



# ANSI-USAID Standards Alliance Draft Year Seven (2019 - 2020) Plan

August 2019



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## INTRODUCTION AND BACKGROUND

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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 7, the Standards Alliance is adding three strategic pillars to better prioritize work plan activities and to ensure that activities best target program goals and utilize program resources. 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 2019-2020 covers the remaining five African countries:

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

The sections below include an overview of the project activities that will take place in the seventh year of the Standards Alliance (2019-2020), and the strategic pillars that apply. In addition to programming in individual countries, ANSI has also identified opportunities for a few regional activities. 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
<b>Cote d'Ivoire</b>				
1. Workshop on Good Regulatory Practices in Cote d'Ivoire	CODINORM, Ministry of Trade and Industry, and relevant local industry	Capacity Building Workshop	October 2019	Increased understanding of international best practices and familiarity with U.S.-based organizations, leading to an improved trade environment for U.S. companies
<b>Senegal</b>				
2. Workshop on Good Regulatory Practices and TBT Principles in Senegal	ASN, DCI, and relevant local industry	Capacity Building Workshop	October 2019	Increased understanding of international best practices and familiarity with U.S.-based organizations, leading to an improved trade environment for U.S. companies
<b>Ghana</b>				
3. Workshop on Good Regulatory Practices in Ghana	GSA, relevant Ministries, and relevant local industry	Capacity Building Workshop	October 2019	Increased understanding of international best practices and familiarity with U.S.-based organizations, leading to an improved trade environment for U.S. companies

## 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
<b>Cote d'Ivoire</b>				
4. NQI Health Check and development plan	CODINORM, Ministry of Trade and Industry, other relevant organizations	Capacity Building and routine maintenance	October 2019	To assess the current gaps and weaknesses of Cote 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 Cote d'Ivoire to apply for international donor support to enhance its existing NQI based on recommendations from the Standards Alliance assessment.
<b>Mozambique</b>				
5. Workshop on Certification and Inspection (ISO 9001 and 29001/API Q1)	INNOQ, SPEED+, relevant ministries, and relevant local industry	Capacity Building	TBD 2019	Improved understanding of International best practices supporting a more stable business environment. Will include supply chain development to increase local capacity in the oil and gas industry.
6. Regional Certification and Inspection Workshops (Nambala and Tete Provinces)	INNOQ, CTA, SPEED+, other relevant industry associations	Capacity building	TBD 2020	Building on the broader certification workshop, this event aims to improve understanding of International best practices supporting a

				more stable business environment. Further institutionalization of best practice in locations outside the capital, which will support national implementation of international best practices and create space for future trainings on sector specific standards issues.
7. Standards for Clean Liquid Fuels	INNOQ, CTA, SPEED+, other relevant industry associations	Capacity Building Workshop	Nov 2019	Sensitizing Mozambique's government to the role and importance of international standards to support clean, safe, and reliable fuels for consumers as well as to support U.S. market access. Intended to tee up future trainings to support the development of clean fuel standards and regulations that are relevant to Mozambique.
<b>Senegal</b>				
8. Sector Specific Standards Workshop in Senegal  <i>Potentially Ethanol fuels</i>	ASN, DCI, relevant ministries, and relevant local industry	Capacity Building	TBD 2019	Improved understanding of international best practices leading to an improved business environment for U.S. companies. Intended to tee up future trainings to support the development of clean fuel standards and regulations that are relevant to Senegal.
<b>West Africa (Cote d'Ivoire, Ghana, and Senegal)</b>				
9. NQI Handbook Development	CODINORM, ZABS, GSA, ASN, DCI, INNOQ, other relevant ministries	Materials development to support trainings	TBD	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.
<b>Zambia</b>				
10. Sector specific standards training (potentially organic certification, sustainable agricultural practices, GHS for chemical handling, or other)	ZABS, ZEMA, ACC, and relevant local industry	Capacity Building	TBD 2019	Training to support Zambia's capacity to utilize international best practices for the sector of interest. Bring Zambia in line with International best practices will help improve the investment climate and trade opportunities in Zambia.

**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
<b>Cote d'Ivoire</b>				
11. ISO37001 Implementer and Auditor training	CODINORM and relevant ministries	Capacity Building	TBD 2019	Improved understanding of international best practices for government and business practice to decrease corruption and improve the business climate in Cote d'Ivoire.
12. ISO 37101 Pilot	CODINORM, Ministry of Interior, and relevant local industry	Capacity building and pilot project	TBD	Improved understanding of best practices for urban planning to help augment trade and investment opportunities in the Cote d'Ivoire. Improved understanding of international best practices for city planning and sustainable

development to support CDI initiatives to empower urban planners.

**Ghana**

13. Standards to Support the Ghana National Building Code  <i>(formerly, Standards Specific Workshop in Ghana)</i>	GSA and relevant ministries and local private sector	Capacity Building	Tentative 2019	Improved understanding of international best practices leading to an improved business environment for U.S. companies. Increased understanding of AGOA requirements for sector specific items. Setting up a conversation for regional building standards.
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**Senegal**

14. Solar PV Training Module for Women	Remote Energy, ASER, DAUST, Outback Power, relevant technicians	Capacity Building	TBD 2019	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
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**Zambia**

15. Best Practices to Support the Development and Adoption of Energy Efficiency Standards in Zambia <i>(or similar)</i>	ZABS; BRRA; MCTI; Ministry of Mines, Energy, and Water; and Zambian AmCham	Capacity Building and Technical Training	August 2019	Increased awareness of international best practices and standards to support sustainable mining practices and to promote a more stable investment environment for U.S. companies
16. RIA Sensitization for Ministers and Permanent Secretaries	BRRA, MCTI, and other relevant ministries and industry	Awareness building and strategic planning	Sept 2019	RIA sensitization to fast-track institutionalization of RIA in Zambia by gaining political will and identifying regulatory agency leads for future training.

17. In depth Regulatory Impact Assessment (RIA) training and Train the Trainer event	BRRRA, Ministry of Commerce, Trade and Industry, Zambian Regulators	Capacity Building	Feb 2020	In depth training activity to support regulatory review and Regulatory Impact Assessments (RIA), which will boost private sector confidence in the Zambian regulatory environment by supporting early notification and stakeholder engagement
<b>West Africa (Cote d'Ivoire, Ghana, and Senegal)</b>				
18. Workshop to support the harmonization of ECOWAS Petroleum Standards	CODINORM, GSA, ASN, relevant ministries, and other relevant ECOWAS members (Nigeria, SON)	Capacity Building and knowledge sharing Workshop	October 2019	Workshop to support ECOWAS efforts to harmonize petroleum standards for transportation, distribution, and exploration that will support increased investment opportunities in West Africa by creating predictable and consistent regional standards and regulation for petroleum.
<b>Mozambique</b>				
19. Solar PV Training Module for Mozambique	Remote Energy, Outback Power, Eduardo Mondale University, relevant technicians	Capacity Building	TBD 2020	To expand the access and familiarity of Mozambican installers and developers to international standards for solar PV installations. To further support training capacity for rural electrical technicians and addressing the gender gap in technical fields by supporting local universities
<b>Africa (Zambia, Mozambique, Cote d'Ivoire, Ghana, and Senegal)</b>				
20. Technical advisor to African Union	African Union, ARSO (TBC through further coordination with USAID)	Embed technical advisor to support standards-	Begin Fall 2019	Support capacity building for AU institutions addressing implementation of the African Continental Free



related  
capacity  
building

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 the following framework, and will report on these indicators in the quarterly or annual report, as applicable.

INDICATOR	DEFINITION	DATA SOURCE	FREQUENCY	RESPONSIBLE
<b>Transparency in regulation – Notification to WTO</b>	Number of proposed or modified regulations notified to the WTO TBT and SPS Committees by partner countries	WTO: <a href="http://spsims.wto.org/en/Notifications/Search">http://spsims.wto.org/en/Notifications/Search</a> and <a href="http://tbtims.wto.org/en/Notifications/Search">http://tbtims.wto.org/en/Notifications/Search</a>	Annual	Implementation partner
<b>Acceptance of international standards</b>	Number of international standards adopted or referenced in official database of partner countries	Partner country national standards bodies	Annual	Implementation partner; sub-grantees
<b>Participation in international standards activities</b>	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
<b>Gender balance in program activities</b>	Gender-desegregated participant data from all program events and activities	Participant lists and event agendas	Quarterly	Implementation partner; sub-grantees
<b>Gender responsive program activities</b>	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
<b>Compliance with WTO Code of Good Practice</b>	Availability of a national standards work plan and public comment process	Partner country national standards bodies	Annual	Implementation partner

<b>U.S. industry market access in partner countries</b>	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
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In addition, during Year 7 ANSI will review the initial needs assessments prepared for each of the five partner countries in 2016, and update those baseline observations. The updated needs assessments will also serve as a compilation of country-specific strategies, which can be tied to the strategic pillars and work plan activities described above, and referred to in the annual report along with the performance indicators.