Overview

- Standards Alliance overview
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What is the Standards Alliance?

- New U.S. funding facility to support developing countries with implementing commitments under the WTO’s Technical Barriers to Trade (TBT) agreement
- Demand-based and results-oriented, focusing on strategic multi-year engagement
- Public-private model, leveraging access to expertise in the U.S. private sector and government agencies
Background

- Announced by the U.S. Agency for International Development (USAID) and the Office of the U.S. Trade Representative (USTR) at the World Trade Organization (WTO) in November 2012.

- A public-private partnership between the American National Standards Institute (ANSI) and USAID.
Why the Standards Alliance?

- Technical assistance and standards/policy objectives
- Capacity building for TBT vs. SPS
- Competition from third economies
- How does that impact U.S. industry?
Key Organizations

- Funding Agency – USAID
- Implementing Partner – ANSI
- Strategic Partner – USTR
- Local Partners – agencies/organizations in participating countries that support and champion program activities
- Subject matter experts – both public and private sector
Partner Countries/Regions

- Central America (Costa Rica, El Salvador, Guatemala, Honduras, Dominican Republic, Panama)
- Colombia
- East African Community
- Indonesia
- Mexico
- Middle East/North Africa (Morocco, Jordan)
- Peru
- Southern African Development Community
- Vietnam
- Yemen (cooperation with GSO)
Program Objectives

1. Increased understanding of WTO TBT principles
2. Implementation of the Code of Good Practice for the Preparation, Adoption and Application of Standards
3. Improved transparency in the development and alteration of technical regulations
4. More robust and transparent engagement with the private sector in standards development and use
How does the Standards Alliance support trade?

- ANSI serves as the coordinator for the U.S. standards system
- U.S. system characterized by:
  - Bottom-up approach
  - Voluntary consensus standards v. technical regulations

Foreign products successfully sold in U.S. market

Market Access + Market Acceptance = Standards
How does the Standards Alliance support trade? (African example)

- In 2013, AGOA countries exported USD 943 million worth of apparel products to the U.S.
- Effective agricultural, manufacturing, transportation, customs facilitation processes are necessary but not sufficient to support this trade flow.
How does the Standards Alliance support trade? (African example)

- To sell their products in U.S. stores, foreign-sourced apparel products MUST ALSO:
  - Meet FTC and CPSC regulations
  - Meet ASTM International, AATCC and other “voluntary” standards
How does the Standards Alliance support development?

- Development goal: access to clean water
  - Improvements in water supply and sanitation are critical to saving lives and in the development of communities.
  - Standards are an important tool for governments to enable, regulate, and implement large-scale water and sanitation programs.
How does the Standards Alliance support development? Indonesia

- **Development of a Uniform Plumbing Code** specific to Indonesia (UPC-ID) through an open consensus process
- **Adopt the Code nationally** - Work with BSN, the Ministry of Public Works, and the Ministry of Industry to have the code implemented and adopted nationally
- **Create a personnel certification program** to train installers and code enforcement officials on the UPC-ID
- **Develop a third party testing laboratory and develop a certification program for plumbing products** to ensure that they meet the standards set forth in the UPC-ID
- **Development educational and training programs** – work with national institutions to develop training and certificate programs to help ensure that the code is understood and applied
Sample activities

- The Standards Alliance uses both a holistic and sector-specific approach to accomplish its program objectives, and ultimately increase trade and facilitate development.

- Example activities include:
  - **Training** – best practices for standards development, implementing the WTO TBT Agreement, effective engagement in international standardization, and other core principles.
  - **Technical Exchange** – sector-specific priorities, engagement between TBT Enquiry Points, etc.
  - **Online Tools** – platforms to increase transparency and provide information requested by industry.
  - **Staff Exchange/Mentoring** – Opportunities within U.S. organizations to reinforce training and other exchanges.
Sample Activities: EAC

- To date, ANSI and the East African Trade Hub have worked together to:
  - Conduct a joint assessment (February 2014)
  - Develop and deploy an electronic notification system for Kenya (July 2014)
  - Co-host a workshop with the EAC on TBT notifications and public consultation (August 2014)

- Successes witnessed:
  - Rwanda notified new technical regulations to the WTO for the first time since 2007
  - ASTM International signed a new MoU with Burundi, completing the EAC members’ relationships with ASTM

Participants at the August 2014 public consultation workshop
Spotlight: Peru

- September 2013 - Decision-makers visit to DC included access to:
  - U.S. regulators
  - Standards developing organizations
  - Public and private sector leaders in standards, metrology and conformity assessment

- Discussed areas for collaboration under work plan
  - Good regulatory practices (e-rulemaking and regulatory impact assessment)
  - Standardization in key sectors
  - Metrology and legal metrology

- Work with Peru began in Summer 2014
- Workshops in Peru focused on introducing key principles
Spotlight: Peru (cont.)

- In 2014, continued work plan activities with training for regulators on analytical tools for regulatory decision-making
  - OMB-OIRA
  - USTR
  - U.S. regulators: USDA, EPA
  - ANSI
- Contributed to Peru’s strategic goal of completing OECD review
- Identified opportunities for continued cooperation

Future – Possible collaboration with more U.S.-based standards developers
## Tentative Timeline of Activities

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Opportunities for Engagement

- Call for proposals (rolling)
  - Opportunity to suggest and/or lead activities for future work plans
- Website: http://standardsalliance.ansi.org
  - Country-specific work plans
  - Quarterly reports on program activities
- Upcoming activities
Call for Proposals – Criteria

- Relevance to project objectives stated above.
- Degree to which the project responds to an area of interest or stated concern from the partner country and/or U.S. industry.
- Demonstration of public-private matching contribution of resources, which must be equal to or exceeding 1:1, including both in-kind and cash contributions.
- Intended outcomes and clear statement of the steps to achieve the outcomes.
Call for Proposals – Process

1. Submission to ANSI of concept paper describing proposed project
   - 1-2 pages
   - Includes executive summary and background on the issue the project will address
2. Invitation of full proposals to organizations with promising concept papers
3. Submission to ANSI of full proposals
4. Review of proposals by ANSI and USAID
   *Rolling*
5. Final notification of successful proposals
6. Publication of 2015-2016 work plans
   *Spring 2015*