



Period of Performance: October 1, 2013 – December 31, 2013

INTRODUCTION

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 enclosed report contains a summary of all activities completed in the fourth quarter (Q4) of 2013.

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

The second period of performance under the initiative was dedicated to scheduling and conducting the needs assessments described in the project plan, and developing work plans as a result of the consultations. A general summary of these activities, according to their country or region is listed below.

General Program Management/Promotion

- *Outreach to attract more partner agencies, organizations, and countries*

As the needs assessments and consultations for each partner country progressed (see below), ANSI sent regular communication through its member committees about opportunities for comment and feedback. In addition, updates were added to the Standards Alliance website including the dates and locations of assessment consultations, and trainings conducted in partnership with other agencies and organizations. As part of regular outreach and communication for the Standards Alliance, ANSI facilitated and/or participated in meetings with the private sector (U.S. Chamber of Commerce, National Association of Manufacturers, etc) to promote the project and attract relevant industry participants. In addition, as part of the assessment process, ANSI conducted consultations with companies and organizations from the private sector to discuss the Standards Alliance and potential opportunities for participation.

In addition, regular updates were provided to an interagency group of U.S. government experts with interest in the project. Country/region-specific meetings were held to solicit feedback before each in-country assessment was scheduled.

Finally, Gary Kushnier of ANSI presented before the WTO TBT Committee at its meeting in October in Geneva ([presentation available here](#)). In addition to providing an update on the Standards Alliance (the first since it was officially launched by USAID and USTR in 2012), Mr. Kushnier also met with interested country representatives to discuss potential future applications.

Central America (CAFTA-DR, Panama)

- *Scheduling for needs assessment meetings in El Salvador, Honduras, and Costa Rica*

A preliminary proposal for CAFTA-DR engagement was prepared in May 2013 with input from USG staff that traveled to El Salvador and met with a variety of agencies and industry representatives. In follow up to this background and additional expressions of interest received from the Dominican Republic, ANSI worked with a broad group of USAID and other relevant U.S. government agencies to identify appropriate timing and content for consultations in the region and discussion of a draft work plan. A preliminary schedule for meetings in El Salvador, Honduras and Costa Rica was proposed for late February 2014, to be confirmed with in-country participants.

Colombia

- *Development of work plan for Colombia*

Following the in-country consultations that took place in Bogota in August 2013, ANSI prepared a draft work plan of proposed activities the first year of engagement with Colombia. This was shared with the primary point of contact at the Ministry of Commerce, Industry and Tourism (MINCIT) with feedback promised by late January 2014. The work plan will be available on the Standards Alliance website as soon as it is agreed upon, incorporating feedback from Colombia and ANSI membership.

East African Community

- *Outreach among U.S. government stakeholders and began scheduling needs assessment meetings with the EAC*

In-country consultations for the EAC are planned to take place on the sidelines of the U.S.-EAC technical level trade talks, which were originally scheduled for late October 2013. Unfortunately due to the U.S. government shutdown, these meetings were postponed until February 2014. However, initial outreach to the five EAC member countries and relevant USG agencies began and in coordination with local USAID staff and contractors ANSI began to plan for the future in-country consultations.

- *Enquiry Point training in Nairobi, Kenya*

On December 9-11, 2013, the USAID sponsored East Africa Trade Hub supported an East African Community (EAC) regional training on the World Trade Organization (WTO) Technical Barriers to Trade (TBT) Agreement for National Enquiry Points (NEP) in Nairobi, Kenya. The three day training targeted all EAC standards organizations to enhance their capacity to manage and oversee activities relating to WTO notifications and National Enquiry Points engagements. NEPs are offices in WTO member countries that receive regular notifications on standards, technical regulations, and conformity

assessment procedures currently under development by WTO member states. NEPs are responsible for disseminating sector-specific information relevant to private sector stakeholders. The training was attended by 19 participants from the Bureaus of Standards of all the EAC Partner States. The purpose of the workshop was to train participants on NEP functions in compliance with the requirements of the WTO TBT Agreement.

ANSI worked with the East Africa Trade Hub to coordinate expert participation from the U.S. TBT Enquiry Point at NIST. Two NIST staff and one contractor delivered the training. ANSI and NIST are working together to identify appropriate follow-up activities that might be included in the EAC regional work plan for the Standards Alliance. More information is available at: <http://standardsalliance.ansi.org/Countries/EAC/enquiry-point-exchange.aspx>.

Middle East/North Africa

- *Scheduling of needs assessment meetings in Jordan and Morocco*

Proposals for the Standards Alliance were received from Jordan and Morocco, and in Q4 2013, ANSI worked with the points of contact in each country to set dates for in-country consultations. These meetings will be conducted in coordination with the consultations for Yemen's proposal (see below). A schedule for meetings between January 6-17 was agreed in December.
- *Outreach to U.S. public and private sector stakeholders regarding future work plan*

Once the timeline for consultations was established, ANSI met with several stakeholder groups in the U.S. to discuss potential MENA activities. In addition, ANSI and USTR met with representatives of the Yemeni, Jordanian and Moroccan Embassies in Washington, DC to brief them on the project and discuss the proposed consultations. As a result, the joint assessment outcomes and future work plan will incorporate existing activities by the U.S. Department of Commerce, and will address industry priorities from interested sectors such as electrical/electronic, automotive, and appliances, as well as others to be added.

Southern African Development Community

- *Conducted joint assessment meetings in South Africa and the U.S.*

The U.S. has received proposals from Zambia, Lesotho and Malawi for engagement under the Standards Alliance. On November 19-21, ANSI and USTR traveled to Pretoria and Johannesburg, South Africa to conduct in-country assessment consultations leading towards the development of a work plan for Standards Alliance activities in the SADC region. ANSI attended the planned meeting of the SADC Standards Organization (SADCSTAN) Executive Committee, which included representatives of six SADC countries (Zambia and Malawi among them). In addition, ANSI met with South African government agencies in Pretoria such as the South African Bureau of Standards (SABS) and Department of Trade and Industry (DTI). Finally, ANSI held dedicated discussions with the Southern Africa Trade Hub (SATH), a USAID-funded facility based in Botswana,

and the TradeMark Southern Africa, a European-funded initiative. The Trade Hub is likely to be a partner in the implementation of Standards Alliance activities in SADC. The primary objectives of the meetings in Pretoria and Johannesburg 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 and U.S. Department of Agriculture (USDA). 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 IT and telecom, chemicals, distilled spirits, and heavy duty vehicles.

Based on the above consultations, ANSI is preparing a draft work plan that will be shared with SATH and SADCSTAN in early 2014, taking into account the enquiry point activities noted below.

■ *Enquiry Point training in Zambia, Lesotho, Malawi*

Between December 4-18, 2013, the USAID sponsored Southern Africa Trade Hub supported capacity building workshops on the effective operation of World Trade Organization (WTO) Technical Barriers to Trade (TBT) National Enquiry Points (NEP). Three workshops were conducted in Blantyre, Malawi; Lusaka, Zambia; and Maseru, Lesotho, and focused on providing participants with a deeper understanding of the functioning of an effective enquiry point and notification authority. A total of 62 participants came from the national standards bodies (NSBs), trade and consumer associations, and other interested private and public sector stakeholder groups. Following the workshops, each country identified staff that would operate the TBT National Enquiry Point according to the principles outlined in the workshop.

ANSI worked with the Southern Africa Trade Hub to refine the scope of the technical assistance and to coordinate expert participation to deliver the training. In consultation with the U.S. enquiry point at NIST, an independent consultant with over 30 years of experience in standards and WTO TBT enquiry point operation was identified to deliver the training. ANSI and NIST are working together to identify appropriate follow-up

activities that might be included in the SADC regional work plan for the Standards Alliance. More information is available at: <http://www.satradehub.org/enabling-environment/lesotho-malawi-and-zambia-to-establish-tbt-inquiry-points>.

- *Planning for delegation visit to the U.S. by Zambia, Lesotho and Malawi*
 As immediate follow-up to the above-mentioned training, a delegation visit to the U.S. is planned for 10 delegates from the newly established National Enquiry Points in Zambia, Lesotho and Malawi. The visit will be coordinated by ANSI and the SATH, and sponsored by the SATH. In addition to benchmarking meetings at NIST, the delegation will meet with ANSI, USTR and other government and private sector organizations in Washington, DC. The visit will take place January 13-17, 2014.

Yemen (and GSO)

- *Scheduling of needs assessment meetings in Saudi Arabia*
 A proposal for the Standards Alliance was received from Yemen, which is a member of the Gulf Cooperation Council (GCC) Standards Organization (GSO). In addition to providing assistance to Yemen, the Standards Alliance expects to leverage this proposal to increase cooperation between the U.S. and GSO. In Q4 2013, ANSI worked with the points of contact in Yemen and the GSO to set dates for in-country consultations. These meetings will be conducted in coordination with the consultations for Jordan’s and Morocco’s proposals (see above). A schedule for meetings on January 8-9 in Riyadh, Saudi Arabia was agreed in December.

- *Outreach to U.S. public and private sector stakeholders regarding future work plan*
 Once the timeline for consultations was established, ANSI met with several stakeholder groups in the U.S. to discuss potential Yemen/GSO activities. In addition, ANSI and USTR met with representatives of the Yemeni, Jordanian and Moroccan Embassies in Washington, DC to brief them on the project and discuss the proposed consultations. As a result, the joint assessment outcomes and future work plan will incorporate existing activities by the U.S. Department of Commerce, and will address industry priorities from interested sectors such as electrical/electronic, automotive, and appliances, as well as others to be added.

EVALUATION OF ACTIVITIES

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

#	Country	Definition	Required in Work Plan?
1	United States	Provided regular project updates and communication to government and private sector stakeholder groups outlined in the project plan	Yes
2	United States	Posted project news and activities to the Standards Alliance website	Yes

3	United States	Delivered presentation and conducted outreach at the WTO TBT Committee in Geneva	No
4	CAFTA-DR	Established schedule for joint assessment consultations and began drafting work plan	Yes
5	Colombia	Completed draft work plan and submitted to MinCIT for feedback	Yes
6	EAC	Established schedule for joint assessment consultations	Yes
7	EAC	Conducted regional enquiry point training in coordination with NIST	Yes
8	MENA	Established schedule for joint assessment consultations	Yes
9	SADC	Joint assessment conducted	Yes
10	SADC	Enquiry point training for Lesotho, Zambia and Malawi conducted in coordination with SATH	Yes
11	SADC	Established schedule and drafted content for delegation visit to the U.S.	No
12	Yemen	Established schedule for joint assessment consultations	Yes

The next table summarizes each country/region's progress towards an agreed-upon work plan (targeted by end of Year One).

Country	Schedule joint assessment	Conduct joint assessment	Draft work plan	Agree on work plan
CAFTA-DR				
Colombia				
EAC				
Indonesia				
MENA				
Mexico				
Peru				
SADC				
Vietnam/ASEAN				
Yemen				

The successes of this period resulted mainly from establishing contact and connections with nearly all of the Standards Alliance partner countries/regions. Through the scheduling and conducting of needs assessments, ANSI began to build (or reinforce) the relationships that will make the sustained impact of the Standards Alliance more significant. The U.S. overall has not historically been as deeply engaged in some regions on standards and TBT issues, but the Standards Alliance will be key to correcting that trend. Through the activities in this quarter, relevant experts and individuals in regions such as SADC and new WTO member Yemen already have a better understanding of the resources and expertise available in the U.S.

Building on the positive outcomes of the first project period, another key outcome was carrying out processes for collecting input and expertise, which will be vital as the Standards Alliance continues. It is important to take full advantage of the public-private expertise that exists in the U.S. system. Throughout the activities described above, new and existing stakeholders were added and consulted, building up the overall Standards Alliance knowledge base.

In addition, more key baselines were established that will be used to measure program activities going forward. For instance, the needs assessment exercises in South Africa and enquiry point trainings in SADC and EAC 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 enquiry point trainings conducted in coordination with other USAID-funded initiatives and with the U.S. enquiry point at NIST also proved very successful. Since effective enquiry point operation is one of the four main pillars of the Standards Alliance, it was important to address these needs according to the circumstances in each country/region. By carrying out training activities in two big regions, ANSI, NIST and the USAID facilities have made a large stride forward in fulfilling this pillar. From ANSI's perspective, highlights of the successes of these trainings include:

- Guidance and participation from NIST – the activities this quarter differed from some other enquiry point trainings conducted in that they benefited from the expertise of practicing enquiry point staff at NIST and approved contractors. While there is always room for improvement, the U.S. enquiry point has established sophisticated and thorough systems for processing notifications and enquiries, and the staff are some of the top experts in the world. Establishing the foundation of training with these high caliber experts will help assure that future activities build in a positive direction.
- Leveraging the coordination of USAID facilities – with established connections and resources in the associated regions, the East African Trade Hub and Southern African Trade Hub provided the ideal local coordination point in the respective training regions. In addition to facilitating the countries' participation, the Trade Hubs also completed key introductory and follow-up work to collect feedback from participants. This coordination contributed to successful events and also freed up other Standards Alliance resources for future activities.

CONCLUSION

This period of performance achieved important milestones such as the completion of the first draft work plan, and also witnessed significant progress toward completion of all of the first year's activities. 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 completing more country work plans, adding to project resources such as the website, conducting joint assessments in MENA, Yemen, and CAFTA-DR, and scheduling the remaining assessments.