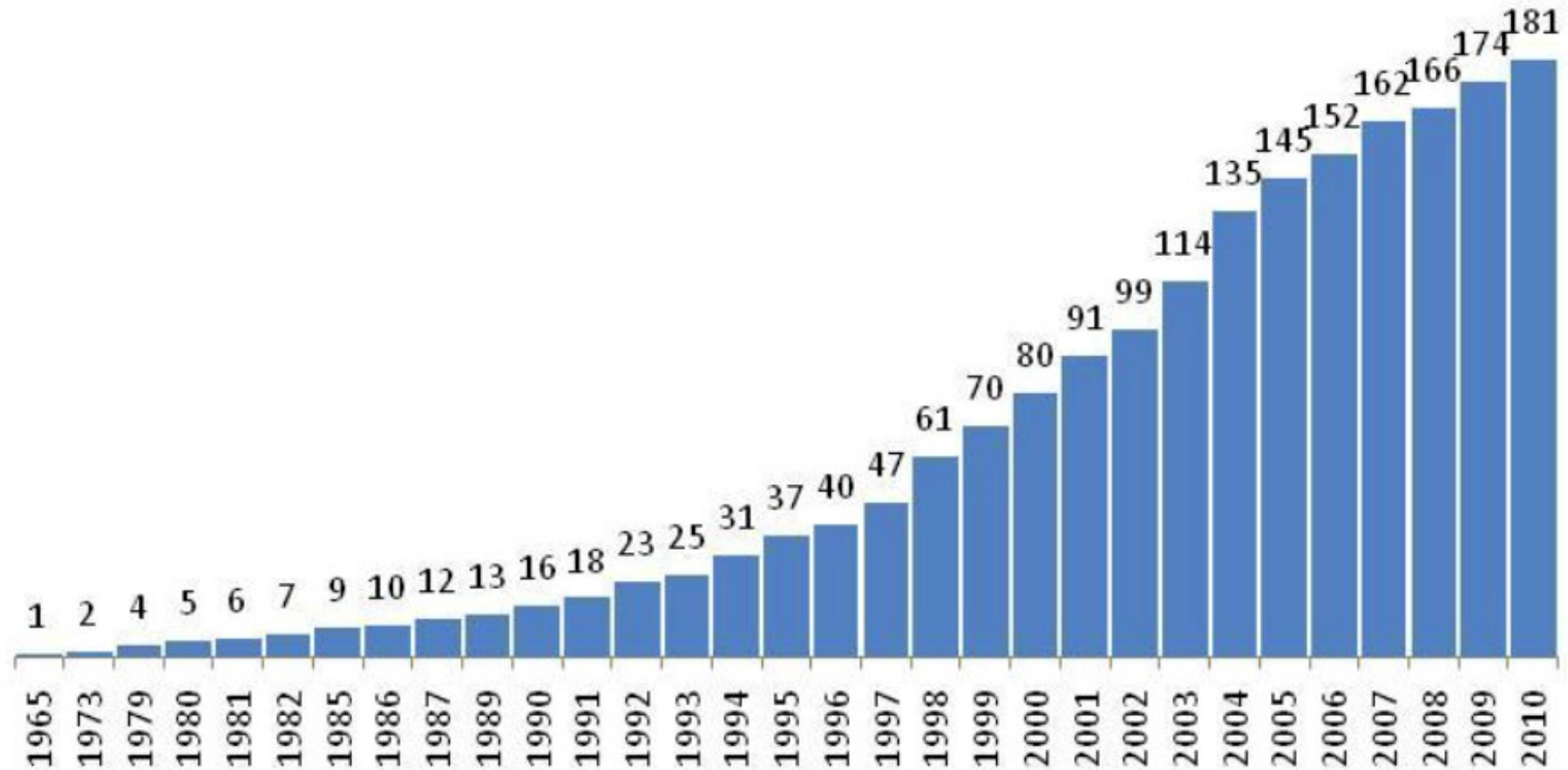
Long live the diversity of fruits
and vegetables!



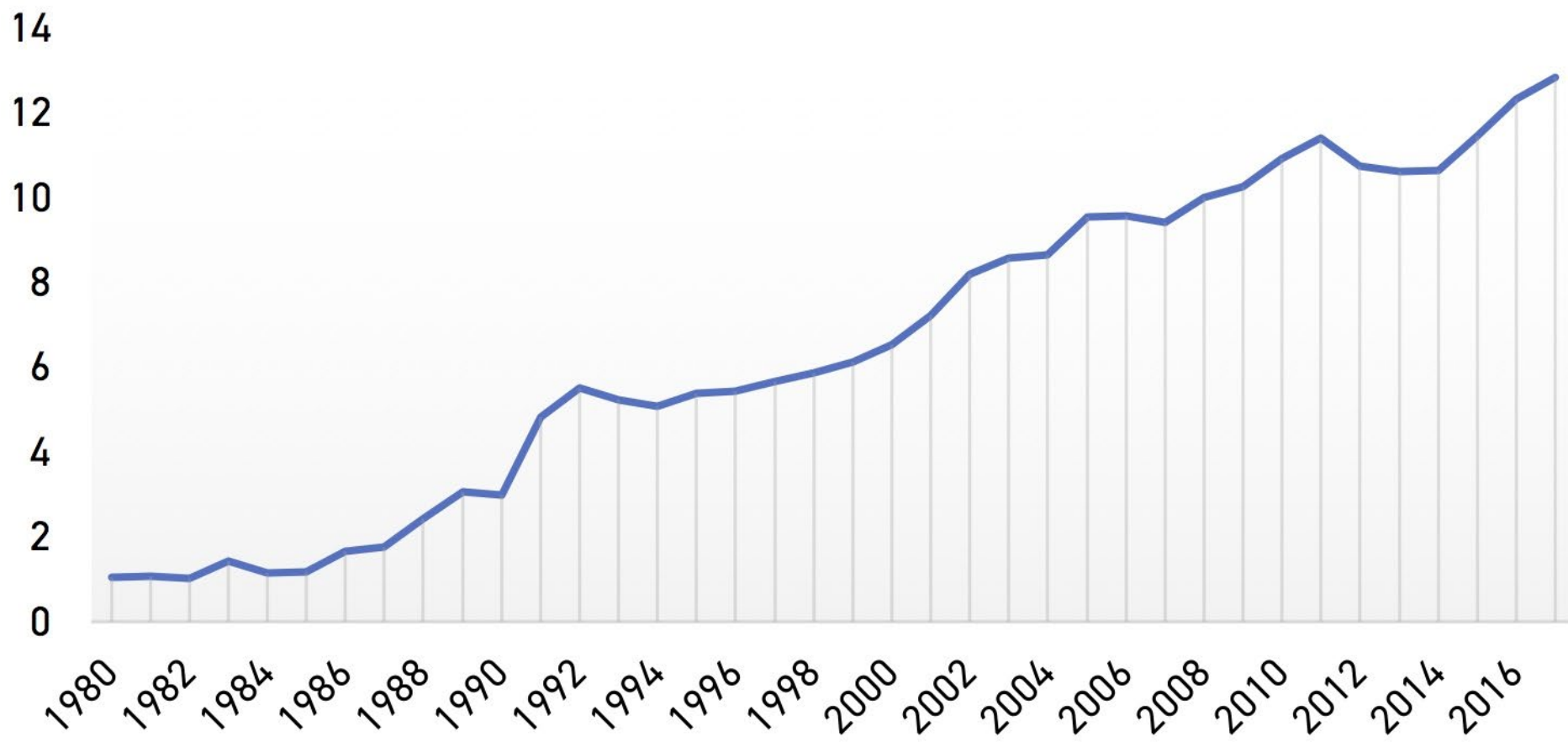
But not for apples, citrus fruit, kiwi
fruit, lettuces, peaches and
nectarines, pears, strawberries,
sweet peppers, table grapes and
tomatoes (accounts for 75% of value
of fruit and vegetable EU trade)

The certification revolution

Total number of schemes - evolution (EU-27)
(aggregation fed by 181 schemes out of a maximum theoretical total of 352)



Average electoral support right wing populist parties, Europe 1980-2017



The Hungarian Ban on Paprika

- On October 27, 2004
- contained aflatoxin B 1, a carcinogenic mycotoxin (produced by mold)
- Aflatoxin can only grow in peppers that are produced in Mediterranean or tropical climates.
- The famous Szeged and Kalocsa paprika, sold all over the world as a unique Hungarian product (Hungaricum), contained peppers imported from Brazil and Spain.
- Contamination occurred despite the adoption of EU hygienic standard HACCCP



How did it happen?

EU accession

- import duty goes from 44.2% to 5% overnight on May 1, 2004
- Spanish paprika is no longer import → no testing
- Brazilian paprika import becomes cheap for Hungarian paprika processing factories
- no customs border between Hungary and the EU → no aflatoxin check at Hungarian border

Consequences

- Paprika import is suspended on Western European markets
- Image destroyed → quick sale of one of the two oldest and biggest processors to a proxy foreign buyer
- Hungary requested European Food Safety Authority to introduce aflatoxin tests on imported peppers → denied

Hungary's national regulation was not scaled up to the EU.

Who pays?

Plays into Right Wing anti-EU discourse



The Materialization of Politics

“Before”: deliberation about goals → change material conditions of production to achieve goal

Now: change material conditions of production → achieve goals that were not deliberated upon

= Achieving political goals through the reorganization of the object world:

- Maintaining the competitive edge of certain Western European producers on the world and European markets by demanding particular physical attributes in production

Knowledge and governance

- Michael Kennedy's original claim and project
- Our effort: build knowledge networks with actors who want to have an impact on regulation, who want to politicize the material and bring it out of the realm of subpolitics (Beck)

Patterning of rules and governance structures
Simultaneous de-and re-regulation
Spatial/sectoral unevenness
Temporal disjuncture
Affords gains by taking advantage of unevenness of these
patterns