




Standards Alliance

Annual Report

Year 3: 2015-2016



USAID
FROM THE AMERICAN PEOPLE



Period of Performance: May 6, 2015 – May 5, 2016

Contents:

- [Introduction](#)
- [Executive Summary](#)
- [Summary of project outputs](#)
- [Summary of major accomplishments](#)
- [Evaluation of project activities](#)
- [Conclusion](#)

INTRODUCTION AND BACKGROUND

The following report contains a summary of the major activities completed and outcomes achieved during the third 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.

EXECUTIVE SUMMARY

The Standards Alliance engages ten country/regions on a wide range of capacity-building activities, which focus on improving participating countries' ability to fulfill WTO obligations and enhanced practical knowledge of the WTO TBT Agreement. In year 3, the Standards Alliance completed 20 TBT-related trainings, workshops, and delegation visits that included more than 1,100 participants from 65 countries.¹ These capacity building activities have bolstered Standards Alliance countries' understanding and application of TBT-related mechanisms, as described further in this annual report.

During its third year, the Standards Alliance observed an expanded application of WTO mechanisms and increased participation in WTO meetings by Standards Alliance countries. Following the June 2016 meeting of the WTO TBT Committee, a member of the U.S. delegation noted the increased participation and attendance of East African Community (EAC) delegations at the past committee meeting. This was the first time the delegate remembered all five EAC member countries attending the multilateral meeting in Geneva.

Beyond merely attending meetings as spectators, Standards Alliance countries have amplified their voice through participation in TBT-related functions. During the past three WTO TBT Committee meetings, Standards Alliance countries raised 24% more specific trade concerns (STCs) on the floor of the WTO when compared with the same period in 2012.² This recognition of technical barriers to trade allows developing nations to ensure their markets are considered in the advancement of international trade. Standards Alliance countries also exhibit an increasing acuity for TBT matters through less obstructive domestic policies. The number of STCs raised against Standards Alliance countries in the past three TBT Committee Meetings decreased by 49% when compared with the same period in 2012.

As a direct and tangible result of enquiry point training under the Standards Alliance, Zambia notified for the first time since 2007 in December of 2015 following the re-launch of its enquiry point in September. Notification is one of the pillars of transparency provisions in the TBT Agreement that allows WTO members to view and comment on pending domestic policy changes. For Zambia, enquiry point utilization also demonstrates the capacity to review other member notifications. As Zambia continues to gain the capacity to notify, it will become more capable of participating in world trade regulation.

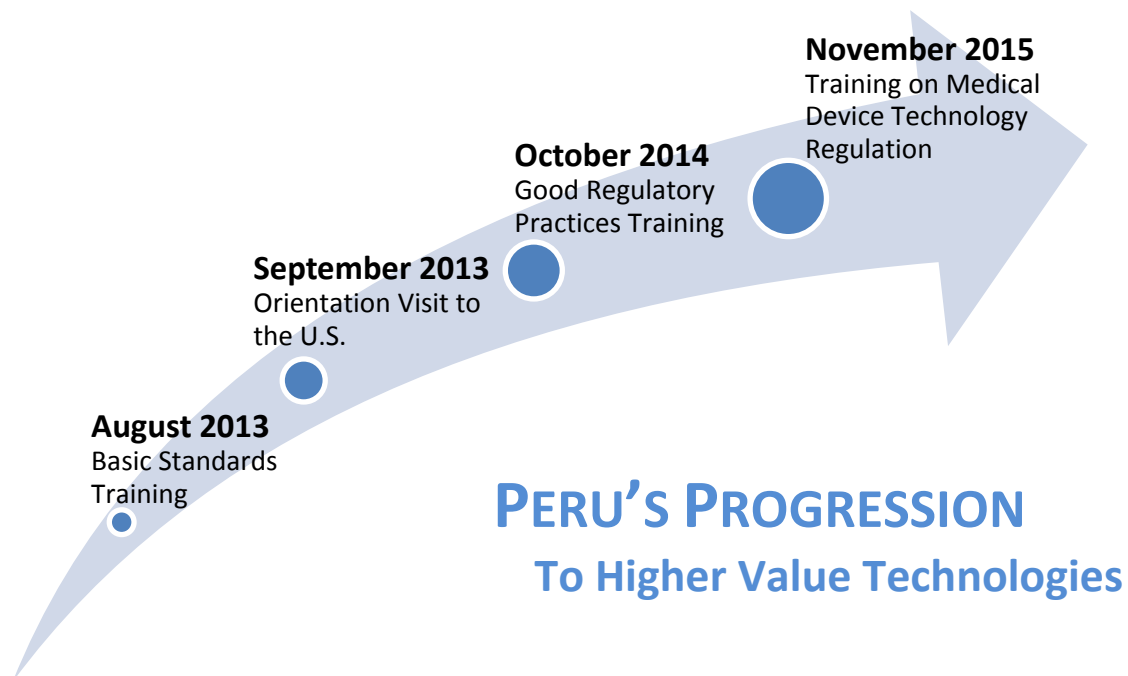
Taking stock of progress made over the three years of Standards Alliance implementation, one area to note is an increased emphasis on TBT-related trainings since the beginning of the program. In 2015, Standards Alliance countries participated in 26% more TBT trainings offered by the WTO than in 2014, despite there being no change in the annual number of TBT training sessions offered. Increased participation in WTO trainings and committee meetings helps nations to build the structure necessary for the implementation of the WTO TBT Agreement as well as to ensure countries are included in international trade conversations.

Standards Alliance activities since the beginning of the project have also led to major progress in standards capacity for the Peruvian national standards body, Instituto Nacional de Calidad (INACAL). Beginning in August of 2013, the Standards Alliance provided basic standards and regulatory training for

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

² For more information on methodology used to develop statistics mentioned in this section, see "Evaluation of project activities" section on p. 13

INACAL before progressing to sector-specific workshops during the program's third year. During year 3, Peruvian delegates participated in two sector specific workshops on medical devices and textiles. Not only does Peru's progress reveal an increased technical expertise in standards-related issues, technical trainings in sectors like medical devices present a promising shift toward higher value products.



During the past three years, Standards Alliance initiatives have led to the signing of 15 informal agreements or memorandums of understanding (MoUs) between national standards bodies (NSBs) of participating countries and U.S.-based standards developing organizations (SDOs)³. These agreements provide a foundation for long-term cooperation and technical exchange between U.S. SDOs and developing countries and provide developing nations with access to the technical knowledge and expertise for use in the adoption or development of national standards. Agreements like those offered by ASTM International, who has signed six MoUs under the Standards Alliance, allow NSBs to freely participate in its technical committees for standards development and provide access to the full collection of the ASTM standards (at least an \$11,000 value) with permission to adopt, reference, consult, or use these standards as the basis of national standards.

Participation in the Standards Alliance has also provided a positive impact for U.S. companies. According to ASTM International and the National Electrical Manufacturing Association (NEMA), the program has helped to advance the multiple path approach to international standards and the use and application of U.S.-based international standards. The Standards Alliance training programs provide an opportunity for valuable, direct interaction, and discussion with stakeholders that provides perspective for U.S. organizations by allowing for greater awareness of trends beyond their immediate industries and help to foster cooperative relationships. Due, in large part, to direct interactions through workshop and trainings the citation of ASTM International standards by East African countries has more than doubled over the past two years.

³ See Standards Alliance annual reports for year 1 and year 2 for complete lists of MoU's signed as a result of project activities.

Highlights from the third year of the Standards Alliance included the automotive technical standards workshop in Ecuador, the addition of five Trade Africa countries, and the utilization of virtual platforms to increase the scope of Standards Alliance engagement. These achievements, coupled with past successes provide an exciting foundation for future work plans and outreach. However, despite numerous programmatic successes, the Standards Alliance also faces challenges to its project implementation. Civil unrest and security concerns in Yemen have diminished the program's ability to fully engage Yemen, and the lack of political will and decreased participation in multilateral platforms has limited the program's ability to coordinate with Vietnam's standards body. The Standards Alliance continues to explore alternative mechanisms to engage both countries.

In the coming year, the Standards Alliance will continue to support positive and enduring outcomes to aid developing countries' participation and impact on global trade policy decisions to reflect domestic interests and limitations. This will be achieved through the continued emphasis on capacity building assistance related to implementation of the WTO TBT Agreement. The Standards Alliance will further accentuate the amplified utilization of transparency mechanisms by developing nations to bolster both the credibility and legitimacy of their nations while ensuring U.S. stakeholder market awareness and access.

“An increase in public awareness of standards; more use of standards in government regulations; an increase in consumer preference for products with quality marks”

- National Standardization Agency of Indonesia (BSN)
on the benefits of Standards Alliance activities in Indonesia

SUMMARY OF PROJECT OUTPUTS

According to the “Standards Alliance Year 3 Plan” (August 2015), a set of activities was identified to be carried out. Additional activities beyond the Year 3 Plan were also carried out, when appropriate for the scope and resources of the project.

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

- Central American Conference on Textiles Standards and Customs Procedures carried out in Guatemala with 5 Central American countries (June 2015)*⁴
- U.S.-SADC Exchange on Good Regulatory Practices with SADCSTAN and SADCTRLC carried out in South Africa with all 15 SADC member states (June 2015)*⁵
- Workshop on Automotive Standards and Technical Regulations for ASEAN member countries (August 2015)
- Training on National TBT Committee in Lesotho, Malawi, Zambia, Mozambique and Swaziland (August 2015)
- Support for U.S.-EAC Trade Talks (August 2015)
- Completion of Enquiry Point Action Plans for Tanzania and Rwanda (August 2015)
- Finalization of Year 2 EAC Work Plan (September 2015)
- Launch of Mozambique Enquiry Point (September 2015)
- Workshop on Lighting Regulations in Colombia (September 2015)
- COPANT Internship on Best Practices in Standardization for Young Professionals in Colombia (October 2015)
- Colombia Delegation Visit (November 2015)
- Training on ISO National Committee with ISO/TC 285 in Ghana (November 2015)
- Workshop on Medical Device Technology in Peru (November 2015)
- Training on Enquiry Point for Zambia and Lesotho (December 2015)
- Advanced Course for Regulators on TBT Principles and the TBT Agreement in Mexico (February 2016)
- Workshop on US-EAC TBT and SPS principles (March 2016)
- Training on Focused Enquiry Point in Kenya (March 2016)
- Training on Focused Enquiry Point in Malawi (March 2016)
- Needs Assessment to Support Trade Africa Engagement in Mozambique and Zambia (March 2016)
- Needs Assessment to Support Trade Africa Engagement in Ghana and Senegal (April 2016)
- ANSI-GSA Exchange on the TBT Agreement and the Code of Good Practice for the Preparation, Adoption and Application of Standards in Ghana (April 2016)
- COPANT Workshop on Automotive Standards and Regulations in the Americas (April 2016)
- Meeting in Jordan to Finalize Action Plan on Water and Sanitation (May 2016)
- Training on Regulatory Impact Assessment in Colombia (May 2016)
- Needs Assessment to Support Trade Africa Engagement in Cote D'Ivoire (May 2016)
- Workshop on Textile Standards in Peru (June 2016)
- Training on Conformity Assessment Systems at ARSO GA in Tanzania (June 2016)
- Participated in USAID West Africa Regional Meeting (June 2016)

*^{4,5} Part of previous work plans. Included in 2014-2015 Annual Report.

All of the projected outputs described in the Year 3 Plan were completed or begun and/or rescheduled for Year 4. Where outputs were postponed or rescheduled in Year 4, this was most often due to a delay caused by staff turnover at counterpart agencies or gaps in partner USAID project contracts. The 2015-2016 outputs are summarized by country/region in the table from the work plan.

ACTIVITY	COUNTERPART	STATUS
Central America (CAFTA-DR)		
1. Development of StandardsPortal in Spanish language		Nearly completed-information in Spanish received
Colombia		
2. Assistance for laboratory recognition by CPSC	ICONTEC and designated laboratory	CPSC Information shared; establishment of CPSC lab not yet completed
3. DVC on market and import surveillance strategies for product safety regulators by CPSC	Superintendency of Industry and Commerce (SIC)	February 2016
4. Development of StandardsPortal in Spanish language (In cooperation with Facilitando Comercio)	ICONTEC	Nearly completed-information in Spanish received
5. Orientation visit of a Colombian delegation to Washington, DC (in cooperation with Facilitando Comercio)	MinComercio	Completed November 2015
6. Exchange on energy efficiency standards for lighting products	MinComercio, Ministry of Mining and Energy, ICONTEC	Completed September 2015
7. Develop electronic notification system for TBT notifications (led by Facilitando Comercio)	MinComercio (TBT enquiry point)	On Hold Pending WTO E-ping Decision
8. Capacity building for TBT Enquiry Point and stakeholders on new ENS (led by Facilitando Comercio)	MinComercio (TBT enquiry point)	Completed during delegation visit November 2015
9. Internship on standardization for COPANT members (in cooperation with COPANT and ICONTEC)	ICONTEC	Completed October 2015
EAC		
10. Implement action plans for EAC member Enquiry Points (led by Thompson Consulting)	Rwanda, Tanzania, Burundi, Kenya, and Uganda	Completed Tanzania, Rwanda and Kenya

11. Regional roll-out of an ENS, following NotifyKenyaTBT launch in Year 1 (led by EATIH)	Burundi, Rwanda, Tanzania and Uganda	On Hold Pending WTO E-ping Decision
12. Standards and trade workshop (in cooperation with EATIH)	EAC member states, EAC Secretariat	Completed March 2016
13. Workshop on GRP in support of food security (in cooperation with EATIH)	EAC member states	Planning an EAC delegation visit to the U.S. as part of Year 3 work plan
14. ISO National Mirror Committee Training	ISO TC 285 members, including several EAC member countries	Completed November 2015
Indonesia		
15. Implementation of UPC-ID (led by IAPMO)	BSN, Ministry of Public Works, Ministry of Industry	Completed August 2015
16. Development of a personnel certificate program for installers and code enforcement officials (<i>led by IAPMO</i>)	BSN	Completed November 2015
17. Development of a third-party testing and certification program for plumbing products sold in Indonesia (led by IAPMO)	BSN	Implementation began in December 2015
18. Orientation visit of Indonesian officials to the U.S. (led by IAPMO)	BSN	Completed October 2015
Mexico		
19. Advanced course for regulators on TBT principles and the TBT Agreement	Secretariat of Economy	Completed February 2016
20. Training on technical regulations and conformity assessment for the food sector	EMA	COPANT workshop to be completed November 2016
21. Training on uncertainty and traceability measurement methods (<i>in cooperation with NIST</i>)	EMA	Ongoing communication with EMA and NIST
MENA		
22. TBT awareness building seminars for stakeholders (<i>in cooperation with AMEG</i>)	JSMO, MCINET, IMANOR	Postponed to year 4

23. Workshop with water and sanitation officials to discuss consensus standards and codes for efficient plumbing systems (led by IAPMO)	JSMO, GSO member states	Completed May 2016
Peru		
24. Training on ASTM standards for Medical Devices	INACAL	Completed November 2015
25. Training on regulation and standards for biologics and biosimilar products (to include all Pacific Alliance countries)	MINCETUR, DIGESA, counterparts in Colombia, Mexico and Chile	Cancelled by Industry Participants
26. Training on Textiles	INACAL	Completed June 2016
SADC		
27. Implement action plans for EAC member Enquiry Points (led by Thompson Consulting)	Lesotho, Malawi, Zambia	Action plans completed for all 3 countries
28. Training/information exchange on the WTO Code of Good Practice	South Africa (SABS)	U.S.-SADC Exchange on GRP completed June 2015
29. Needs assessment in Zambia and Mozambique	Zambia, Mozambique	Completed March 2016
Vietnam/ASEAN		
30. Workshop on U.S. automotive regulations and standards (led by AAPC)	Vietnam, Philippines, Indonesia, and other ASEAN members	Completed August 2015
31. Training on food additive regulations (led by USDA and U.S. industry representatives)	Vietnam, Indonesia	Postponed to Year 4
32. Training/information exchange for the medical devices, pharmaceuticals, and cosmetics sectors	STAMEQ	Not complete
33. Capacity building for operation of standards technical committees	STAMEQ/VSQI	Not complete
34. Capacity building for certification and inspection bodies (led by Vietnam GIG)	STAMEQ conformity assessment department	Not complete
35. Support for revising law on product and goods quality (led by Vietnam GIG)	STAMEQ conformity assessment department	Not complete
Yemen/GSO		

SUMMARY OF MAJOR ACCOMPLISHMENTS

In addition to delivering progress on projected outputs for the third 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 on the major successes highlighted in the [Year 2 report](#) and quarterly reports for 2015-2016.

1. Addressing Safety and Environment Concerns in the Automotive Sector

Countries throughout the Western hemisphere and around the world are grappling with ongoing concerns related to protecting public safety and the environment in the automotive sphere. These range from high profile global lapses to local level issues. Furthermore, advances in technology, such as crash avoidance, electric vehicles and autonomous vehicles, as well as, cybersecurity issues are bringing new opportunities and challenges to the automotive regulatory and standards arena. As regulators and standards organizations move to adopt new standards and develop regulations, the results can affect businesses and consumers and may present challenging barriers to trade if not developed or deployed properly. Today, one of the biggest challenges facing the U.S. automotive industry in foreign markets is regulatory compliance and third party certification. In the Americas region, particularly in Ecuador and Colombia, small and medium enterprises (SMEs) from the U.S. are finding it hard to meet and prove compliance regulations, due to incompatibilities in regulatory standards.

Workshop on Automotive Standards in Guayaquil, Ecuador



Participants from U.S. private and public sector with Joseph Tretler and Joe Bhatia, ANSI

In an effort to improve understanding and coordination between differing standards systems, the Standards Alliance addressed Automotive Standards and Technical Regulations three times during year 3 (a workshop for ASEAN countries in August 2015, the delegation visit of Colombian officials in November 2015, and a workshop in Ecuador in April 2016). Notably, the one day workshop held in Guayaquil, Ecuador on April 22 during the Pan American Standards Commission (COPANT) annual meeting, provided a great platform for private and public sector participants from the Americas region and the U.S. to tackle issues related to standards compatibility, public safety, environment, technology advances in the automotive industry. The Standards Alliance, in collaboration with the U.S. Department of

Commerce (DoC) and the American Automotive Policy Council (AAPC), organized the one day workshop entitled “Automotive Standards and Regulations in the Americas.” Representatives of the U.S. National Highway Traffic Safety Administration (NHTSA) and the U.S. Environmental Protection Agency (EPA), as well as Colombia, Mexico and industry representatives gave the feature presentations. This event was aimed at fostering discussion on how to reduce the negative impacts of standard development and to ensure countries meet their legitimate regulatory and standards related goals in the least trade restrictive way. The discussions focused on issues being faced, good regulatory practices and the use of standards. To help foster a cooperative and integrated discussion, representatives from both the Colombian and Mexican governments presented an overview on their regulatory process and discussed some of the chief automotive safety and emissions challenges being faced, as well as, the regulatory/standards options being considered to address them.

Outcomes: Over 70 participants (including 40 standards and regulatory experts) from more than 20 countries attended the workshop. Assistant Secretary Marcus Jadotte (DoC) was able to have private meetings with his government counterparts from Colombia and Ecuador. As a result, the Colombian Transportation Ministry and Ecuadorian Ministry of industry and Productivity requested further training on U.S. automotive standards and regulations. This overall initiative has proved to be a high priority for the U.S. Department of Commerce, as well as U.S. industry including Toyota and Navistar.

Impact: If standards and compliance systems are not mutually recognized or accepted in foreign markets, fewer U.S.-manufactured cars will be eligible for export to these markets. The U.S. and other countries may also lose investment and supply chain integration opportunities, increasing prices and limiting consumer choice. Currently, the U.S. automotive manufacturing industry supports more than 7 million jobs and 20 percent of current domestic auto production exported.

FTA Relevance: The WTO, all U.S. Free Trade Agreements, and TPP all include chapters on Technical Barriers to Trade. These agreements encourage the U.S. and its trade partners to work together on standards, technical regulations, and conformity assessment procedures with a view to facilitating access to each other’s markets. This includes cooperation on regulatory issues, such as convergence, alignment with international standards, and reliance on a supplier’s declaration of conformity, the use of accreditation to qualify conformity assessment bodies, as well as the recognition and acceptance of the results of conformity assessment procedures. Regulators in various Latin American countries have shown a willingness to work with the United States to ensure products built to U.S. standards and certified under the U.S. system will continue to have access to their markets.

Follow-up: The Department of Commerce and American Automotive Policy Council (AAPC) recognize a need for additional follow-up to the Automotive Standards and Regulations in the Americas workshop and have proposed an ANDEAN/Mexican delegation visit to the U.S. during in late November early December 2016. The delegation visit will be included in the Standards Alliance plan for 2016-2017, and will include meetings with officials from the U.S. Department of Transportation including research and compliance officials at the National Highway and Traffic Safety Administration, other federal agencies, and private sector.

2. New Tools Increasing the Footprint and Outreach of the Standards Alliance

In year 3, the Standards Alliance was able to extend its bandwidth across countries and regional groupings by employing the use of new instruments which have helped increase the Standards Alliance outreach.

Reaching a virtual audience in Peru:

The Standards Alliance, the Instituto Nacional de Calidad (INACAL) and the ASTM Latin America Office organized a June 27-28, 2016 Textiles workshop in Lima, Peru. The two-day workshop focused on the components of successful textiles trade and production and textile standards including marking and labeling requirements, mandatory safety requirements for apparel and clothing and children clothes, sustainability, as well as flammability and strength requirements. Representatives from the Federal Trade Commission (FTC), the U.S. Consumer Product Safety Commission (CPSC), and ASTM International shared U.S. perspectives.

Workshop on Textiles Standards in Peru



Live stream participants taking part in the workshop in Ecuador

This is the first Standards Alliance program in which live streaming was successfully utilized to allow for participation from multiple countries on a large scale and duration of time. The event was attended by 76 Peruvian Participants including manufactures, regulator and government organizations and over 25 total remote public and privates participants via live streaming from both Colombia and Ecuador. The live stream provided an interactive mechanism that allowed live participation throughout the workshop. The success of this program and increased bandwidth of participants is significant as it allowed for remote representatives from both Colombia and Ecuador to actively participate in their native language to engage and ask questions directly to the U.S. presenters in Peru. The inclusion of Colombian and Ecuadorian stakeholders increased the value of the program as questions were relevant and timely. This added benefit was extremely successful for a minimal cost to the project. This platform will be reproduced in future capacity building programs.

Leveraging participation toward greater regional influence:

The Pan American Standards Commission (COPANT) conducts annual meetings in one of the 35 member countries. The National Standards Body (NSB) hosts the weeks' worth of meetings and workshops with the support of the COPANT officers. The most recent annual meeting in Ecuador was attended 80 participants and included 23 Active Members from the Western Hemisphere and Caribbean; seven

Adherent Members including China, Germany, and France; and seven special guests including members of international and regional organizations such as International Organization for Standardization (ISO) and the International Electrotechnical Commission (IEC) as well as NSB representatives from Japan. The annual meetings provide a valuable opportunity to host relevant workshops that can be far-reaching, impactful and comprehensive allowing for various Western Hemisphere and Caribbean countries to actively engage in open dialogue in topical areas such as the recent Automotive Standards and Regulations in the Americas workshop. Another direct result of the meeting in Ecuador was an opportunity to further communicate and collaborate with countries under the Standards Alliance initiative. As a result of the newly implemented “speed networking meeting”, a designated time and meeting room space to allow COPANT members to address any issues bilaterally, ANSI and its members were able to discuss further collaboration and work plans with INACAL (NSB in Peru), ICONTEC (Colombia NSB), DGN (Mexico NSB) and the CAFTA-DR countries. ANSI also gave an overview of the current status of the Standards Alliance project during the GA which again highlighted the success of the program in the Western Hemisphere as well as opportunities for future engagement with COPANT and its members.



Throughout the calendar year, COPANT also conducts two internships or workshops, each hosted by a COPANT member. COPANT works with the host country to support the initiative both financially and programmatically. COPANT offers the opportunity for further support from its members in both areas. In recent years, the Standards Alliance has supported various initiatives, including the workshop on Standardization in Bogota, Colombia (October 26-30, 2015) where 15 NSBs attended and the workshop on Conformity Assessment in Mexico City, Mexico (November 3-7, 2014) where 16 NSBs attended. The Standards Alliance will also support work on an upcoming workshop in conjunction with Mexico Dirección General de Normas (DGN) on Conformity Assessment and Management Systems. These workshops stretch limited resources and provide a valuable opportunity for information sharing and dialogue on best practices amongst members, acting as a regional program setting for USAID eligible countries and beyond.

3. Improving Sanitation and Water Quality in Indonesia

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. The third year of activity witnessed continued collaboration between the International Association for Plumbing and Mechanical Officials (IAPMO) the National Standardization Agency of Indonesia (BSN) in the adoption, implementation, and enforcement of a uniform plumbing code (UPC) for Indonesia.

The first Indonesian National Standard for plumbing — SNI 8513:2015, *Plumbing Systems for Buildings* was finalized in March 2015 and is based on IAPMO's Uniform Plumbing Code. Following the successful launch of the standard last year, this year witnessed significant progress forward in its implementation. Efforts throughout the year focused on education and personnel training, outreach to make the new standard mandatory, establishing a laboratory in Indonesia, and a pilot project building a public restroom following the standard. The Indonesian Ministry of Public Works continued work to mandate the newly developed UPC as an Indonesian National Standard (SNI), as all public health and safety standards are mandatory. The SNI was lauded by BSN Director Kukoh as a vehicle to protect the health and safety of the public and the environment while promoting the use of national products and enhancing the domestic market with international products.

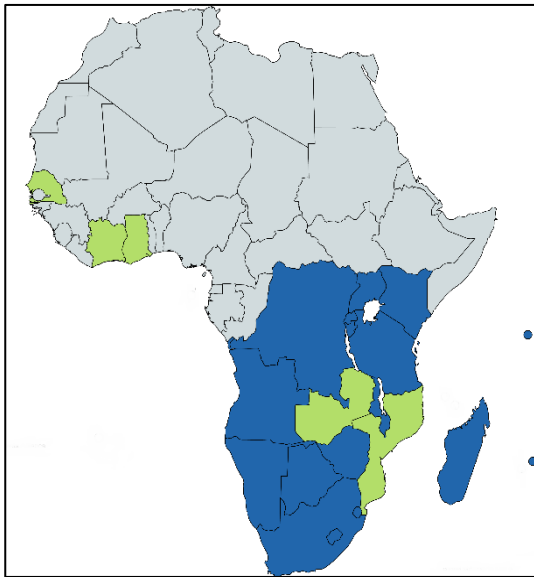
Launch of Central Java Pilot Project – Public Restroom in Semarang



4. Trade Africa Expansion; leveraging previous successes in the Standards Alliance

In Year 3 of the Standards Alliance, ANSI committed its support, through the Standards Alliance, to the expansion of the Obama Administration's Trade Africa initiative. The initiative, which included the five countries in the EAC in its first phase, recently expanded to include Zambia, Mozambique, Ghana, Senegal and Cote d'Ivoire. The initiative includes work streams covering TBT, SPS, trade facilitation, and regional trade and investment. ANSI will support the TBT component through the Standards Alliance, while other USAID and USDA capacity-building projects will support the remaining work streams. In Year 3, ANSI and USAID worked together to expand the Standards Alliance to support engagement with the new Trade Africa countries. Between March and May 2016, ANSI traveled to all five countries to carry

Standards Alliance Countries in Africa



New Trade Africa countries highlighted in green

out needs assessments. During each of these trips, ANSI met with the national standards body, ministry of trade, local companies and trade associations, USAID project staff and U.S. Embassy staff from USAID, the Department of Commerce and the Department of State. ANSI compiled the information gained during these trips into draft work plans for each of the five countries, which will be distributed for approval, and then executed starting in Year 4 of the Standards Alliance.

Expansion of the Standards Alliance into these new countries also expands the footprint of U.S. technical assistance in this area on the African continent. Through individual members or regional secretariats, all three major sub-regional groups are partners in the Standards Alliance (EAC, SADC, and ECOWAS). As the work plans are implemented in subsequent years, ANSI expects to leverage its past successes in Africa programming to witness further progress with the new partners.

EVALUATION OF PROJECT ACTIVITIES

During the third 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 will be 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 2015-2016.

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	225 ⁶
2	1, 3	Partner countries showing increase in WTO TBT notifications	Number of Countries	6 ⁷
3	4	Increase in ISO TCs/SCs in which partner countries participate	Percentage increase	9% ⁸
4	5	Workshops held or other opportunities for partner country governments to engage with local private sector	Number of Workshops	4 ⁹
5	5	Public-private participation at Standards Alliance events	Total Number of Participants	1,118 ¹⁰
6	1, 4, 6	Increased WTO TBT Committee participation by Standards Alliance members	Percentage Increase	24% ¹¹
7	1, 4, 6	Decrease in TBT specific trade concerns raised against Standards Alliance members since 2012	Percentage Decrease	49% ¹²

⁶ Includes Workshop in Nairobi, Kenya on WTO TBT and SPS Agreements, COPANT internship on Standardization in Colombia, Advanced Course for Regulators on TBT Principles and the TBT Agreement in Mexico, ANSI-GSA Exchange on the TBT Agreement and the Code of Good Practice in Ghana, and Training on Conformity Assessment Systems at ARSO GA in Tanzania.

⁷ Costa Rica, Guatemala, Mexico, Uganda, Yemen, and Zambia all demonstrated increased annual notifications from 2015 to 2016 of the Standards Alliance (5/1/2013 – 4/30/2014) and the second year (5/1/2014 – 4/30/2015). Source: <http://tbtims.wto.org/>

⁸ Total TC/SC participation was measured across the 22 countries included in the Standards Alliance who are also ISO members. Every country except Guatemala showed an increase or maintained equal levels between 2015 and 2016. Source: ISO.

⁹ See complete list of activities on p. 1. Workshops for this indicator include Kenya (March 2016); Philippines (August 2015); Ecuador (April 2016); and Peru (November 2015)

¹⁰ Includes participants in all of the above workshops and Indonesian standards development events.

¹¹ Increased WTO TBT Committee participation was measured across the 23 Standards Alliance countries based on comments made during WTO TBT Committee meetings. This percentage was calculated by totaling the number of specific trade concerns raised by Standards Alliance members during the three TBT Committee meetings in 2012 compared with specific trade concerns raised during the three TBT Committee meetings in 2015. This information can be found on the WTO TBT web page, <http://tbtims.wto.org/>

¹² The decrease in specific trade concerns was measured across the 23 Standards Alliance nations based on comments made at WTO TBT Committee Meetings. This percentage was calculated by totaling the number of specific trade concerns raised against Standards Alliance countries during the three WTO TBT Committee meetings in 2012 compared with specific trade concerns raised against Standards Alliance members during TBT Committee meetings in 2015. Minutes from WTO TBT Committee Meetings are available in the searchable WTO document database: docs.wto.org/.

8	4	Increased Participation in WTO TBT trainings	Percentage Increase	26.8% ¹³
9	2,4	MoU's or informal arrangements established between partner country standards bodies and U.S. based SDO's	Number of Agreements signed	4 ¹⁴

Notable results captured in the above table include the positive increase in WTO TBT Committee meetings. Partner countries of the Standards Alliance raised 24% more specific trade concerns (STCs) on the WTO floor and decreased the number of STCs raised against their countries by 49% when compared with the same period in 2012. Guatemala, Mexico, Indonesia and the Dominican Republic raised the most concerns at the TBT committee. Costa Rica, Guatemala and Mexico had the biggest positive changes in participation.

As part of ANSI's evaluation of project activities, we conducted interviews and surveys of NSBs and ANSI members that participated in Standards Alliance activities during year 3 to assess Standards Alliance outcomes. Highlights of key outcomes from that outreach include:

- One national standards body reported that the agency's overall understanding of the TBT Agreement had certainly improved as a result of Standards Alliance training activities and had initiated negotiations to sign MoU's with U.S.-based SDO's. The same agency reported an increase in integration of the local private sector into international standards and conformity assessment activities, one of the core objectives of the Standards Alliance.
- Another national standards body indicated that improvements in their country could be noticed as a result of Standards Alliance work. Namely, increase in public awareness of the importance of standards, promulgation of regulations that incorporate standards, and an increase in consumer preference for products with recognized quality and/or safety marks.

Ongoing Challenges in Yemen and Vietnam and Alternative Solutions

In addition to the numerous successes described above, ANSI continues to face some challenges implementing work plans with Standards Alliance partners established in 2014 in Yemen and Vietnam.

Yemen:

In February 2015, the Standards Alliance met with the Gulf Standardization Organization (GSO), the Saudi Standards, Metrology and Quality Organization (SASO) and other stakeholders in Riyadh, Saudi Arabia to discuss rescheduling planned training activities including Yemen, as well as, future plans. However, due to the deteriorating security situation in Sana'a and the subsequent shutdown of the American Embassy in February 2015, the Standards Alliance temporarily suspended work plan implementation in Yemen. In June 2015, USAID announced that all developmental aid to the country would be suspended for one year.

The Standards Alliance has sought opportunities to actively engage Yemeni stakeholders however, lack of donor support and difficulty coordinating with neighboring locations has hindered the program's

¹³ Increased WTO TBT training participation was measured by using data provided on training sessions Standards Alliance countries between 2014 and 2015. This data can be found at gtad.wto.org

¹⁴ IAPMO finalized 3 MoUs with Indonesian universities to develop training curricula for the new Indonesian plumbing standard; and NEMA signed an MoU with ICONTEC (Colombia) in 2016.

ability to successfully implement capacity building activities. The Standards Alliance will continue to explore alternative channels of engagement with Yemen, including possible surrogate training locations in secure regional countries. However, ANSI will also explore possible amendments to the project plan that would redirect resources to other partners.

Vietnam:

In the second quarter of 2014, the Standards Alliance in collaboration with the Governance for Inclusive Growth (GIG) initiative and the Directorate for Standards Metrology and Quality of Vietnam (STAMEQ), agreed to a work plan to be implemented beginning in the fourth quarter of 2014. The Standards Alliance hoped to complete the first project by April 2015 and to host training on medical devices, pharmaceutical and cosmetics, however, project implementation stalled due to communication inefficiencies with key shareholders and experts. Although the Standards Alliance has pursued engagement with Vietnam through APEC meetings and other fora lack of participation and overall communication has inhibited continued progress on the TBT enquiry point and IT database activities. In the coming months the Standards Alliance hopes to leverage the pending Trans Pacific Partnership (TPP) to catalyze cooperation on capacity building and standards activities with Vietnam. ANSI will coordinate with USTR, USAID and others as appropriate to overcome past bureaucratic hurdles and engage in a timely manner going forward.



6 COUNTRIES
INCREASED TBT
NOTIFICATIONS



1,118
PARTICIPANTS
IN STANDARDS ALLIANCE EVENTS

CONCLUSION

The Standards Alliance made significant progress in 2015-2016, accomplishing a majority of its stated objectives and completing work plan deliverables, while continuing stakeholder outreach across ten country/regions and adding new partner countries in Africa. In addition to this success, concrete training on both foundational principles and sectoral priorities maximized the impact of the program.

Perhaps more important than future work plans is the continually increasing participation of Standards Alliance countries at the regional and international levels. By continuing to pursue its foundational emphasis on capacity building assistance related to implementation of the WTO TBT Agreement, the Standards Alliance will continue to support enduring and positive changes in the ability of developing countries to confidently participate in and impact global trade policy to reflect domestic interests and limitations. The Standards Alliance will further accentuate the continued utilization of transparency mechanisms by developing nations to bolster both their confidence and international legitimacy while ensuring U.S. stakeholder market awareness and access. These foundational principles also support the ultimate development goals of participating countries by contributing to improved infrastructure, more effective consumer protection mechanisms, and expanded local industry.

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 two years 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 the core strategic partner USTR, as well as OMB-OIRA and NIST and regulatory agencies, and the 19 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.