



ANSI-USAID Standards Alliance Draft Year Eight (2020 - 2021) Plan

August 2020



INTRODUCTION AND BACKGROUND

The Standards Alliance is a public-private partnership between the American National Standards Institute (ANSI) and USAID designed to assist developing countries in effectively implementing their commitments under the WTO’s Technical Barriers to Trade (TBT) agreement. The program began in May 2013 when USAID and ANSI entered into a partnership which will coordinate private-sector subject matter experts from ANSI member organizations in the delivery of training and other technical assistance to interested Standards Alliance countries.

The main objectives of the overall Standards Alliance program includes increased understanding of WTO TBT principles, encouraging transparency in the development and alteration of technical regulations, and improving implementation of the TBT Agreement’s Code of Good Practice for the preparation, adoption and application of standards, with the larger goal of promoting trade and economic development.

In year 8, the final year of the program, the Standards Alliance will continue prioritizing work plan activities according to three strategic pillars. These pillars include 1) Transparency (notification, stakeholder engagement), 2) National Quality Infrastructure (international standards, good regulatory practices and regulatory impact assessment), and 3) Resilience (building institutional and government capacity).

The original ANSI-USAID agreement covered a planned 5-year initiative, funded 50% by USAID and 50% by ANSI and other private sector partners. During the first year of the Standards Alliance, ANSI and USAID selected ten countries/regions for engagement and ANSI conducted initial assessments with each partner, establishing individual work plans for each country/region. In the program’s third year, five additional countries were added to support the expansion of the Trade Africa initiative. With the completion of work under the original ANSI-USAID agreement, the Standards Alliance annual plan for 2020-2021 covers the remaining five African countries:

- Ghana
- Côte d'Ivoire
- Senegal
- Zambia
- Mozambique

The sections below include an overview of the project activities that will take place in the final year of the Standards Alliance (2020-2021), and the strategic pillars that apply. In addition to programming in individual countries, ANSI has also identified opportunities for a few regional activities to complete execution of the Standards Alliance funds. These are all summarized in the table below with a projected timeline of events. These activities may change according to the needs of ANSI or the partner country/region, and additional details will be made available on the project website.

ACTIVITIES

Strategic Pillar #1: Transparency

Strengthening and expanding transparency in standards-setting and rule-making has been a cornerstone of Standards Alliance programming since the project's inception in 2013. Supporting national TBT enquiry points and notification authorities has led to an overall increase in the number of notifications partner countries submit to the WTO, which helps increase predictability for U.S. companies and reduce compliance costs for market access. Project activities that support transparency may include training on WTO notification obligations and enquiry point operations; notice and comment practices for standards and regulation; and stakeholder engagement throughout the standards development and/or regulatory process.

ACTIVITY	PROPOSED COUNTERPART	OUTPUT	STATUS	EXPECTED IMPACT
No dedicated activity in Year 8, although each of the activities listed under the NQI and Resilience pillars will reinforce the importance of transparency in standards setting and rule making				

Strategic Pillar #2: National Quality Infrastructure (NQI)

A national quality infrastructure is critical to countries' growth, including increasing economic growth and innovation, as well as protecting the environment, human health and safety. An NQI includes the foundation and institutions that support this system, from standards to testing and certification, accreditation, and metrology. By supporting the growth of these institutions and the overall NQI in partner countries, the Standards Alliance will also help the countries meet its WTO obligations and expand the reach of attractive markets for U.S. products and services. Project activities that address NQI may include training on national standards body operations or international standards activities; the development of conformity assessment schemes in line with international best practices; good regulatory practices such as regulatory impact assessment; or accreditation and metrology related subjects.

ACTIVITY	PROPOSED COUNTERPART	OUTPUT	STATUS	EXPECTED IMPACT
Cote d'Ivoire				
1. NQI Health Check and development plan	CODINORM, Ministry of Trade and Industry, other relevant organizations	Capacity Building and routine maintenance	In progress from Year 7, expected completion Spring 2021	To assess the current gaps and weaknesses of Côte d'Ivoire's NQI for targeted future trainings to support the development of sustainable quality systems that will support a predictable business climate. A final report will position Côte d'Ivoire to apply for international

donor support to enhance its existing NQI based on recommendations from the Standards Alliance assessment.

West Africa (Cote d'Ivoire, Ghana, and Senegal)

2. NQI Handbook Development	CODINORM, ZABS, GSA, ASN, DCI, INNOQ, other relevant ministries	Materials development to support trainings	In progress from Year 7, expected completion December 2020	Training materials to support ongoing and future activities as well as to advertise the services and competencies of each national standards body to their citizens.
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Strategic Pillar #3: Resilience

The ultimate goal of the Standards Alliance is to build resilience in partner countries by fostering greater institutional capacity and good governance. This will be even more impactful when matched with U.S. private sector priority areas for each market. By building capacity at key institutions and strengthening connections between host governments and U.S. stakeholders, a sustainable growth plan can be realized that also paves the way for future U.S. company access and success. Project activities that support resilience may include elements of good regulatory practices; and training for government entities on industry priorities such as solar energy, building codes, or natural resources.

ACTIVITY	PROPOSED COUNTERPART	OUTPUT	STATUS	EXPECTED IMPACT
Côte d'Ivoire				
3. ISO 37101 Pilot with DGDDL	CODINORM, Ministry of Interior, DGDDL, and relevant local communities	Capacity building and pilot project	In progress from Year 7 after initial delay due to COVID-19, expected completion Summer 2021	Improved understanding of best practices for urban planning to help augment trade and investment opportunities in the Côte d'Ivoire. Improved understanding of international best practices for city planning and sustainable development to support CDI initiatives to empower urban planners.

Senegal				
4. Solar PV Training Module for Women	Remote Energy, ASER, DAUST, Outback Power, relevant technicians	Capacity Building	In progress from Year 7 after initial delay due to COVID-19, expected completion December 2020	To expand the access and familiarity of the West African PV installation standards established by ECOWAS. To further support training capacity for rural electrical technicians by supporting local universities
Africa (Zambia, Mozambique, Côte d'Ivoire, Ghana, and Senegal)				
5. Technical advisor to African Union	African Union, ARSO (TBC through further coordination with USAID)	Embed technical advisor to support standards-related capacity building	In progress from Year 7, expected completion September 2021	Support capacity building for AU institutions addressing implementation of the African Continental Free Trade Agreement and expand opportunities for U.S. companies through AfCFTA implementation.

MONITORING AND EVALUATION

In order to track the positive outcomes and evaluate the success of Standards Alliance activities, ANSI will apply performance indicators according to the following framework, and will report on these indicators in the quarterly or annual report, as applicable.

INDICATOR	DEFINITION	DATA SOURCE	FREQUENCY	RESPONSIBLE
Transparency in regulation – Notification to WTO	Number of proposed or modified regulations notified to the WTO TBT and SPS Committees by partner countries	WTO: http://spsims.wto.org/en/Notifications/Search and http://tbtims.wto.org/en/Notifications/Search	Annual	Implementation partner
Acceptance of international standards	Number of international standards adopted or referenced in official database of partner countries	Partner country national standards bodies	Annual	Implementation partner; sub-grantees

Participation in international standards activities	Number of technical committees partner countries participate in from ISO, IEC, and private sector partner organizations in the Standards Alliance.	ISO, IEC, private sector partners	Annual	Implementation partner; sub-grantees
Gender balance in program activities	Gender-desegregated participant data from all program events and activities	Participant lists and event agendas	Quarterly	Implementation partner; sub-grantees
Gender responsive program activities	Content of program activities that incorporates gender issues and/or responds to gender-specific priorities	Questionnaire and self-report	Post-activity for each program activity	Implementation partner; sub-grantees
Compliance with WTO Code of Good Practice	Availability of a national standards work plan and public comment process	Partner country national standards bodies	Annual	Implementation partner
U.S. industry market access in partner countries	Private sector partners' assessment of standards-related market access challenges and opportunities with partner countries. Could include: commercial opportunities and/or export potential; investment climate outlook; specific trade concerns and/or progress; or other partnerships.	Private sector partners reporting; USTR's National Trade Estimate report; available export data	Annual	Sub-grantees

In addition, during Year 8 ANSI will prepare for a cumulative final report outlining the major accomplishments, successes and impact of the Standards Alliance (Phase 1).