



NIST

National Institute of Standards and Technology
Technology Administration, U.S. Department of Commerce



OPTIONS FOR ACTION SUMMIT

July 18-19, 2006

**National Institute of Standards and Technology
Gaithersburg, Maryland**

Report to ANSI International Policy Committee

October 13, 2006

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ANSI/NIST OPTIONS FOR ACTION SUMMIT

Overview

- **135 attendees, representing companies, SDOs, trade associations, government, donor organizations and academia.**
- **Opening remarks and keynote addresses by DoC U/S Robert Cresanti, NIST Director Bill Jeffrey, ANSI President and CEO Joe Bhatia and OSTP Associate Director Richard Russell.**
- **Stage-setting presentations.**
- **Foreign speaker presentations.**
- **Track 1 & 2 breakout sessions to assess current US outreach, technical assistance and capacity building efforts.**
- **SDO, corporate and public sector breakout sessions to brainstorm possible options for action to enhance US competitiveness.**
- **Final session to reconcile breakout session input into one set of options for action to be pursued.**



SUMMIT OPTION FOR ACTION 1

Standards and US competitiveness policy statement

Develop and promote a high-level policy statement that enhanced national economic growth, innovation, market access and business competitiveness are directly linked to strong and flexible standards and conformity assessment programs. This document should be able to support corporate, sectoral and/or governmental strategies, and may also address issues such as:

- Strategies for effective competition and market access for products and services in complex global markets;
- The strengths and value of the fundamental principles (as articulated in the WTO/TBT) that serve as the foundation of the US standardization system; and
- Strategies in relation to regulatory initiatives such as the precautionary principle in international standards.

Purpose:

Many senior-level public and private sector executives do not fully recognize the contribution of standards and conformity assessment to economic growth, innovation, market access and business competitiveness. This document will seek to inform senior executives on the importance of national, regional and international standards, support their decision-making, and educate other countries on the US system by providing simple, “elevator speech” text that can be easily tailored for specific sectors.

Lead organizations:

ANSI and NIST

Measures of success:

(1) positive trends in corporate and governmental budgeting related to standardization, (2) increases in engagement of senior executives in standards policy dialogue, (3) increases in technical participation in standards development activities.

Target:

Three months for initial drafting plus three months for generating consensus support.



SUMMIT OPTION FOR ACTION 2

Technical assistance and capacity building policy statement

Develop and promote a high-level policy statement acknowledging that standards and conformity assessment related technical assistance and capacity building are mutually beneficial for U.S. competitiveness, innovation and security and for economic development in the recipient country.

Purpose:

To provide a policy statement on the critical role and benefits of standards for US economic growth and competitiveness, as a component of capacity building, and as a call to action tailored to specific audiences (Congress, cabinet-level leadership, donor organizations, corporations, etc). Acceptance of this policy statement would drive strategic consideration and implementation of standards-related elements in capacity building programs.

Lead organizations:

ANSI and NIST

Measures of success:

(1) Number of projects annually, (2) trends in public and private sector budgeting for outreach, technical assistance and capacity building, (3) expansion in training for U.S. foreign and commercial service officers on standards and conformity assessment and to look for and get involved in standards-related technical assistance programs in their countries and regions, (4) number of leadership positions (held by US or by recipient countries of US capacity building) in international and regional forums.

Target:

Three months for initial drafting plus three months for generating consensus support.



SUMMIT OPTION FOR ACTION 3

Public/private partnerships and cooperation

Establish a public and private sector partnership forum of key players to guide policy implementation for standards-related US technical assistance and capacity building. The forum would identify priority activities and objectives, explore ways to leverage existing resources and new funding sources and coordinate the implementation of technical assistance and capacity building activities within public/private partnerships.

Purpose:

To ensure that U.S. standards-related technical assistance and capacity building efforts in other countries are well coordinated, provide opportunities for synergistic cooperation and application of resources, seek to minimize duplication of effort and inconsistent messages, and implement best practices.

Lead organizations:

ANSI for the private sector and NIST and ITA working through the Trade Promotion Coordinating Committee and the USTR's SC on Trade Capacity Building for the public sector

Measures of success:

(1) Increased coordination, (2) changes in programs, (3) establishment of consensus priorities, (4) number of projects annually, (5) trends in public and private sector budgeting for outreach, technical assistance and capacity building.

Target:

Creation of the partnership forum within one year.



SUMMIT OPTION FOR ACTION 4

US outreach, technical assistance and capacity building

Supporting information and tools

Develop, provide and sustain the following:

- A US outreach, technical assistance and capacity building database which includes:
 - Information on all U.S. outreach, technical assistance and capacity building efforts to other countries with standards and conformity assessment content;
 - A “speakers bureau” of US public and private sector experts who can be engaged in such efforts to other countries;
 - Information on all US standards and conformity assessment related education and training activities.
- A database of the standards used in the US with listings and indications of related conformity assessment programs and technical regulations.
- Case histories of the impact of standards, training & education (domestic and overseas).
- Workshops and other means to assist US industry in identifying and promoting information resources on foreign and domestic standards, regulations and conformity assessment procedures and to develop methods to design products and services for compliance with standards, regulation and conformity assessment procedures of all target markets from the outset to enhance market access and acceptance of US products and services in the global economy.

Purpose:

To provide and sustain a “toolbox” to support effective US outreach, technical infrastructure and capacity building to other countries and regions and deliver a coherent and consistent message on the principles and advantages of the U.S. standardization system.

Lead organizations:

ANSI and NIST (tentatively)

Measures for success:

(1) Securing commitments from providers of content to cooperate, (2) measures of usage of the recommended databases, (3) number of US standards and conformity assessment related education and training activities, (4) adequate budgets for establishing and maintaining these projects.

Target:

To be determined on a project-by-project basis.

