



**Period of Performance:** May 6, 2013 – September 30, 2013

## INTRODUCTION

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The following report contains a summary of the major activities completed and outcomes achieved during the first period of performance of the Standards Alliance, a public-private partnership between the American National Standards Institute (ANSI) and the U.S. Agency for International Development (USAID). The agreement was signed during Q2 2013, but major program activities didn't begin until Q3, so the enclosed report contains a summary of all activities completed to date.

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 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.

## SUMMARY OF ACTIVITIES COMPLETED DURING PERIOD OF PERFORMANCE

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The first five months of the initiative have been dedicated toward the first tasks identified in the program scope of work, including: identifying ten (10) countries/regions to partner under the Standards Alliance, developing an overall plan for the first contract year of the initiative, and conducting needs assessments in the partner countries. A general summary of these activities, according to their country or region is listed below.

### General Program Management/Promotion

- *Identified ten (10) partner countries/regions*

Following the announcement of the Standards Alliance in 2012, applications were received from several USAID-eligible countries. After evaluating the applications received, as well as ANSI member priorities, U.S. trade interests, readiness for engagement, ANSI and USAID agreed on the following partners for the first program year:

- Central America (CAFTA-DR, Panama)
- Colombia
- East African Community
- Indonesia
- Mexico
- Middle East/North Africa
- Peru
- Southern Africa Development Community (SADC)
- ASEAN
- Yemen (partnership with the GSO)

- *Developed Year One Plan or “Mission Statement”*  
 In consultation with USAID, the Office of the U.S. Trade Representative (USTR), and others in the public and private sector, ANSI developed the Year One Plan for the Standards Alliance. The “mission statement” includes an overview of the selected countries, the types of activities anticipated to be conducted, and the processes by which interested stakeholders in the U.S. can participate. (Plan available [here.](#)) The plan was shared with ANSI members and posted online publicly in August 2013.
  
- *Established program website*  
 In August 2013, ANSI launched a dedicated website for the Standards Alliance at <http://standardsalliance.ansi.org>. Information on each country/region, as well as program materials is available on the website which will be updated regularly throughout the duration of the initiative. In addition to developing content and hosting the pages on ANSI’s web servers, a “look and feel” was established for the project including a project logo and document format that was used in other promotional materials such as an overview PowerPoint presentation, key messages document, and press releases announcing key program milestones.
  
- *Organized inaugural U.S. event*  
 In order to officially kick-off the Standards Alliance in the U.S. and promote the program among key experts and stakeholders in the U.S., an inaugural event was held in Washington, DC on September 26, 2013. The keynote speaker was Ambassador Miriam Sapiro, Deputy USTR, and other distinguished speakers included Deputy Assistant Administrator David Atteberry, USAID and Joe Bhatia, president and CEO of ANSI. The event was held at the FHI360 Conference Center and over 80 guests attended the ceremony and cocktail reception following.

## Colombia

- *Conducted needs assessment meetings in Colombia and the U.S.*  
  
 On August 12-13, ANSI traveled to Bogota, Colombia to conduct the first in-country assessment consultations leading towards the development of a work plan for Standards Alliance activities in Colombia. In accordance with the scope of work, ANSI conducted meetings with the Ministry of Trade, Industry and Tourism (MinCIT), who submitted the application on behalf of Colombia, and relevant government ministries and private sector organizations. In addition to MinCIT, government participants included the national standards body (ICONTEC), national accreditation body (ONAC), national metrology institute (INM), and the ministry of food and drugs (INVIMA). In the private sector, ANSI met with the primary Colombian industry association ANDI, including discussions with their departments for the steel and metalworking, cosmetics, health, and food sectors. The primary objectives of the meetings in Bogota included:
  1. Identify a primary point of contact that will agree to the work plan and coordinate local input to ANSI
  2. Refine proposed activities based on actual goals and desired outcomes
  3. Introduce known U.S. priorities and discuss potential additional activities
  4. Collect information about participants’ background and their current roles and responsibilities within their respective agencies

5. Identify challenges or problem areas within the Standards Alliance initiative that are important to participants and could potentially be addressed through collaboration
6. Identify knowledge gaps
7. Identify potential stakeholders or partners not yet engaged
8. Assess factors that would influence willingness to actively participate, and determine interest in assuming a leadership role or other responsibilities
9. Assess preferences for format and frequency of periodic meetings and on-going collaboration
10. Begin to identify preliminary timeline for engagement

All of these objectives were met, and ANSI conducted similar meetings with stakeholders in the U.S. including government agencies such as the Department of Commerce, Food and Drug Administration (FDA), and Consumer Product Safety Commission (CPSC). In addition, private sector organizations from ANSI's membership and beyond have been consulted to identify specific priorities for U.S. industry. Initial sectors of interest identified on the U.S. side include electrical and electronics, oil and gas machinery, and processed food and beverages.

Based on the above consultations, ANSI is preparing a draft work plan that will be shared with Colombia in Q4, with activities expected to begin in 2014.

## Indonesia

- *Exchange on Good Regulatory Practices, Jakarta*

The first official Standards Alliance event – a workshop on “Good Regulatory Practice: Shared Experiences of the United States and Indonesia” – was held in Jakarta, Indonesia on June 20–21, 2013. Organized by USTR and the National Standardization Agency of Indonesia (BSN), the workshop was carried out in collaboration with USAID's Support for Economic Analysis Development in Indonesia (SEADI) project. The June workshop focused on two main principles of good regulatory practice: interagency coordination and public consultation. Speakers and participating organizations from the U.S. public and private sector included USTR, the National Institute of Standards and Technology (NIST), ANSI, the Toy Industry Association (TIA), the International Association of Plumbing and Mechanical Officials (IAPMO), and the U.S. Chamber of Commerce. Speakers from Indonesia also included a mix of public and private sector organizations such as BSN, the Ministry of Economic Affairs, Ministry of Industry, Bappenas (the Ministry of National Development Planning), KADIN (the Indonesian Chamber of Commerce), and APINDO (the Indonesian Employers Association).

As a result of the workshop, ANSI also confirmed interest from Indonesia and the U.S. private sector in continuing activities under the Standards Alliance. Areas of interest identified during the workshop included facilitating interagency coordination for both rulemaking and notification of proposed technical regulations to the WTO, as well as best practices for involving the private sector in standards development activities.

- *Development of work plan including sector-specific activities*

Since the June workshop, ANSI has received indications of interest from several private sector organizations in conducting follow-on activities in Indonesia. ANSI anticipates

that the work plan for Indonesia will include the most relevant of these proposals. One initiative has been identified in partnership with the IAPMO, focusing on updating the uniform plumbing code of Indonesia to address needs related to inadequate access to water. The work plan for Indonesia is expected to be finalized in Q4.

## Peru

Peru was one of the first countries to apply to the Standards Alliance and the first country in Latin America to participate. Leveraging the USAID Facilitando Comercio project in Peru, activities began in August and September, with ANSI support while discussions continued with INDECOPI, the Peruvian national standards body regarding a work plan for future activities.

- *Best Practices in Standardization and Regulation, Experiences in the U.S. and Peru*  
Organized by USAID's Facilitando Comercio project, and supported by ANSI and USTR, a series of exchanges was conducted in Peru and the U.S. in August and September 2013. The first of these exchanges focused on best practices for standardization and regulation, and took place in Lima and Arequipa, Peru. In addition to exchanging views on implementation of the WTO TBT Agreement and Peru-U.S. FTA TBT Chapter, and the use of international standards, speakers at the Lima and Arequipa events also discussed the regulatory development process in both countries. Nathan Frey, Senior Policy Analyst at the Office of Information and Regulatory Affairs Office of Management and Budget (OMB) presented an overview of the U.S. regulatory system as well as a case study on regulatory impact assessments. Finally, case studies were also examined covering standards and regulations for the textiles industry, working with industry to resolve technical barriers to trade, and opportunities for stakeholder input to proposed regulations. The U.S. delegation of speakers and presenters included Jennifer Stradtman of USTR, Nathan Frey of OMB, Linda Martinich of the Department of Commerce, Matthew Wilshire of the Consumer Product Safety Commission, and Jessica Roop of ANSI. Participating organizations from Peru included INDECOPI, the Ministry of Trade, Industry and Tourism, and Ministry of Economy and Finance. Over 100 participants in Lima included a mix of public and private sectors.

The workshop in Arequipa followed a similar agenda to the Lima program, except that the case studies were eliminated. The goal of holding the program in a second city was to reach more Peruvian industry participants.

- *Metrology and Legal Metrology in the United States*  
As the second in the series of exchanges organized by the Facilitando Comercio, a workshop on the metrology and legal metrology practices of the U.S. was held in Lima on August 29, 2013. The National Institute of Standards and Technology (NIST), the U.S. national metrology institute, coordinated the agenda and sent two experts, Ralph Richter and Katya Delak. The agenda for the workshop included an overview of the International Organization of Legal Metrology (OIML), NIST's role in metrology and legal metrology in the U.S., as well as discussions of metrology control in sectors such as transportation, metering, health and environment.
- *Conformity Assessment and Marks of Conformity in the U.S. and Peru*  
The final exchange in Peru covered topics of conformity assessment practices and the use of conformity marks in the U.S. and Peru.

■ *Visit of the Peruvian delegation to Washington, DC*

In coordination with the Facilitando Comercio, ANSI facilitated a week-long visit to the U.S. for Peruvian officials, including meetings with relevant government agencies and private sector organizations involved in standards and regulation in the U.S. The delegation included:

- Ms. Rocio Elena Barreda Santos, Coordinator for Technical Barriers to Trade, MINCETUR
- Ms. Maria del Rosario Uria Toro, Head of Standardization, INDECOPI
- Mr. Augusto Emiliano Mello Romero, Head of Accreditation, INDECOPI
- Mr. Jose Antonio Dajes Castro, Head of Metrology, INDECDOPI
- Ms. Jacqueline Grace Neumann Valenzuela, Legal Advisor, DIGEMID
- Ms. Monica Saavedra, Executive Director, DIGESA
- Mr. Raul Armando Flores Romani, Executive of Regulation, Ministry of Production

The purpose of the visit was to reinforce the principles covered during the workshops in Peru, and also provide an opportunity for deeper exchange with the regulatory and private sector experts for Peru's priority sectors that were not able to travel to Peru. A robust schedule was developed that included the following meetings:

Monday, September 23

Welcome and introduction, expectations of the visit

*ANSI*

Vehicle Emission and Safety Standards

*U.S. EPA, Navistar International, National Highway and Transportation Administration (NHTSA), USTR, Department of Commerce International Trade Administration (ITA)*

Peru's Involvement in the Global Food Safety Partnership

*World Bank, ITA*

Roundtable on Laboratory Accreditation

*A2LA, ANSI, NIST*

Tuesday, September 24

Meetings with standards developing organizations

*National Electrical Manufacturers Association (NEMA)*

*International Association of Plumbing and Mechanical Officials (IAPMO)*

*ASTM International*

U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition (CFSAN)

Wednesday, September 25

*NIST*

United States and Peru Trade Promotion Agreement TBT Chapter Meeting

*USTR*

Thursday, September 26

Trade in Food and Beverages, Opportunities for Cooperation  
*Foreign Agricultural Service, U.S. Department of Agriculture*  
*Grocery Manufacturers Association*  
*Distilled Spirits Council of the U.S. (DISCUS)*  
*Wine Institute*  
*Biotechnology Institute*  
*Monsanto*

Inaugural U.S. Event of the Standards Alliance

Friday, September 27

Meeting with standards developing organization  
*American Society of Mechanical Engineers (ASME)*

Regulatory risk assessment  
*OMB*

*Personal Care Products Council (PCPC)*

Textiles regulatory issues  
*Federal Trade Commission (FTC), ITA*

Consumer safety and textile flammability  
*Consumer Product Safety Commission (CPSC)*

As a result of the week-long series of meetings and discussions with the delegation, ANSI compiled a list of potential program activities for inclusion in the work plan for the Standards Alliance in Peru. The action item that resulted was for the delegation to review the list in consultation with stakeholders in Peru and return a prioritized list to ANSI including 3-4 of the most desirable or necessary project ideas. The work plan is expected to be finalized by the end of 2013.

**EVALUATION OF ACTIVITIES**

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The primary outcomes for the period of performance are outlined in the table below.

#	Country	Definition	Required in Work Plan?
1	United States	Completed project plan for Year 1 including countries of focus and planned activities	Yes
2	United States	Carried out U.S. launch of project	Yes
3	United States	Established program website	Yes
4	Indonesia	Over 80 Indonesian government and industry participants trained on best practices for	No

		standardization and regulation	
5	Indonesia	Work plan identified for sectoral work that will support water security and access to water	Yes
6	Colombia	Needs assessment conducted	Yes
7	Peru	Over 200 Peruvian government and industry participants collectively trained on standards, conformity assessment, regulation, and metrology	No
8	Peru	Established connections between Peruvian and U.S. decision-makers for standards, regulatory development, and conformity assessment	No
9	Peru	Needs assessment conducted	Yes

Among the successes of the first period of performance, one of the most important includes establishing processes for collecting input and expertise, which will be vital as the Standards Alliance continues. The above activities benefited greatly from the perspectives and experience of a large variety of U.S. individuals, organizations and agencies. It is important to take full advantage of the public-private expertise that exists in the U.S. system, and since the Standards Alliance is the first initiative of its kind, the processes to do this outreach had to be established and validated.

In addition, the initial activities in partner countries Indonesia, Peru and Colombia helped to establish some key baselines that will be used to measure program activities going forward. For instance, the needs assessment exercises allowed the compilation of information regarding WTO notification of proposed regulations (and trends of notification), priority sectors with new or imminent regulations pending, active industry sectors or associations, the regulatory structure and environment, and other key details related to the Standards Alliance pillars of performance.

The visit of the Peruvian delegation to Washington, DC was very positively received, and widely regarded to be a good model for future Standards Alliance partner countries. From ANSI's perspective, the primary factors contributing to its success included:

- Caliber of participants – the delegation consisted of exactly the right officials with authority and experience in their fields
- Relevance of meetings – based on the interests and needs of the delegation, meetings were established with the counterpart and stakeholder organizations for each of the Peruvian ministries represented on the delegation
- Coherence of the visit – the focus of the meetings as building toward a work plan for future activities was made clear at the beginning of the visit and reinforced throughout the week, concluding with a meeting between ANSI and the delegation confirming the major outcomes and opportunities for follow-up work

The first period of performance also resulted in lessons learned for future activities, such as:

- Coordinating with other USAID facilities – leveraging the resources and experience of existing projects will help extend the bandwidth and budget of the Standards Alliance, as well as support a more cohesive delivery of U.S. assistance involving standards. The experience with Facilitando Comercio was successful, although it had to be completed in

a very tight timeline. Going forward, ANSI will conduct the necessary outreach in each of the partner countries to coordinate with any relevant USAID projects regarding mutual work plans or other means of cooperation. This will also allow for longer lead times and greater awareness for all U.S. stakeholders.

- Needs assessment consultations – a more routine process for arranging the in-country consultations, conducting the discussions, and communicating with U.S. stakeholders has been built through the first set of needs assessments.

## CONCLUSION

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The first period of performance achieved many important milestones in initiating a project like the Standards Alliance. Establishing a primary stakeholder group and resource pool for expertise will allow for smoother organization of future events, while establishing or confirming relationships with the project champions in partner countries will help assure that future activities achieve the goal of long-term sustainability. In the next quarter, ANSI looks forward to more progress on country work plans, adding to project resources such as the website, scheduling needs assessments with the Southern African Development Community (SADC), Central America (CAFTA-DR), and Middle East North Africa.