



# ANSI-USAID Standards Alliance Annual Report Year 1: 2013 – 2014

August 2014



**Period of Performance:** May 6, 2013 – May 5, 2014

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## INTRODUCTION

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The following report contains a summary of the major activities completed and outcomes achieved during the first 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 into a public-private partnership which will coordinate subject matter experts from throughout the private sector-led U.S. standardization system in the delivery of training and other technical assistance to interested Standards Alliance countries.

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## SUMMARY OF PROJECT OUTPUTS

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According to the “Standards Alliance Year One Plan” (August 2013), a set of activities was identified to be carried out. Additional activities beyond the Year One Plan were also carried out, when appropriate for the scope and resources of the project.

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

- Joint assessments conducted for ten (10) partner countries/regions
- Work plans established for each partner country/region
- Inaugural U.S. event carried out in Washington, DC
- Program website established: <http://standardsalliance.ansi.org/>
- Three WTO TBT enquiry point engagements conducted:
  - Regional training for East African Community (EAC) member states (December 2013)
  - In-country training for Southern African Development Community (SADC) countries (Lesotho, Malawi, Zambia – December 2013)
  - Benchmarking visit to the U.S. for SADC countries (January 2014)
- Visit of a Peruvian delegation to the U.S., including meetings with a variety of experts involved in standards, regulations and conformity assessment (September 2013, in conjunction with the USAID Facilitando Comercio project)

- Training/information exchange on standards and regulation, conformity assessment, metrology and legal metrology conducted in Peru (August 2013, in conjunction with Facilitando Comercio)
- Training/information exchange on good regulatory practice conducted in Indonesia (June 2013, in conjunction with the USAID Support for Economic Analysis Development in Indonesia (SEADI) project)

All of the projected outputs described in the Year One Plan were completed. These outputs are summarized by country/region in the table below.

Country	Joint Assessment	Work Plan	U.S. kick-off	Website	Enquiry Point engagement	Additional Training
<b>USA</b>			✓	✓		
<b>Central America</b>	✓	✓*				
<b>Colombia</b>	✓	✓				
<b>EAC</b>	✓	✓			✓	
<b>Indonesia</b>	✓	✓				✓
<b>Mexico</b>	✓	✓*				
<b>MENA</b>	✓	✓				
<b>Peru</b>	✓	✓				✓ <sup>1</sup>
<b>SADC</b>	✓	✓			✓ <sup>2</sup>	
<b>Vietnam/ ASEAN</b>	✓	✓				
<b>Yemen</b>	✓	✓				

\*The work plans for Mexico and Central America have been drafted and preliminarily agreed-upon, but were finalized after the end of the project year, due to scheduling of the joint assessments.

## SUMMARY OF MAJOR ACCOMPLISHMENTS

In addition to achieving all of the projected outputs for the first 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.

### 1. WTO TBT Notifications by Rwanda

One of the four main pillars of the Standards Alliance, and the first category of assistance listed on the application for interested countries, is development of an effective WTO TBT enquiry point. This includes progress toward enquiry point responsibilities such as submitting notifications of proposed national technical regulations to the WTO. These notifications are distributed to all WTO member countries and represent the primary transparency tool used by industry to access information about the requirements governing market access and trade.

<sup>1</sup> Four (4) additional training activities were conducted with Peru between July-September 2013, in coordination with the USAID Facilitando Comercio project.

<sup>2</sup> Two (2) enquiry point engagements were conducted with SADC countries – in-country training in December 2013, and a benchmarking visit to the U.S. in January 2014.



SADC Training participants with Diane Thompson, consultant to the project

In recognition of this key element of the Standards Alliance, ANSI included dedicated activities for national enquiry point training in the Year One project plan. In-country and regional trainings were conducted for EAC and SADC countries of the Standards Alliance, and a benchmarking visit for three SADC countries to the U.S. was conducted. The curricula for these trainings were developed in consultation with the U.S. national enquiry point at the National Institute for Standards and Technology (NIST), and experienced consultants engaged by the Standards Alliance.

The first training was held in Nairobi, Kenya from December 9-11, 2013 and was attended by the national enquiry points of all five EAC countries, including Rwanda. In January 2014, the first major development from the training was witnessed, as Rwanda notified four new technical regulations to the WTO. Prior to the January notifications, the last time Rwanda submitted TBT notifications was in 2007.

ANSI congratulated Rwanda and both sides acknowledged the accomplishment during meetings held in February 2014 in Nairobi, Kenya. Looking ahead, the Standards Alliance work plans for EAC and SADC countries include continued engagement with the national enquiry points. Through this engagement, ANSI expects to record additional progress demonstrating the increased capacity of the partner countries' enquiry points.

## 2. Development of new electronic notification system (ENS) for Kenya

The East African Trade Hub, a USAID project working with the Kenya Bureau of Standards (KEBS), successfully developed and launched a new electronic system for the distribution of WTO TBT notifications to Kenyan stakeholders.

Similar to the [Notify U.S.](#) system used in the U.S., [NotifyKenyaTBT](#) allows users in Kenya to register online to opportunity to review and comment on proposed standards, technical regulations and conformity assessment procedures submitted by WTO members. The Standards Alliance coordinated with the East African Trade Hub on this activity, through the regional training activity described above, and by participating in the official launch of the system. The NotifyKenyaTBT software will allow Kenyan stakeholders to increase their awareness of tools that are available to access global markets, and will also help aid KEBS in upholding Kenya's WTO commitments. The Standards Alliance looks forward to replicating the success of NotifyKenyaTBT among other partner countries with similar needs.

### Regional Enquiry Point Training in Nairobi, Kenya



EAC training participants with experts from the U.S. national enquiry point at the National Institute for Standards and Technology (NIST)

### 3. Strategic Partner Organizations to Standards Alliance

Throughout the first year of the Standards Alliance, ANSI also placed a high priority on outreach and promotion of the initiative with key agencies and organizations in the U.S. and internationally. The overall objective of this outreach is to expand the reach and impact of the initiative by aligning goals and activities with organizations that may stretch the resources of ANSI and USAID. Several key introductions and associations were accomplished, and that ANSI expects will facilitate more project growth in future years.

- Gulf Cooperation Council (GCC) Standards Organization (GSO)

The GSO is comprised of the national standards bodies of GCC member states (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, the United Arab Emirates and Yemen). As a region, the GCC represents a key market for U.S. industry, as well as a rising actor in the standards and regulatory area. ANSI anticipated strengthening U.S.-GSO cooperation by leveraging capacity building activities provided to Yemen through the Standards Alliance. During the joint assessment meetings with Yemen, conducted in Riyadh in January 2014, the GSO pledged support for the Standards Alliance and agreed to identify specific project deliverables that may be organized jointly.

- Association of SouthEast Asian Nations (ASEAN)

Two ASEAN countries are Standards Alliance partners (Indonesia and Vietnam), and a stated goal of both work plans is to facilitate ASEAN-wide engagement where possible and appropriate.

#### ASEAN Conformity Assessment Training



Delegates representing Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Thailand and Vietnam, member of the Association of Southeast Asian Nations, came to NIST for training on U.S. standards and conformity assessment principles and practices. Credit: NIST

In addition, USAID, Department of Commerce and other U.S. government agencies are active in the ASEAN region, delivering related technical assistance that should be coordinated. Two key events achieved an introduction of the ASEAN Secretariat and member states to the Standards Alliance and potential future activities.

The first was a training organized by NIST and the International Trade Administration, focusing on conformity assessment schemes for the electrical and electronic sectors. ASEAN is examining harmonized regulation and conformity assessment in these sectors, and the training included examples of best practices and case studies of Good Regulatory Practice that may be useful to ASEAN member states. Second, ANSI participated as an observer at meetings of the ASEAN Consultative Committee on Standards and Quality (ACCSQ) in Luang Prabang, Laos in April 2014. The ACCSQ and ASEAN Secretariat received a presentation on the Standards Alliance and initial activities planned in Vietnam and Indonesia.

- North American Cooperation

As a result of outreach conducted by ANSI and the Office of the U.S. Trade Representative (USTR), Mexico submitted its applications and proposals to partner under the Standards Alliance in January 2014. In the proposals for activities, Mexico expressed a wish to include Canada for activities focused on Good Regulatory Practices and regulatory cooperation under the North American Free Trade Agreement (NAFTA). Canada is initially supportive of this idea and a conference is included in the work plan to take place in Q4 2014. This North American cooperation strengthens the overall impact of the Standards Alliance by bringing additional resources from Canada, and also spotlighting a major priority market for U.S. industry.

- African Organization for Standardization (ARSO)

ARSO is an intergovernmental body comprised of standards bodies from 34 African countries, with the principal mandate to harmonize African standards and conformity assessment procedures to increase trade and promote African growth. In February 2014, ANSI signed a MoU with ARSO. Both sides agreed to cooperate on areas of mutual priority and support the Standards Alliance engagement with the EAC and SADC. Through implementation of the MoU, ANSI expects to expand the reach of Standards Alliance activities and increase the impact throughout ARSO member countries.

ANSI-ARSO MoU signing



### 3. Comprehensive Orientation Visit with U.S. Government and Private Sector

One early activity of the project included facilitation of a week-long orientation visit to Washington, DC for seven Peruvian officials. This visit was organized jointly by Facilitando Comercio and ANSI, and the delegation included representatives of key Peruvian agencies for standardization, accreditation, metrology, medical device regulation, food regulation, and industry production. The purpose of the visit was to reinforce the principles covered during the workshops held earlier in Peru, and also provide an opportunity for deeper exchange with the regulatory and private sector experts that were not able to travel to Peru. A robust schedule was developed that included sixteen meetings with at least nine U.S. government agencies and thirteen private sector organizations participating.

The Peruvian orientation visit provided the opportunity for comprehensive education and discussion about issues of importance in the U.S.-Peru trade relationship, as well as Peru's standards and regulatory development. By leveraging such a wide variety of resources from the U.S. system, this visit represented the first major success of the Standards Alliance and demonstrated broad support for this type of engagement.

#### Training on standards and regulation in Lima and Arequipa, Peru



Eduardo Garcia Godos, Facilitando Comercio; Mr. Mauricio Chabeneix, Arequipa Chamber of Commerce; Nathan Frey, OMB; Rosario Uria, INDECOPI; Jessica Roop, ANSI; Rocio Barreda Santos, MINCETUR; and Jennifer Stradtman, USTR

In follow up to the visit, one of the key outcomes that demonstrated its success was increased connections with U.S.-based SDO's. Peru's initial application to the Standards Alliance mentioned several technical areas of interest in standards development, requiring engagement with specific standards developing organizations (SDO's) in the U.S. Initial discussions regarding these requests were held during the delegation visit in September 2013, and follow-up continued via email. In particular, ASTM International reports that the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI) has made proposals for increasing Peruvian participation on several ASTM technical

committees in the sewage and medical devices sectors. This type of progress increases the global relevance of standards developed by the technical committees, and also provides valuable experience to technical experts in Peru interested in gaining international capacity.

#### 4. Initiation of consensus standards development for Indonesian plumbing code

Standards Alliance engagement with Indonesia has addressed priorities related to regulatory and standards infrastructure, as well as critical public health issues such as access to clean water and sanitation. Working with the International Association for Plumbing and Mechanical Officials (IAPMO), project activities in the first year included appointing an Indonesian national technical committee to revise the uniform plumbing code; assisting the National Standardization Agency of Indonesia (BSN) with technical activities; and promoting the inclusion of relevant international standards in the updated code.

IAPMO participated in the first Standards Alliance event, a conference on good regulatory practices held in Jakarta, Indonesia in

#### First Standards Alliance event – Jakarta, Indonesia



(L-R): Leslie McDermott, ANSI senior manager for international development; Erningsih Haryadi, head of center of standardization cooperation, BSN; Dr. Anwar Nasution, senior institution specialist, SEADI; Jennifer Stradtman, director, technical barriers to trade, USTR; Ir. TAR Hanafiah, deputy for research and standardization cooperation, BSN; Professor Dr. Ir. Bambang Prasetya, head of BSN; Christine Brown, Indonesian director, USTR; Cory O'Hara, trade and investment advisor, USAID

June 2013. At that event, the project on water sanitation had just begun between IAPMO and BSN. With the support of the Standards Alliance, 2013-2014 witnessed further progress such as a near-final draft standard developed by BSN and which will be issued for public comment in 2014. Throughout this process, principles of the consensus standards process have been imparted through training and capacity building of BSN staff and other experts. Coordination between Indonesian ministries (BSN, Ministry of Public Works, and Ministry of Industry) and with the private sector has been encouraged and enhanced throughout the code adoption process. An ideal outcome by the end of the Standards Alliance would be that this type of progress is witnessed throughout other Indonesian government agencies, addressing critical development and public health issues while increasing the adoption of best practices for standards development and regulation.

## EVALUATION OF PROJECT ACTIVITIES

While the first year of the Standards Alliance was dedicated to conducting initial assessments and developing work plans, ANSI has begun tracking the major performance metrics that will establish progress towards the project objectives. According to the Year One Plan, the following measures of success will be applied generally across the Standards Alliance work plans:

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 2013-2014.

Indicator	Relates to Measure	Definition	Unit of Measurement	Result
1	2, 4	MoU's or informal arrangements established between partner country standards bodies and U.S. based SDO's	Number of agreements signed/in progress	6 <sup>3</sup>
2	3	Partner countries showing increase in WTO TBT notifications	Number of countries	6 <sup>4</sup>

<sup>3</sup> ASTM International reports that 5 MoU's are in progress or have been signed with EAC and SADC country standards bodies, and IAPMO signed an MoU with BSN to begin adoption of a uniform plumbing code for Indonesia

<sup>4</sup> Panama, El Salvador, Peru, Burundi, Rwanda, and Uganda all demonstrated increased notifications between the year prior to Standards Alliance engagement (5/1/2012 – 4/30/2013) and the first year (5/1/2013 – 4/30/2014). Source: <http://tbtims.wto.org/>



3	4	Increase in ISO TCs/SCs in which partner countries participate	Average percentage increase	47% <sup>5</sup>
4	6	U.S. TBT specific trade concerns decreased or eliminated	Net trade concerns	-2 <sup>6</sup>

Notable results captured in the above table include the positive progress on submission of WTO TBT notifications. Three of the six countries that showed an increase in overall notifications directly participated in Standards Alliance training activities (Burundi, Rwanda and Uganda). This progress impacts the overall transparency in countries' regulatory process and demonstrates enhanced understanding of the commitments of the WTO TBT Agreement.

In addition, measuring participation in international standards activities correlates to the country's commitment to adoption of international standards and increasing local technical capacity. For one organization with readily available statistics, ISO, the overall participation for Standards Alliance partner countries increased an average of 47% between 2013 and 2014. This average is bolstered by exponential increases from countries such as Panama (400% increase), Guatemala (200% increase) and Yemen (140% increase). Even countries with comparatively high rates of participation in ISO, such as Tanzania, witnessed a measurable increase (129 committees to 147, or 14%). These figures, as well as those for other international standards developers, will be tracked throughout the Standards Alliance implementation.

## CONCLUSION

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The Standards Alliance accomplished all of its stated objectives during the first year of implementation, completing initial project set-up, stakeholder outreach, and work plans across ten country/regions. In addition to this success, concrete training was also conducted with several partners, maximizing the impact of the program and reinforcing core principles earlier than anticipated. With the country work plans now in place, the next year of the program will include targeted training and other activities that advance the core objectives described above.

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. The outreach conducted and relationships established during the first year form the necessary foundation for this process to continue. ANSI recognizes the contributions of all of the agencies and organizations that participated in the Standards Alliance this year, including especially USTR and NIST, and looks 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.

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<sup>5</sup> Total TC/SC participation was measured across the 22 countries included in the Standards Alliance who are also ISO members. Every country except Mexico showed an increase or maintained equal levels between 2013 and 2014. Source: ISO.

<sup>6</sup> According to USTR's Report on Technical Barriers to Trade, across Standards Alliance countries, six trade concerns were eliminated between 2013 and 2014 while four were added, resulting in a net decrease of two. Only Peru showed an increase in trade concerns for one country.