



Standards Alliance

ANNUAL REPORT YEAR 5: 2017-2018



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INTRODUCTION AND BACKGROUND

The following report contains a summary of the major activities completed and outcomes achieved during the fifth year of implementation of the Standards Alliance, a public-private partnership between the American National Standards Institute (ANSI) and the U.S. Agency for International Development (USAID). Additional information is provided through quarterly performance reports submitted to USAID by ANSI.

The [Standards Alliance](#) was announced by USAID in November 2012 as a new funding facility designed to provide capacity building assistance to developing countries, specifically related to implementation of the World Trade Organization (WTO) Technical Barriers to Trade (TBT) Agreement. In May 2013, USAID and ANSI entered a public-private partnership, which coordinates subject matter experts from the private sector-led U.S. standardization system to deliver training and other technical assistance to interested Standards Alliance countries.

EXECUTIVE SUMMARY

The Standards Alliance engages more than 10 country/regions on a wide range of capacity-building activities, focusing on the improvement of participating countries' ability to fulfill World Trade Organization (WTO) obligations and enhancing practical knowledge of the WTO Technical Barriers to Trade (TBT) Agreement. In year 5, the Standards Alliance completed 12 TBT-related trainings, workshops, and delegation visits, which included more than 700 participants.¹ These activities have advanced U.S. business interests in a variety of export categories, paved the way for U.S. investment, and have helped improve Standards Alliance countries' understanding and application of TBT-related mechanisms, as described further in this annual report.

Standards form the foundation of world trade and the efforts of the Standards Alliance have helped to create fertile ground for reciprocal trade with the U.S. Over the past five years, the Standards Alliance has contributed to the development of quality infrastructure, or institutions that support strong TBT compliance, in partner countries. These efforts help to create market confidence and support market access by decreasing barriers to trade, increasing transparency, improving regulatory development, and improving market predictability. These contributions further bolster the health and safety of citizens in participating countries through the increased understanding and utilization of international best practices for consumer protection.

Emblematic of these efforts, Standards Alliance countries increased the total number of TBT notifications to the WTO by 34%, while decreasing the number of trade-obstructive domestic policies over the past year.² This increased transparency not only signals improved understanding by participating countries,

¹ Includes participants in all of the above workshops and Indonesian standards development events.

² For more information on methodology used to develop statistics, see "Evaluation of project activities" section on p. 15

but also advances market predictability and enhances industry competitiveness. While notification and good regulatory design are basic first steps, these components are vital building blocks to supporting health, human safety, and economic stability.

Year 5 of the Standards Alliance marks a major milestone for the program, as it commemorates the conclusion of activities funded under the original Standards Alliance agreement with USAID. While activities under the Advanced Medical Technology Association's (AdvaMed) Regulatory Coherence and Convergence Project for the Medical Device Sector in Latin America will continue and be completed in Q3 2018, all significant efforts and federal funding has been fulfilled for the 10 countries/regions covered under the original Standards Alliance initiative. Standards Alliance support and programming for Trade Africa in Cote d'Ivoire, Ghana, Mozambique, Senegal, and Zambia will continue as planned until 2021.



Technical Training on Textiles Standards: Accra, Ghana

Through this partnership, the Standards Alliance has assisted developing countries in effectively developing and implementing new regulatory frameworks in order to facilitate the growth of manufacturing, trade and skilled labor as well as help to ensure that these countries meet their commitments under the WTO's Technical Barriers to Trade (TBT) agreement.

Under the original initiative, the U.S. Government in concert with the private sector agreed to provide technical assistance and support to government ministries and other local stakeholders in the following areas:

- **TECHNICAL REGULATIONS** - Assistance developing technical regulations in emerging markets based on international standards originating in the United States. This is critical to aligning market access requirements, removing technical barriers, and lowering the costs of trade.
- **PERSONNEL TRAINING & CERTIFICATION** - Resources to establish personnel certification criteria and training programs for regulators and for manufacturers/installers/designers, which is requisite to building a qualified workforce.
- **CONFORMITY ASSESSMENT** - Assistance in establishing a strong conformity assessment program ensuring products comply with established safety and efficiency requirements and that market access requirements meet World Trade Organization best practices.

Additionally, Standards Alliance projects routinely involved stakeholders from USAID, U.S. Department Commerce, the U.S. Trade Representative, local government officials and private sector, as well as U.S. industry. These projects allow stakeholders to share and leverage resources, while optimizing cross-agency collaboration. Standards Alliance-sponsored events have provided an indispensable forum to engage with an array of industry stakeholders in markets around the world.

In year 5, the International Association of Plumbing and Mechanical Officials (IAPMO) continued to make major strides to support urban water and sanitation services in Indonesia. IAMPO successfully transferred

KAN Accreditation for the ISO 9001 certification program and began processing applications in Indonesia. IAPMO was approved as a 3rd party accreditation agency for the Green Product Council of Indonesia and formed the Indonesian Plumbing Association (APIN), where it voluntarily serves as the secretariat. The association also worked with the Ministry of Public Work to explore partnership opportunities to incorporate SNI 8153:2015 into the permit and inspections process. In Jordan, IAMPO joined the Jordanian National Building Council (JNBC), Water Authority of Jordan (WAJ), and Jordan Standards and Metrology Organization (JSMO) in signing a memorandum of understanding (MOU) to enhance water/sanitation infrastructure in the kingdom. The signing of the MOU marks the consolidation of a true partnership with IAPMO. It also provides an opportunity to further develop the Jordanian plumbing code and national standards in addition to product certification and personnel certification of plumbers and inspectors on plumbing systems that can assist Jordan in contributing to solutions dealing with water scarcity.

Despite reaching the end of the first five-year program, the Standards Alliance will continue to support enduring outcomes to aid the 5 African countries' participation and impact on global trade policy decisions in the coming year. The Standards Alliance will further accentuate these developing countries' utilization of transparency mechanisms to enhance their credibility and legitimacy while ensuring U.S. stakeholder market awareness and access. A continued emphasis on capacity building assistance rooted in U.S. business interests will help support lasting outcomes.

SUMMARY OF PROJECT OUTPUTS

According to the "Standards Alliance Year 5 Plan" (August 2017), a set of activities were identified for execution. Additional activities beyond the Year 5 Plan were also carried out, as agreed with USAID and when appropriate for the scope and resources of the project.

The primary outputs of the fifth year of the Standards Alliance included:

- Phase II, Food Additives Workshop in Indonesia and Vietnam (New addition to Year 4 Annual Plan) (July 2017)
- Workshop on Using the Mozambique National Quality Policy to Promote Trade and Investment (August 2017)
- Standards Alliance Workshop on Sharing Best Practices in Chemicals Regulation, Vietnam (August 2017)
- Vietnam Delegation of Autos Officials Visit to the U.S. (August 2017)
- Standards Alliance Automotive Discussion with SASO and GSO in Riyadh (September 2017)
- Risk-based consumer protection orientation delegation visit to Washington D.C. by Senegal, Ghana, and Cote d'Ivoire (October 2017)
- Standards Alliance participation in ARSO CACO Meeting in Namibia (October 2017)
- Colombia Delegation Visit and Workshop on Regulatory Coherence and Convergence (January 2018)
- West Africa Training on Textiles and Apparel Standards in Ghana and Cote d'Ivoire (March 2018)
- Workshop in Zambia Standards in Support of U.S.-Zambia Trade and Investment (March 2018)
- Workshop on Good Regulatory Practices in Mozambique (May 2018)

All of the projected outputs described in the Year 5 Plan were completed or begun and/or rescheduled for Year 5. The most cited reason for postponed or rescheduled outputs in Year 5 were staff turnover at counterpart agencies or gaps in partner USAID project contracts. The 2017-2018 outputs are summarized by country/region in the table from the work plan.

ACTIVITY	PROPOSED COUNTERPART	OUTPUT	STATUS
Central America (CAFTA-DR)			
1. Regulatory Coherence and Convergence Project for the Medical Device Sector	COGUANOR, INTECO, OSN, OHN, DMN, and INDOCAL	Training and adoption of international best practices	To be completed, September 2018
Colombia			
2. Regulatory Coherence and Convergence Project for the Medical Device Sector	ICONTEC	Training and adoption of international best practices	To be completed, September 2018
East African Community (EAC)			
Indonesia			
3. Implementation of UPC-ID (led by IAPMO)	BSN, Ministry of Public Works, Ministry of Industry	Code adopted in sub-national jurisdictions throughout Indonesia	Begun March 2015, ongoing as non-federal activity
Mexico			
4. Regulatory Coherence and Convergence Project for the Medical Device Sector	DGN	Training and adoption of international best practices	To be completed, September 2018
Middle East/ North Africa (Jordan and Morocco)			
Peru			
5. Regulatory Coherence and Convergence Project for the Medical Device Sector	INACAL	Training and adoption of international best practices	To be completed, September 2018

6.	ASME Advanced Manufacturing and Geometric Dimensioning and Tolerancing (GD&T) Workshop	INACAL	Training	Cancelled by ASME
Southern African Development Community (SADC)				
7.	Using the Mozambique National Quality Policy to promote U.S. – Mozambique Trade and Investment	INNOQ, MIC, SPEED Plus, and relevant industry associations	Capacity Building	August 2017
8.	ARSO Conformity Assessment Committee (CACO) Meeting presentations on Sustainable Agriculture Standards	ARSO and attending national standards bodies	Capacity Building	October 2017
9.	Standards to Support U.S. – Zambia Trade and Investment	ZABS, BRRRA, Ministry of Commerce, Trade and Industry	Capacity Building Workshop	March 2018
10.	Clean cooking fuel workshop in Zambia	ZABS	Capacity Building	Postponed, November 2018
11.	Workshop on Good Regulatory Practices (GRP)	INNOQ, SPEED+	Capacity Building	May 2018
12.	Training to support implementation of public participation law	MIC, INNOQ, SPEED Plus, relevant industry associations	Training and mentoring on public consultation in the regulatory process and utilizing effective notice and comment procedures	Postponed, November 2018
13.	Best Practices to Support the Development and Adoption of Energy and Mining Standards in Zambia	ZABS; BRRRA; MCTI; Ministry of Mines, Energy, and Water	Capacity Building and Technical Training	Postponed TBD 2019
14.	Regulatory Impact Assessment Follow-up Workshop	ZABS, BRRRA, MCTI	Capacity Building	July 2018
15.	The Role of International Standards and Building a Culture of Quality in Mozambique	INNOQ, CTA, SPEED+, other relevant industry associations	Capacity Building Workshop	Postponed TBD 2019

16. Orientation Visit to the United States	INNOQ, INAE, and other relevant agencies	Technical Training and Sensitization to U.S. and International best practices	Cancelled
Vietnam			
17. ANSI-Standards Alliance & APEC Chemical Dialogue Sharing Best Practices in Chemical Regulation	ANSI, APEC, ACC, and other relevant APEC economies	Capacity Building	August 2017
West Africa			
18. Capacity building for International Standards Participation in Senegal	ASN staff and committee secretaries	Mentoring and training on the formation and operation of ISO national mirror committees, serving as committee secretariat, and leading standards development	Ongoing
19. Risk-based consumer protection orientation delegation visit by Senegal, Ghana, and Cote d'Ivoire	ASN, GSA, MOTI, CODINORM	Training on best practices for conducting risk-based analysis and trade-friendly consumer protection laws and policies	Oct 2017
20. Workshop on Good Regulatory Practices in Senegal	ASN	Capacity Building Workshop	Postponed, December 2018
21. Risk-Based Consumer Protection, including Conformity Assessment Practices, Follow-up Workshop Roadshow in Cote d'Ivoire, Ghana, and Senegal	ASN, CODINORM, GSA, MOTI	Targeted Capacity Building	June 2018
22. Sector Specific Standards Workshop	ASN and other relevant ministries and industry	Capacity Building Workshop	Postponed TBD 2019
23. Textiles and Apparel Technical Training in Ghana and Cote d'Ivoire	GSA, Ethical Apparel Africa	Technical Training	March 2018
24. Sector Specific Standards Workshop in Ghana	GSA and relevant ministries	Capacity Building	Postponed TBD 2019
25. Sector Specific Standards Workshop in Cote d'Ivoire	CODINORM	Capacity Building	Postponed TBD 2019

26. Workshops with U.S. Investors to Sensitize Stakeholders on International Standards	CODINORM, APEX-CI, ADB	Capacity Building Workshop	Postponed TDB 2019
Yemen			

SUMMARY OF MAJOR ACCOMPLISHMENTS

In addition to delivering progress on projected outputs for the fifth year of the initiative, the Standards Alliance recognized several key milestones and accomplishments that may be highlighted as indicative of future successes. This section includes examples of these accomplishments, most of which build off the major successes highlighted in the Year 4 report and quarterly reports for 2017-2018.

1. AdvaMed Medical Devices: Maximizing Good Regulatory Practice in Latin America

Technical barriers to trade and lack of regulatory coherence have emerged as major impediments to international trade and investment. A 2016 study conducted by the International Trade Administration (ITA), found that 92% of U.S. goods exports and 93% of global good exports were affected by technical regulations in 2015.³ The study concluded that technical regulations, especially those based on national or regional standards rather than international standards, can create additional costs for exports as suppliers seek to adapt their products and processes to differing regulatory requirements around the globe. This is particularly true in commonly notified, heavily traded sectors. In year 5, the Standards Alliance worked to address this issue in the medical devices sector for Latin America.

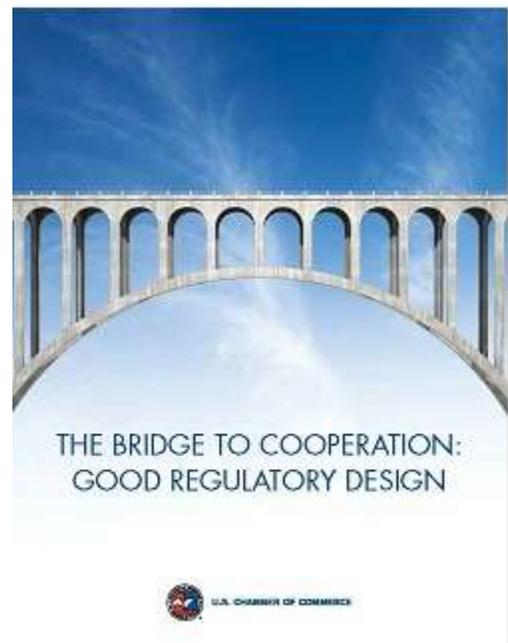
The Standards Alliance collaborated with the Advanced Medical Technology Association (AdvaMed) on a yearlong project focused on promoting and encouraging regulatory coherence, strengthening good regulatory practices, and providing capacity building in the medical device sector in Latin American, including Colombia, Mexico, Peru, and CAFTA-DR countries (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Dominican Republic).

The project's primary objective is to enhance regulatory practices across Latin America by providing private sector expertise and resources in support of international, regional, sub-regional, and national governmental initiatives. The project emphasizes the implementation and fortification of policies promoting the use of internationally harmonized voluntary consensus standards and conformity assessment mechanisms. These efforts seek to support a firm foundation of internationally accepted regulatory practices in Latin America, to help improve market access for U.S. medical device manufacturers and bolster international confidence in Latin American markets. The project focused on two tiers of regulatory engagement. Tier 1 emphasized regulatory coherence across government agencies benchmarked across international best practices. Tier 2 highlighted good regulatory practices for the development and implementation of technical regulations, standards, and conformance within the medical devices sector.

³ Okun-Kozlowicki, J. (June 2016). "Standards and Regulations: Measuring the Link to Goods Trade." Office of Standards and Investment Policy, International Trade Administration, U.S. Department of Commerce. Retrieved from https://www.trade.gov/td/osip/documents/osip_standards_trade_full_paper_2016.pdf

Following close collaboration with various governments and international organizations, AdvaMed alongside the U.S. Chamber of Commerce, developed and published an implementation guide called, "*The Bridge to Cooperation: Good Regulatory Design*," which has since been translated into Spanish and Portuguese by AdvaMed with its U.S. industry members' support.⁴ The guide outlines best practices for regulatory design and serves as an overview for governments and stakeholders alike to assess whether internationally recognized best practices were utilized in cross-border regulatory cooperation initiatives. The American Business Dialogue (ABD) endorsed the guide's recommendations including those for Good Regulatory Practices (GRP) in its annual report based on the Standards Alliance work and highlighted the initiative as a priority that strongly supports transparent practices and growth in the Americas.⁵ The Inter-American Development Bank (IAD) reiterated these recommendations as the consensus position of the Western Hemispheric private sector to CEOs and Leaders at the Eighth Summit of the Americas in Lima, Peru on April 13-14, 2018. IAD further encouraged implementation of GRPs across the Americas. Furthermore, AdvaMed will soon publish a gap analysis and general assessment of existing regulatory coherence policies and their consistency with international best practices for Costa Rica, Colombia, Mexico, and Peru in English and Spanish.

The AdvaMed project was successful in establishing a mechanism to systematically and permanently reduce the largest barriers to trade between the United States and its key partners in Latin America, while also increasing regulatory efficacy and efficiency for life saving innovations. Due to the program, the public now has a detailed view of the rulemaking processes in Colombia, Costa Rica, Mexico, and Peru as they apply to all sectors together with an identification of the international standards applicable to medical device regulatory convergence. In late May, the accession of Colombia to the Organisation for Economic Cooperation and Development (OECD) was recognized; Costa Rica and Peru are in the process of accession and each country is more capable of adhering to its recommendations due to their increased understanding of the prioritization and use of international standards and conformity assessment mechanisms as foundational GRPs. Furthermore, this year Mexico implemented one of the strongest globally recognized GRP laws, including provisions, which further codify elements of the World Trade Organization Technical Barriers to Trade Agreement, including on the use of international standards. All countries under the AdvaMed project including Brazil, either have, or are in the process of implementing, Regulatory Impact Assessment (RIA) policies that, among other elements, which require the justification for the non-use of international standards for regulatory purposes. Colombia and Mexico have also initiated their applications to join the International Medical Device Regulators Forum (IMDRF), which is itself developing policy guidance for medical device regulators urging increased use of standards for regulatory purposes.



⁴ The Bridge to Cooperation: Good Regulatory Design. (April 2017). Retrieved from

https://www.uschamber.com/sites/default/files/good_regulatory_design_paper_-_4-24-2017_-_final.pdf

⁵ Americas Business Dialogue. (2018). "Action for Growth: Policy Recommendations and 2018-2021 Action Plan for Growth in the Americas." Retrieved from <http://americasbd.org/en/report/#>

The international benchmark information identified in this Standards Alliance project can serve as a template for increased bilateral trade and regulatory cooperation between the U.S. and these countries. It will also serve as a basis for multilateral capacity building between these countries and the United States including in the Inter-American Development Bank and the Asia Pacific Economic Cooperation (APEC) for GRP and the Pan-American Health Organization (PAHO) and APEC for the medical device sector. This project has also established within these bilateral and multilateral networks a self-reinforcing mechanism, which, together with the private sector and through the implementation of GRP, institute the prioritization of common international standards, enabling the acceleration and achievement of cross-border alignment of requirements for the sector. AdvaMed conservatively estimates the cost of regulatory non-alignment and technical barriers to trade for the global medical technology sector, led by the U.S., to be \$1 billion without taking into account the opportunity cost of the unrealized R&D, investment and job growth associated with this duplicative spending estimated to be several times larger. The potential for U.S. exports and economic prosperity through the elimination of these non-tariff barriers is significant, as 74% of U.S. medical device companies are embryonic or small to midsize. Initiatives such as the USAID Standards Alliance therefore have one of the best returns on investment the U.S. government has made to date to assist U.S. exporters, and that it can continue to make now and in the future.

Lastly, efforts are currently underway for this work stream to be expanded to a wider audience at the Pan American Standards Commission (COPANT) general assembly in 2019. The proposal is to invite the Colombian Institute of Technical Standards and Certification (INCONTEC), the Colombian medical device regulator (INVIMA) and other experts to present on medical device regulator use of standards and implementation of GRP in Colombia. International recognition of deliverables stemming from this project have provided an opportunity to share best practices and tangibly increase U.S. engagement with Latin America in the Medical Device industry, at a time when funding and political backing for standards activities in South America has been low. Successful implementation of these best practices through national, regional and international fora in the Americas, Africa and ASEAN regions could bring added benefit from the project, drastically influencing global trade in medical instruments, and reducing costs for U.S. manufacturers.

2. Improving Risk-Based Consumer Protection: West Africa

In October 2017, the Standards Alliance welcomed a delegation of 8 participants and 1 observer from West Africa to Washington D.C. for the Standards Alliance "West Africa Consumer Protection Orientation Visit." The visit focused on risk-based approaches to consumer protection, with the primary goal of helping to strengthen consumer protection systems in participating West African countries: Cote d'Ivoire, Ghana, Senegal and Nigeria (observer). Visiting delegates included representatives from CODINORM, the Association to Promote Ivorian Exports (APEXI-CI), the Ivorian

West Africa Consumer Protection Roadshow



Workshop participants in Accra, Ghana

Ministry of Commerce, the Ghana Standards Authority (GSA), the Ghanaian Ministry of Trade and Industry (MOTI), the Ghana Food and Drug Authority (FDA), the Senegalese Internal Trade Department (DCI), and the Standards Organization of Nigeria (SON).

During the delegation visit, 15 public and private sector organizations provided detailed presentations of various aspects of the U.S. consumer protection and regulatory system. These organizations included: the Office of the U.S. Trade Representative, the International Association of Plumbing Mechanical Officials (IAPMO), The Toy Association, the Alcohol and Tobacco Tax and Trade Bureau (TTB), the Wine Institute, the U.S. Consumer Product Safety Commission (CPSC), ASTM International, the Government Accountability Office (GAO), Nathan Associates, the American Chemistry Council (ACC), the National Institute of Standards and Technology (NIST), the U.S. International Trade Administration (ITA), the Personal Care Product Council (PCPC), the Grocery Manufacturers Association (GMA), and the U.S. Food and Drug Administration's (FDA) Center for Food Safety and Applied Nutrition (CFSAN).

The West Africa orientation visit was borne out of a needs assessment performed by ANSI, in which ANSI learned of a growing concern for low quality and dangerous goods imported into West African countries. These imports pose serious risks to West African citizens and include a wide variety of products from fake pharmaceuticals and exploding cell phones to faulty electrical wires and substandard cement. These low quality goods have led to serious injury and structural damage and collapse of homes and buildings. Visiting delegates traveled to the U.S. to learn about the U.S. strategy for mitigating risk through both voluntary standards and regulation.

Following the delegation visit, ANSI received positive feedback from many of the delegates, including requests for follow up events in their home countries. In response to these requests, the Standards Alliance organized a three-part roadshow on consumer protection in Ghana, Cote d'Ivoire, and Senegal that occurred in June 2018. The event included six speakers from the U.S. government and private sector. This workshop series allowed local stakeholders and government officials to engage in dialogue with U.S. participants on the value of risk-based methodologies to support consumer protection and to maximize limited government resources.

During the June workshop series, the Senegalese Ministry of Commerce made a commitment to reactivate the National Commission for the Control of Food Products (CNCPPA), which was established on May 27, 1966 with the overarching goal to protect Senegalese consumers from dangerous or low-quality food products. The commission brings together a mix of public and private sector organizations and will be reactivated in September 2018.

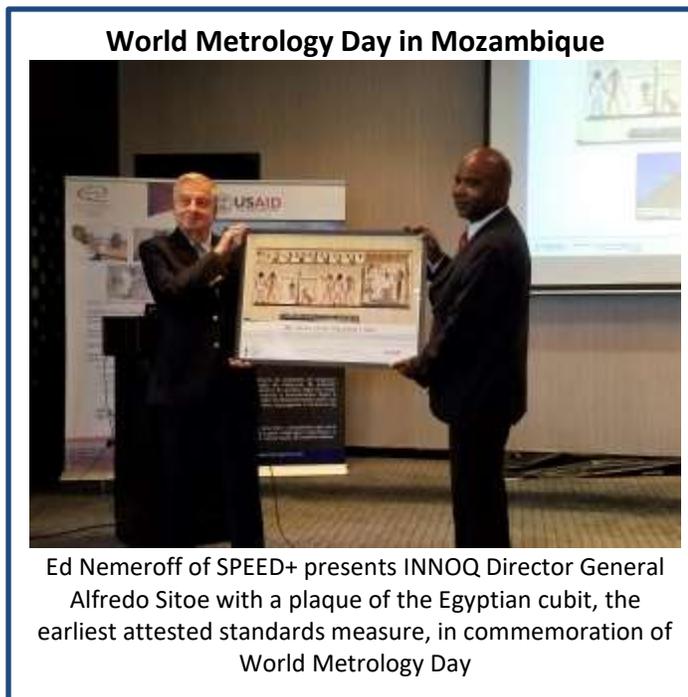
3. Promoting Trade and Investment in Mozambique through a National Quality Policy

In August 2017, ANSI organized the first Standards Alliance workshop in Mozambique following the Trade Africa expansion of the Standards Alliance. The event titled "Using the National Quality Policy to Promote U.S. – Mozambique Trade and Investment," was co-hosted by the Instituto Nacional de Normalização e Qualidade (INNOQ) and held in Maputo, Mozambique.

The workshop attracted 72 participants from the public and private sector and featured presentations by U.S. and Mozambican participants, including representatives from Bureau Veritas, Bristol-Myers Squibb (BMS), Underwriters Laboratory (UL), Regulatory Strategies and Solutions Group (RSS Group), INNOQ, and the Mozambican Ministry of Industry and Commerce (MIC). Workshop presentations supported the Mozambican government's ongoing development of a national quality policy and provided an opportunity

for Mozambican participants to consider how their draft national quality policy can be used to enhance bilateral trading relationship between the U.S. and Mozambique.

In follow-up to this event, INNOQ invited the Standards Alliance back to Mozambique in May 2018 for the "Workshop Celebrating World Metrology Day and a Guide to Good Regulatory Practices." The workshop included more than 70 participants and provided an opportunity for Mozambican and the U.S. experts to exchange information and increase participant understanding of metrology and general principles for good regulatory practice. U.S. speakers included representatives from USAID's project for Supporting the Policy Environment For Economic Development (SPEED+), the Office of the U.S. Trade Representative (USTR), ASTM International, the American Concrete Institute (ACI), and the Standards, Accreditation, and Trade (SAT) Advisors.



During the second day of the event, participants engaged in an interactive session to discuss strategies for improving national quality and regulatory practices in Mozambique. Interactive sessions included participants from INNOQ, national regulators, local private-sector, and other relevant organizations to identify the most important areas for future trainings to help Mozambique achieve its goals. Three main areas identified as a need for future trainings were regulatory coordination, stakeholder engagement and public consultation, and evaluating the regulatory review process.

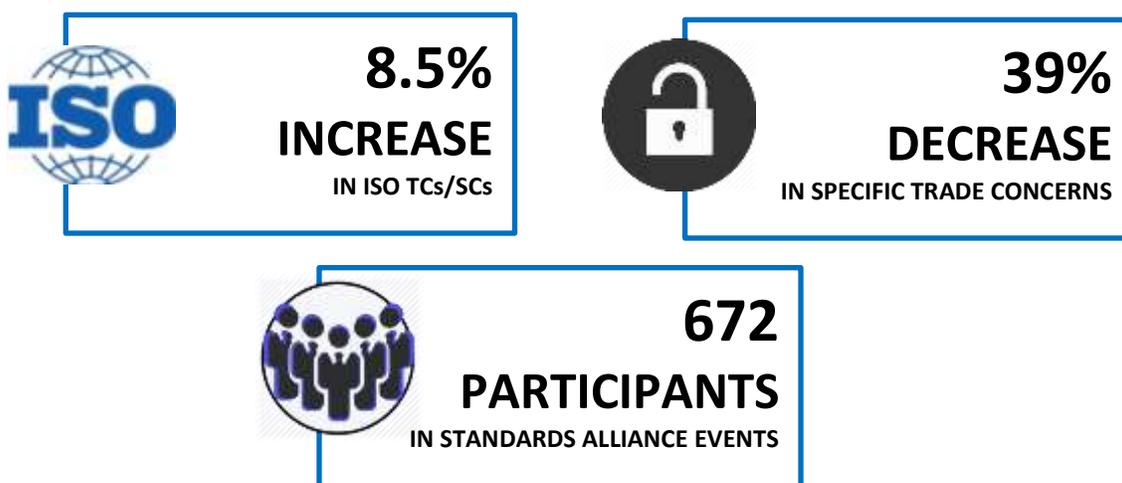
Upon conclusion of the workshop, attendees expressed interest in follow-up events on intra-governmental communication to support transparency and WTO notification processes in Mozambique. Future trainings are likely to coincide with the release of SPEED+'s "Standards, Metrology and Conformity Assessment: Tools to Facilitate Trade and Market Assess Handbook" during World Quality Week on November 8. These positive opportunities for continued work are particularly encouraging in light of the interest from U.S. private sector entities and potential for future investment.

EVALUATION OF PROJECT ACTIVITIES

During the fifth year of the Standards Alliance, ANSI tracked the major performance metrics that will establish progress towards the project objectives. According to the Year One Plan and project "Mission Statement", the following measures of success are applied:

1. Understanding of the WTO TBT measured through a comparison of knowledge assessments conducted before and after training sessions, communication frequency between inquiry points, and/or number of comments raised during bilateral or multilateral interaction.

2. Implementation of the Code of Good Practice (Annex 3 of the TBT Agreement) by central government and other standardizing bodies.
3. Transparency measured by the number and/or percentage of proposed technical regulations that are notified to the WTO Secretariat, and through comparison with baseline rates.
4. Increased engagement in international standardization measured by participation levels in organizations such as the International Organization for Standardization (ISO), International Electrotechnical Commission (IEC), and others.
5. Increased consultation with the private sector through workshops, stakeholder comments opportunities, responses to stakeholder questions, etc.
6. Progress in areas of trade concerns between the U.S. and partner governments, potentially including reduced compliance costs and/or greater market access for U.S. and domestic firms.



The table below summarizes outcomes witnessed for these metrics in 2017-2018.

Indicator	Relates to Measure	Definition	Unit of Measurement	Result
1	2, 4, 5	Participants trained on elements of the TBT Agreement (including the Code of Good Practice)	Number of Workshop Attendees	320 ⁶
2	1, 3	Partner countries showing increase in WTO TBT notifications	Number of Countries	10 ⁷
3	4	Increase in ISO TCs/SCs in which partner countries participate	Percentage increase	8.5% ⁸
4	5	Workshops held or other opportunities for partner country governments to engage with local private sector	Number of Workshops	10 ⁹

6 See complete list of activities on p. 4. Workshops for this indicator include Vietnam (August 2017), Mozambique (August 2017), Orientation visit (October 2018), Colombia Delegation (January 2018), Zambia (March 2018), Mozambique (May 2018).

7 Burundi, Dominican Republic, Honduras, Malawi, Mexico, Nicaragua, Peru, Rwanda, Tanzania, Uganda, and Vietnam all demonstrated increased annual notifications from 2017 to 2018. Source: <http://tbtims.wto.org/>

8 Total TC/SC participation was measured across the 27 countries included in the Standards Alliance who are also ISO members. Source: ISO.

9 See complete list of activities on p. 4.

5	5	Public-private participation at Standards Alliance events	Total Number of Participants	747 ¹⁰
6	1, 4, 6	Decreased WTO TBT Committee participation by Standards Alliance members	Percentage Decrease	31.7% ¹¹
7	1, 4, 6	Decrease in TBT specific trade concerns raised against Standards Alliance members since 2012	Percentage Decrease	39% ¹²
8	2,4	MoU's or informal arrangements established between partner country standards bodies and U.S. based SDO's	Number of Agreements signed	0 ¹³

Notable results captured in the above table include the positive increase in WTO TBT Committee meetings. The number of STCs raised against Standards Alliance countries fell by 34% when compared with the same period in 2012. Mexico and Guatemala participated the most out of the 27 partner countries during the 2017 WTO TBT Committee meetings.

CONCLUSION

The Standards Alliance continued to make substantial progress in 2017-2018, accomplishing a majority of its stated objectives and completing work plan deliverables, while continuing stakeholder outreach across more than ten country/regions. In addition to these successes, trainings focused on both foundational principles and sectoral priorities, maximizing program impact and potential for robust future work streams.

Through the ongoing pursuit of robust capacity building assistance related to implementation of the WTO TBT Agreement, the Standards Alliance continues to support enduring and positive, standards-related changes in developing countries. In the coming year, the Standards Alliance will further accentuate the continued utilization of transparency mechanisms by developing nations to strengthen both their confidence and international legitimacy while ensuring U.S. stakeholder awareness and access. These principles will further support the development of participating nations by contributing to improved infrastructure, more effective consumer protection mechanisms, and expanded local industry.

Year 5 represents a culmination of the original Standards Alliance funding initiated in 2013 as a unique, first-of-its-kind investment by the U.S. government. Since its inception, the Standards Alliance has realized numerous successes for U.S. business and built strong and receptive relationships with partner countries. During the last 5 years over 42 workshops and trainings were held, 21 MOU's signed between partner country standards bodies and U.S. based SDO's, and the Standards Alliance website (<https://standardsalliance.ansi.org/Default.aspx>) was created publishing ongoing updates with program

10 Includes participants in all of the above workshops, excluding the participant numbers for events coordinated by IAPMO in Indonesia
11 Decreased WTO TBT Committee participation was measured across 27 Standards Alliance countries based on comments made during WTO TBT Committee meetings. This percentage was calculated by summing the number of STCs raised by member countries during the three TBT Committee meetings in 2012 compared with STCs raised during the three TBT Committee meetings in 2017. This information can be found on the WTO TBT web page, <http://tbtims.wto.org/>
12 The decrease in STCs was measured across 27 Standards Alliance nations based on comments made at WTO TBT Committee Meetings. This percentage encompasses the total number of STCs raised against Standards Alliance countries during the three WTO TBT Committee meetings in 2012 compared with STCs raised against member countries during TBT Committee meetings in 2017. Minutes from WTO TBT Committee Meetings are available in the searchable WTO document database: docs.wto.org.
13 None reported.

materials, activities, and accomplishments. Despite reaching the end of the original program, the Standards Alliance will continue support for the 5 African countries until 2021. Transparency and harmonization of standards and technical regulations will become vital in the success of the newly passed African Continental Free Trade Area (CFTA). Beyond its continued technical support for these African partner countries, ANSI looks to find ways to continue to engage with and build on the relationships formed in the last 5 years.

Future success of the Standards Alliance will rely on continued engagement and support from a diverse stakeholder group in the U.S., including private and public sector experts. ANSI recognizes the contributions of all of the agencies and organizations that participated in the Standards Alliance this year, including the core strategic partner USTR, as well as the Department of Commerce, OMB-OIRA, FDA and other regulatory agencies, and ANSI members from the private sector that participated. We look forward to continuing to bring the expertise of the U.S. public-private partnership for standards, conformity assessment and technical regulations in implementing the Standards Alliance.

