

Recommendations of the 2016 – 2018 Environmental Technologies Trade Advisory Committee (ETTAC) and ETWG Responses

Recommendation 1:
*Trade Policy and
American Competitiveness*

NAFTA

The ETTAC agrees with the guiding principle of “do no harm” and that the negotiations should build upon the existing agreement while addressing remaining barriers as well as new issues, such as digital trade. The ETTAC would like to highlight three specific issues for improvement: (1) in the area of standards and conformity, Mexico strictly limits its recognition and use of international standards and will need to change domestic laws to fully recognize and use international standards; (2) NAFTA environmental obligations should be brought into the core of the agreement with enforceable provisions based on international standards; and (3) the NAFTA modernization should update the IP Chapter to reflect the current state of the art in IP protection and deterrence. Additional recommendations include: maintenance or expansion of tariff elimination on environmental products and inputs; clarification of market access for remanufactured and used goods; modernization of NAFTA to reflect or build on WTO Trade Facilitation Category A provisions; make Rules of Origin qualification less burdensome; seek greater market access for U.S. firms in government procurement; ensure State Owned Enterprises compete on a commercial basis and prevent adverse impact of any unfair advantage on U.S. workers and businesses; and expand the existing NAFTA Services Chapter and incorporate the market access schedules of the TPP Agreement to further reduce barriers to trade in services.

ETWG Response:

The U.S. Trade Representative (USTR) greatly values the input from private sector stakeholder groups such as the ETTAC and welcomes the committee’s views on all current and future trade policy matters.

ETTAC Support Required: The ETWG welcomes continued ETTAC input on trade policy matters as relevant.

Lead Agency: USTR **Supporting Agencies:** ITA, EPA

Recommendation 2:
*Trade Policy and
American Competitiveness*

WTO Environmental Goods Agreement (EGA)

The ETTAC strongly supports the United States to return to the negotiating table of the EGA to ensure the elimination of tariffs on environmental goods. The U.S. industry faces still global competition and tariffs as high as 35% in key markets. Eliminating these tariffs will improve access to U.S. technologies, unlock opportunity for U.S. exporters, spur innovation and create jobs for U.S. workers.

ETWG Response:

The U.S. Trade Representative (USTR) greatly values the input from private sector stakeholder groups such as the ETTAC and welcomes the committee’s views on all current and future trade policy matters.

ETTAC Support Required: The ETWG welcomes continued ETTAC input on trade policy matters as relevant.

Lead Agency: USTR **Supporting Agencies:** ITA, EPA, State

Recommendation 3:
*Trade Policy and
American Competitiveness*

Market Development Cooperator Program (MDCP)

The ETTAC recommends that the Department of Commerce renew its commitment to the International Trade Administration's Market Development Cooperator Program (MDCP) and continue to fund and promote MDCP at an annual level of at least \$2 million.

ETWG Response:

Of the 146 MDCP projects ITA has supported over the years, twelve have been focused on helping environmental technologies compete in international markets. On average, MDCP projects generate \$347 in exports for every \$1 of MDCP awards made— thus representing an excellent return on the tax payer's dollar. No new projects will be awarded funds in fiscal year 2018 as a result of significant budget cuts to ITA, particularly to Industry & Analysis which administers the program, as well as a call-out in the President's proposed budget to eliminate the MDCP. Prior to 2017, ITA has funded program winners each year with the exception of 2006 when an unfunded mandate from Congress necessitated the program be temporarily suspended. Since the program's inception in 1993, ITA has not been required to fund new MDCP awards, but has done so as an effective way for ITA to fulfill its mission of helping U.S. SMEs to be more competitive in international markets. ITA will continue to help sustain the ongoing multi-year MDCP projects with awarded funds obligated in previous fiscal years and with ITA staff coordination of and participation in MDCP project activities. Of the 20 remaining projects still receiving support, one – the U.S.-China Environmental Education Fund - is focused on environmental technologies.

ETTAC Support Required: The ETWG welcomes continued feedback regarding the programs and activities that Committee members have found to be successful in assisting the environmental industry to open new overseas markets.

Lead Agency: ITA

Supporting Agencies: N/A

Recommendation 4:
*Trade Policy and
American Competitiveness*

Export Financing

The ETTAC recommends addressing current financing gaps in offerings by EXIM, OPIC, USAID's Development Credit Authority and the Multilateral Banks for coal- and waste-fired power plants, equipment, and services. ETTAC strongly supports EXIM's mission to support U.S. jobs through exports and views the Bank as one of the most important tools the U.S. government has to help grow U.S. exports and jobs, but additional financing tools are needed.

ETWG Response:

EXIM Bank looks forward to working with ETTAC members to increase the exports of U.S.-made environmentally-beneficial technology. EXIM Bank's environmental policy with respect to the financing can be found online under "UPDATE OF EXIM ENVIRONMENTAL REVIEW REQUIREMENTS" below Annex A-2: Supplemental Guidelines for High Carbon Intensity Projects" here: <https://www.exim.gov/policies/ex-im-bank-and-the-environment/international-environmental-and-social-guidelines/#a-2-update>.

The U.S. Trade and Development Agency (USTDA) notes that it is linking U.S. businesses to coal sector export opportunities by funding project preparation and partnership-building activities that help emerging markets access and use fossil fuels more cleanly and efficiently. In February 2018, USTDA issued a call for initial proposals on cleaner coal infrastructure projects in emerging markets and is now considering new fossil fuel investments in several high-growth countries as a result. In addition, earlier this year USTDA hosted a series of coal-fired power emissions monitoring and control reverse trade missions that connected U.S. businesses to new export opportunities in India, Indonesia, Romania, South Africa, Turkey, and Vietnam. USTDA intends to continue its work to promote U.S. exports of goods and services in this sector.

ETTAC Support Required: The ETWG welcomes continued ETTAC input on the U.S. Government's export financing programs supporting U.S. emissions control and monitoring companies and other environmental firms, as appropriate.

Lead Agency: EXIM

Supporting Agencies: USTDA, OPIC, USAID, ITA

Recommendation 5:
*Trade Policy and
American Competitiveness*

Export Financing

The ETTAC recommends that the Administration encourage the use of the Department of the Treasury Executive Order 13783 to help countries access and use fossil fuels more cleanly and efficiently and help deploy renewable and other clean energy sources at the World Bank.

ETWG Response:

The ETWG notes that in July 2017, the Department of the Treasury issued new guidance to the U.S. Executive Directors (USEDs) at Multilateral Development Banks, including the World Bank, to ensure that U.S. engagement on relevant projects and policies in developing countries takes place in a manner that is consistent with the Administration's goals with respect to energy policy. USEDs are charged with exercising the U.S. voice and vote on MDB projects and energy policy in a manner consistent with the objectives of (a) promoting universal access to affordable, reliable, sustainable, and clean energy; (b) helping countries access and use fossil fuels more cleanly and efficiently, and helping deploy renewable and other clean energy sources; and (c) supporting development of robust, efficient, competitive, and integrated global markets for energy. The text of the USED guidance is publicly available online at <https://www.treasury.gov/resource-center/international/development-banks/Pages/guidance.aspx>.

ETTAC Support Required: N/A

Lead Agency: Treasury

Supporting Agencies: ETWG

Recommendation 6:
*Trade Policy and
American Competitiveness*

Tariffs

The ETTAC appreciates the Administration's focus on global overcapacity in steel and aluminum and on China's IP theft, forced technology transfer and other unfair trade practices. However, the Committee is concerned that the imposition of sweeping tariffs could trigger a chain reaction of negative consequences for the U.S. economy and provoke retaliation from China and

our allies. ETTAC members have already seen increasing pricing volatility and uncertainty in sourcing, leading to disruptions in pricing schedules and capital projects regardless of country of origin. Factors such as these are driving up input costs and making U.S. products less competitive. The ETTAC recognizes and appreciates the Department's process in the 232 decisions to allow for country and product exclusions, and the comment period provided for the 301 tariff list, as processes that are important to ensure that U.S. consumers and businesses have an opportunity to identify challenges in their supply chain that could impede their ability to source critical components. The ETTAC urges the administration to re-evaluate the imposition of these tariffs and to work with the business community to find an effective but measured solution that protects American jobs and competitiveness. The Committee stands ready to work with the Secretary of Commerce and U.S. Trade Representative to find effective solutions that promote and not punish U.S. workers, consumers and businesses.

ETWG Response:

The U.S. Trade Representative (USTR) greatly values the input from private sector stakeholder groups such as the ETTAC and welcomes the committee's views on all current and future trade policy matters.

ETTAC Support Required: The ETWG welcomes continued ETTAC input on trade policy matters as relevant.

Lead Agency: USTR

Supporting Agencies: ITA

Recommendation 7:

*Trade Promotion and Export
Market Development*

Lead Generation

To improve the number and quality of leads generated by the U.S. interagency, the ETTAC recommends establishing a list of standards for collecting data about foreign business opportunities, and promoting use of these standards within Department of Commerce field offices and the interagency, and evolve them in response to feedback.

ETWG Response:

The ETWG concurs that standardizing the collection of data about potential trade leads is imperative to improve and streamline U.S.

Government support for U.S. environmental exporters. ITA is deploying several cross-industry pilots to make processing trade leads more effective and efficient across the organization, and to make more relevant information accessible to U.S. companies more quickly. ETWG agencies also are working in concert to provide improved support for U.S. companies to access overseas opportunities and markets through better coordination of information intake, processing and dissemination to stakeholders.

ETTAC Support Required: ITA welcomes the integration of the 2018-2020 ETTAC charter to serve as a focus group for these pilots and future related work.

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 8:

*Trade Promotion and Export
Market Development*

Lead Generation

To improve the number and quality of leads generated by the U.S. interagency, the ETTAC recommends establishing incentives, performance expectations, metrics and requirements that reinforce participation of DOC

and other U.S. agency field staff to contribute lead opportunities meeting the common standards as indicated in Recommendation #7.

ETWG Response:

The ETWG appreciates ETTAC's suggestion regarding establishment of additional metrics that reinforce participation in new standards for collection of data about overseas opportunities. ITA is a performance-based organization with the primary goal of helping private sector clients achieve their objectives. The performance of ITA field staff is measured based on their effectiveness at meeting those objectives, including through processing of trade leads. ITA looks forward to ETTAC's feedback on the pilot activities referenced in Recommendation #7.

ETWG agencies also are working in concert to provide improved support for U.S. companies to access overseas opportunities and markets through better coordination of information intake, processing and dissemination to stakeholders.

ETTAC Support Required: ITA welcomes the integration of the 2018-2020 ETTAC charter to serve as a focus group for these pilots and future related work.

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 9:

*Trade Promotion and Export
Market Development*

Lead Generation

To improve the number and quality of leads generated by the U.S. interagency, the ETTAC recommends promoting, encouraging and enabling input of non-U.S. projects and opportunities by foreign entities and/or end users through links to the Salesforce.com tool or other platforms and channels complying with the data collection standards referenced in Recommendation #7.

ETWG Response:

ITA's Data Services Platform (<https://developer.trade.gov/>) provides direct access to authoritative information on U.S. exporting and international trade via standard APIs. ITA has built the platform to be the central source for exporting data important to small and medium sized U.S. businesses.

The data and information is intended specifically for public use and dissemination. ITA encourages software developers to integrate the data into their applications and mash-ups to help U.S. small business owners expand their business overseas while creating jobs at home. A key element of the Data Services Platform is the Trade Leads API (<https://developer.trade.gov/trade-leads.html>), which provides contract opportunities for U.S. businesses selling their products and services overseas. These leads come from a variety of sources, including:

- The State Department's Business Information Database System (BIDS)
- FedBizOps
- The Government of the United Kingdom
- The Government of Canada
- The Millennium Challenge Corporation
- The Government of Australia
- The United States Trade and Development Agency (USTDA)

These trade leads are in fact linked to export.gov; when a user searches the Trade Leads section of export.gov (<https://www.export.gov/Trade-Leads>), the results that render come from this trade leads repository. Export.gov is built on the Salesforce.com platform.

In addition, ITA utilizes Salesforce's Knowledge app to collect and disseminate short and actionable market intelligence articles to the exporter community via the Market Intelligence search page on export.gov: <https://www.export.gov/Market-Intelligence>

The ETWG acknowledges that this system is only as "good" as the information that is entered. With this in mind, the ETWG is seeking ways to streamline the input process for both internal and external users and will take ETTAC's recommendation into account as it proceeds, coordinating with the interagency as appropriate.

ETTAC Support Required: ITA requests that the ETTAC employ the available API platform and provide additional feedback.

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 10:

*Trade Promotion and Export
Market Development*

Lead Generation

To improve the number and quality of leads generated by the U.S. interagency, the ETTAC recommends launching programs, platforms and partnerships that amplify the visibility of U.S. environmental companies, and developing and implementing a detailed marketing plan and sustained campaigns focused on driving foreign agencies, organizations and end users interested in environmental solutions to these programs and mechanisms.

ETWG Response:

The ETWG agrees that increasing the visibility of U.S. environmental companies to potential overseas buyers is a key element of the support that the U.S. Government should provide for U.S. environmental companies. One way in which we are seeking to do this is through the enhanced U.S. Environmental Solutions Toolkit, which we intend to launch later this year. The Toolkit is a joint effort between ITA and the U.S. EPA and serves as an interactive online buyer's guide that combines U.S. EPA expertise on solving environmental challenges with a catalogue of U.S. providers of related environmental technologies. The Toolkit will provide users – including potential foreign buyers as well as foreign government officials – access to information on U.S. EPA rules, technical research and other information, along with the names of U.S. companies that provide technologies that underpin those environmental protection approaches.

By serving as a one-stop resource targeted at foreign government officials and international buyers of environmental technologies, the enhanced Toolkit aims to strengthen the international visibility of U.S. companies that are interested in increasing their export opportunities. It will contain a list of U.S. companies that provide technology solutions for 12 different environmental issues in the areas of air pollution control; water and wastewater treatment; and waste management. Additional environmental issues will be added on a rolling basis. Companies of all sizes that manufacture or produce environmental technologies in the United States

may be listed on the Toolkit. The enhanced Toolkit is built on the Salesforce platform and as such will employ a fully online application process that is integrated with the Salesforce Customer Relationship Management System (CRM). Potential buyers and regulators in overseas markets also will be able to connect directly with the U.S. companies participating in the database of solution providers through an online Toolkit form. The relevant ITA officials, including those at Post and in the appropriate U.S. state (USEAC) will be notified when these initial connections are made, allowing for a whole-of-organization approach to support future potential transactions and track our customer assistance more accurately and effectively.

Another example of how we are enhancing our work to connect U.S. environmental technology companies with international opportunities is our examination of how to better leverage technology to facilitate connections at trade events. For the upcoming WEFTEC 2018 trade show, we are piloting a new digital platform that will provide better visibility for participating U.S. exhibitors, a more effective matchmaking system to engage with foreign buyer delegations, and it provides ITA with greater insight into the activities taking place at the show to more nimbly support our exporter client base. Leveraging great digital engagement, we anticipate reaching an even larger audience of potential foreign partners and end users to promote U.S. technologies.

ETTAC Support Required: ITA is in the process of developing a robust, targeted marketing plan for the launch of the U.S. Environmental Solutions Toolkit. When the Toolkit is launched, ITA requests ETTAC assistance in spreading the word to U.S. companies and organizations that might be interested to apply to participate in the database of solution providers. The ETWG also would welcome continued feedback from the ETTAC on ways to improve the Toolkit's usability and utility from a private sector perspective.

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 11:

*Trade Promotion and Export
Market Development*

Lead Generation

To improve the number and quality of leads generated by the U.S. interagency, the ETTAC recommends identifying and engaging non-U.S. industry networks and encouraging them to share leads with the Department of Commerce and other U.S. agency field staff.

ETWG Response:

ETWG agency field staff at overseas posts regularly engage with non-U.S. industry networks, multilateral development banks, as well as local and national-level government representatives to identify leads and opportunities to share with U.S. exporters, and will continue to encourage this collaboration. ITA also pulls in non-U.S. industry trade leads via APIs where available. For example, today ITA pulls in trade leads from multilateral development banks as well as the governments of Canada, the UK, and Australia as part of its Trade Leads API, available at <https://developer.trade.gov/trade-leads.html>.

ETTAC Support Required: N/A

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 12:

*Trade Promotion and Export
Market Development*

Lead Generation

To improve the number and quality of leads generated by the U.S. interagency, the ETTAC recommends upgrading trade show displays so that U.S. Pavilions present a more visually competitive presence and capture a greater share of floor traffic when compared to our international counterparts. Staff U.S. Pavilions with personnel who have market expertise in the region; can thoroughly engage potential customers; and provide targeted recommendations for solutions using U.S. company products and services.

ETWG Response:

The International Trade Administration is undertaking a comprehensive review of our engagement with clients at trade events.

A critical component of that review was soliciting feedback from our internal and external stakeholders, which included a helpful focus group session with the ETTAC where the topic of U.S. presence at trade events was raised. The team conducting the review is taking that feedback into consideration as it submits recommendations to ITA leadership on ways to enhance the effectiveness and value to clients of our programs at trade events.

ETTAC Support Required: ITA welcomes continued feedback from the ETTAC on activities and programs it offers at trade events.

Lead Agency: ITA

Supporting Agencies: N/A

Recommendation 13:

*Trade Promotion and Export
Market Development*

Lead Dissemination

To improve the value of leads shared with U.S. businesses, the ETTAC recommends increasing the visibility of lead opportunities via online feeds, application programming interfaces (APIs) and other mechanisms to enable them to spread through digital channels.

ETWG Response:

ITA leverages APIs today to both pull in trade leads data from other sources; and to make trade lead data available via its Trade Lead API.

These trade leads also are linked to export.gov; when a user searches the Trade Leads section of export.gov (<https://www.export.gov/Trade-Leads>), the results that render come from this trade leads repository.

The ETWG currently is exploring ways to improve the quality and timeliness of information provided via this API and other online mechanisms for U.S. environmental exporters.

ETTAC Support Required: The ETWG welcomes ETTAC's feedback on the existing Trade Leads API platform.

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 14:

*Trade Promotion and Export
Market Development*

Lead Dissemination

To improve the value of leads shared with U.S. businesses, the ETTAC recommends leveraging current and emerging platforms by developing data capture/storage/dissemination mechanisms that enable easy flow between and across current and emerging platforms such as the U.S. Environmental

Solutions Toolkit, Salesforce.com and other mechanisms that may be afforded through public-private partnerships and/or alliances with industry NGOs.

ETWG Response:

ITA has adopted a platform approach to developing its applications.

For example, the enhanced U.S. Environmental Solutions Toolkit that will be launched later this year is built on the force.com platform (Salesforce); the export.gov website is also built on the force.com platform (Salesforce); and the Trade Leads API is built on the Data Services Platform (developer.trade.gov platform), which is fully integrated with force.com (Salesforce). ITA leverages APIs wherever they are available and practical to both share data and pull data in for its clients' usage.

The ETWG also is exploring ways to better coordinate relevant information provided on the various digital platforms employed across the interagency and make it accessible to U.S. environmental companies, including through the "one stop shop" Environmental Exporter Portal hosted on export.gov. ITA is in the process of updating the Portal to include links to market intelligence, opportunities and trade leads, including automatically-populated information pulled from the Trade Leads API.

ETTAC Support Required: ITA will request that the 2018-2020 ETTAC consider providing ITA with assistance regarding how it can more effectively partner with private sector portals and other online mechanisms to make trade leads more widely available to U.S. firms.

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 15:

*Trade Promotion and Export
Market Development*

Metrics and Tracking

The ETTAC recommends establishing operational metrics with specific indicators such as the number of foreign lead opportunities posted in a given month, number of clicks on U.S. company profiles by non-U.S. stakeholders, and any mechanisms that can capture information about the selection and procurement of goods or services from U.S. exporters.

ETWG Response:

The ETWG shares the ETTAC's interest in tracking opportunities for U.S. exporters and interest in our clients' technologies and solutions.

Many of the previously mentioned ongoing pilots that ITA is running are actively investigating and/or incorporating elements of metric analytics to better track information on international opportunities. For example, the ongoing trade lead pilot project is closely monitoring the number of trade leads captured and percentage of trade leads where a U.S. company has subsequently engaged with the requester. The enhanced U.S. Environmental Solutions Toolkit also will provide the capability to track potential leads that are initiated through the tool. We continue to seek ways to utilize data to improve and enhance our ability to support U.S. exporters and our support for them.

ETTAC Support Required: ITA welcomes the integration of the 2018-2020 ETTAC charter to serve as a focus group for the relevant ongoing pilots and related work.

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 16:

*Trade Promotion and Export
Market Development*

Metrics and Tracking

The ETTAC recommends publishing information to enable performance improvement. Commerce's country offices could publish these metrics and statistics on country websites on Export.gov to create transparency around lead generation, distribution, and impact on American business.

ETWG Response:

The Department currently publishes an Annual Performance Plan and Annual Performance Report, including bureau-specific metrics, at performance.gov. The "percentage of companies assisted by the International Trade Administration (ITA) that achieve their export objectives" and the "number of clients assisted" are two indicators included in this report that are intended to assist in performance assessment of staff with respect to the organization's core mission (these metrics were developed in part from responses ETTAC provided to the Department four years ago). ITA captures and records the client's "export objective" in order to understand the client's needs and offer a customized approach to meet those needs drawing on the full resources available across ITA and the Federal Government. This approach steers ITA professionals toward identifying problems and challenges with exporting, and designing holistic solutions. It also focuses ITA on engaging with clients to offer substantive, high value-added assistance, such as helping companies select the best markets to enter, overcoming export trade barriers, or finding suitable international business partners. Clients are offered an opportunity to provide feedback on their experience based on the service(s) they received.

ITA also conducts an annual survey to collect further qualitative data on ITA's value-add, service quality and return on objective (what impact in terms of revenue and jobs did our assistance have on a client). Together with focus group interviews and the above data, ITA develops a larger annual customer experience report to help us understand what clients need from us, the value of the assistance to the client, the return on investment from the assistance provided and where we can improve on our quality.

ITA also tracks the number of Advocacy projects won by U.S. companies that applied for Advocacy and the United States export content value of those projects.

ETTAC Support Required: ETTAC members and member organizations should participate and/or encourage their members to participate in ITA's annual survey.

Lead Agency: ITA

Supporting Agencies: N/A

Recommendation 17:

*Professional Services and
Infrastructure Advancement*

U.S.-Brazil Bilateral Discussions & Workshops

The ETTAC recommends that the bilateral discussions between the U.S. and Brazilian governments concerning trade barriers relating to solid waste and other environmental services under the U.S. Brazil Commercial Dialogue be resurrected.

ETWG Response:

The ITA will seek to leverage the Trade Partnership Work Group under our primary bilateral trade forum, the U.S.-Brazil Commercial Dialogue, as a mechanism to address trade barriers to solid waste and other environmental services. ITA will also consult with USTDA to request that environmental services procurement concerns are incorporated into future Global Procurement Initiative activities.

Tariff and non-tariff barriers not only inhibit trade and investment internationally, they also limit access to key environmental technologies that address environmental challenges and meet related health, urbanization, and climate change adaptation goals. The U.S.-Brazil Commercial Dialogue was created to reduce non-tariff barriers to trade and facilitate the flow of goods between our two countries. The dialogue's Trade Partnership Work Group includes two relevant work streams on Good Regulatory Practices and Standards and Conformity Assessment. These active work streams seek to address several of the trade concerns raised by the ETTAC. In addition, the USTDA's Global Procurement Initiative has been working closely with the Brazilian Ministry of Planning to improve procurement practices in Brazil, another concern raised by the ETTAC.

ETTAC Support Required: To successfully implement this recommendation the ITA will require ETTAC support and participation for any environmental technologies activities or other relevant activities held under the Commercial Dialogue or Global Procurement Initiative. ITA would also like welcome further information from the ETTAC on the specific rules, regulations, and foreign government practices that are acting as trade barriers for the sector in Brazil. A detailed work proposal that answers the following questions will help us better target our efforts and build support for engagement across both governments:

- What is the specific barrier or opportunity?
- What is the ideal outcome?
- What are the roles of Commerce and MDIC?
- How will addressing this issue lead to greater bilateral trade and investment?
- Who are the key stakeholders and how do you recommend we engage with them?

Lead Agency: ITA Supporting Agencies: EPA, OIRA, NIST, USTDA

Recommendation 18:

Professional Services and Infrastructure Advancement

U.S.-Brazil Bilateral Discussions & Workshops

The ETTAC recommends that U.S.-Brazil bilateral discussions relating to environmental services incorporate the recommendation of the 2014-2016 ETTAC charter to facilitate a series of workshops, to address environmental issues and find ways to overcome trade barriers.

ETWG Response:

The ITA will continue to emphasize the importance of workshops, digital video conferences (DVCs), and other mean of bilateral engagement to address trade barriers, including those affecting the environmental services sector.

The Trade Partnership Work Group regularly facilitates appropriate means of bilateral exchange to address topics of concern, including through workshops, DVCs, meetings, and roundtables, among others. Such exchanges enable the working groups to share best practices and find ways to overcome trade barriers.

ETTAC Support Required: To successfully implement this recommendation the ITA will require ETTAC support and participation in any environmental technologies-related workshops or other means of exchange. ITA would also welcome suggestions from ETTAC on the structure, timing, location, etc., of such activities and will look to ETTAC to provide timely technical advice related to their execution.

Lead Agency: ITA

Supporting Agencies: EPA

Recommendation 19:

*Professional Services and
Infrastructure Advancement*

Solid Waste Toolkit

The ETTAC recommends that the Brazil Solid Waste Toolkit be distributed to the interagency Environmental Trade Working Group (ETWG) and the Toolkit format be used to identify other countries with similar needs in the waste management sector that offer opportunities to American businesses. The ETTAC identified India, Indonesia and Mexico as other countries that are likely to provide substantial opportunities for U.S. companies.

ETWG Response:

The ETWG acknowledges that Brazil Solid Waste Toolkit is a useful tool for U.S. officials covering this issue and is working to integrate it into the resources available to trade specialists, commercial officers and interagency experts.

Designated Federal Officer, Amy Kreps, presented the Toolkit to the ETWG on May 22, 2018 for consideration within member agencies' trade policy planning. The Toolkit also has been distributed to the ITA Global Environmental Team, including the Foreign Commercial Service in Brazil, and entered into ITA's central repository for knowledge and expertise building tools.

ETTAC Support Required: N/A

Lead Agency: ITA

Supporting Agencies: ETWG

Recommendation 20:

*Professional Services and
Infrastructure Advancement*

Solid Waste Toolkit

The ETTAC recommends that the Brazil Solid Waste Toolkit be provided to future ETTAC charters as a model to consider for potential development of Toolkits for other countries.

ETWG Response:

The ETWG appreciates receiving the information contained in the Toolkit, including identification of tariff and non-tariff barriers to Brazil's solid waste management market. ETWG agencies look forward to receiving continued advice on issues impacting market access in Brazil and other key markets for the environmental technologies industry.

Designated Federal Officer, Amy Kreps, will duly deliver this recommendation letter and its supporting documentation (the Toolkit) to the 2018 – 2020 ETTAC at the beginning of its charter. ETWG agencies

would benefit from regular input on tariff and non-tariff barriers affecting the environmental technologies industry so they may be prioritized in the appropriate international fora.

ETTAC Support Required: The 2016 – 2018 ETTAC envisions future committee work related to development of additional Toolkits. Future ETTAC work in this area would greatly benefit international trade policy discussions where it seeks to identify the variety of barriers – particularly non-tariff barriers - that adversely impact the competitiveness of the U.S. environmental industry in key overseas markets. Detailed examples of the impact of these barriers on individual companies as well as on the U.S. economy at large is particularly useful to ETWG agencies.

Lead Agency: ITA

Supporting Agencies: N/A