#### Environmental Technologies Trade Advisory Committee (ETTAC) July 21, 2020; 12:00 pm – 3:00 pm Abbreviated Virtual Meeting (Webex)

12:00-12:20 Welcome & Committee Business Amy Kreps, ETTAC Designated Federal Officer Bill Decker, ETTAC Chair

#### 12:20-1:00 Presentation of ETTAC Recs to the Deputy Secretary

- Opening Remarks from the Deputy Secretary of Commerce
- Trade Policy and Trade Negotiations Subcommittee Presentation
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- 2:45-3:00 Public Comment & Adjourn Amy Kreps, ETTAC Designated Federal Officer



# Environmental Technologies Trade Advisory Committee (ETTAC)

# TRADE POLICY AND TRADE NEGOTIATIONS SUBCOMMITTEE July 21, 2020





TRADE POLICY AND TRADE NEGOTIATIONS SUBCOMMITTEE



### Overview

- Focused on key issues of U.S. competitiveness
- Established priorities to:
  - Address Administration's goals on fair trade
  - Enhance U.S. ability to compete against foreign competitors

### Priorities

- Bilateral Trade Agreements
  - U.S.-Japan
  - U.S.-UK
  - U.S.-EU
- USMCA
- G7 Environmental Agenda
- OECD End-of-Life Plastics
- Trade and Tariffs
  - 232 and 301



### COMMON THEMES IN FTA MARKETS: UK, EU, JAPAN

#### **Trade in Goods**

Secure comprehensive market access and remove tariff / non-tariff barriers

#### **Customs and Trade Facilitation**

Increase transparency

#### **Regulatory Practices**

Increase regulatory cooperation and compatibility, where possible

#### Environment

Establish strong and enforceable environmental obligations to protections afforded in environmental laws

#### **Global Standards**

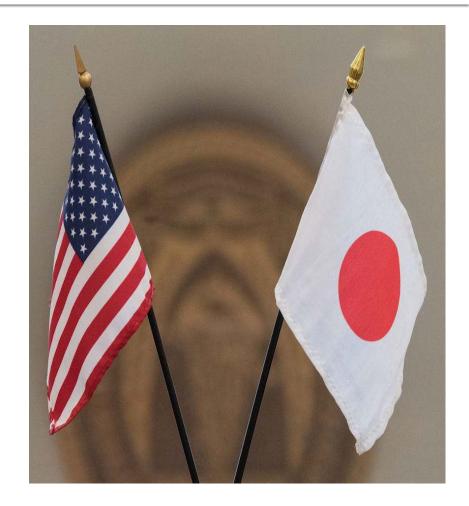
Harmonize standards and certification

TRADE POLICY AND TRADE NEGOTIATIONS SUBCOMMITTEE



### JAPAN FTA

- Amend public comment procedure to provide meaningful opportunity for comment and submission of relevant data
- Use evidence-based cost benefit analysis or stakeholder engagement for development of regulatory procedures such as U.S. EPA TSCA
- Eliminate 3-5.7% tariffs on U.S. recyclable commodities including high value metals and recovered paper





### EU FTA

- Align to US mobile emissions standards for Tier 3 gas and EU for particulate
- Empower U.S. & EU Agencies to take up Regulatory cooperation projects (e.g., data sharing and risk assessment between EPA and ECHA)
- Create incentives to boost and promote resource efficiency through trade
- Adhere to WTO Agreement on Government Procurement to enable greater access to public tenders by U.S.-based companies





### UK FTA

- Require the UK to adopt and maintain measures implementing obligations under select Multilateral Environmental Agreements (MEAs)
- Promote cooperation with the UK to prevent duty evasion and combat customs offenses
- Reduce regulatory burden and support dialogue to promote common efforts on science and risk-based regulations





### USMCA

### Successful Negotiation

- Do No Harm
- Environmental Chapter
- Standards

### Implementation

- We stand ready to provide advice
- Critical Issues:
  - Standards
  - Enforcement





### OECD And End-of-Life Plastics

- Oppose OECD Automatic Adoption Basel amendments to ensure open trade that helps address marine litter
  - Support keeping current OECD Council Decision Appendix 3 listing for plastics
- Accept OECD Council Appendix 4 listing for certain hazardous plastics to be controlled
- Work with OECD members to support modern waste management infrastructure and systems around the world



### G7 Environmental Agenda

### Increase Environmental Goods and Services Trade

- Lower Tariffs and Non-Tariff Barriers
- Mobilize Sustainable Financing

### Waste Management

 Create robust infrastructure in countries with insufficient capability

### Promote Best Practices

- Continue promoting best practices with active participation of business and other stakeholders
- Recognize the role of G7 Alliance on Resource Efficiency and the G20 Resource Efficiency Dialogue



### Section 232 Tariffs

- Adopt a targeted and tough approach to trade enforcement
- Set new, more effective trade rules on subsidies and state-owned enterprises
- End China's trade-distorting practices that drive its structural overcapacity
- Continue to improve exemption process
  - Better tracking and analysis
  - Ensure requests for and objections to exemptions accurately reflect the petitioners and responders capacity, capability, and quality requirements



#### Environmental Technologies Trade Advisory Committee (ETTAC)

# TRADE POLICY AND TRADE NEGOTIATIONS SUBCOMMITTEE July 21, 2020

## **THANK YOU**



#### **Environmental Technologies Trade Advisory Committee (ETTAC)**

# Trade Promotion and Export Market Development

July 21, 2020



## Trade Promotion and Export Market Development Subcommittee

**2018-20 CHARTER SUMMARY** 

### AGENDA:

- Subcommittee Representatives
- Non-Letter Writing Initiatives
- Recommendation Letters Submitted
- Question and Answer



### ETTAC Representation 2018-20 CHARTER SUMMARY





### Non-Letter Writing Initiatives 2018-20 CHARTER SUMMARY

- Environmental Toolkit
  - Enhancement Recommendations
  - Testing and Troubleshooting
- Commercial Services
  - Recommendations on Event Architecture and Services
- In Person ETTAC Meetings
  - Commercial Services, World Bank, Office of Standards, ITA-Manufacturing, EPA, Office of Industry Engagement, Tribal Affairs, Council on Environmental Quality, Bureau of Oceans, Advocacy Center
- Customer Relationship Management (CRM)
  - Raised Issue Awareness







## **Recommendation Letters Submitted**

#### 2018-20 CHARTER SUMMARY

#### IMPROVING THE COMPETITIVE LANDSCAPE

#### The Honorable Wilbur Ross

Secretary U.S. Department of Commerce 1401 Constitution Ave., N.W. Washington, DC 20230

Dear Secretary Ross:

We are writing to provide recommendations regarding several near-term solutions that would greatly bolster the competitive landscape for the U.S. environmental technology sector. The U.S. environmental industry supports over 1.6 million jobs and generates over \$345 billion in revenue annually.

The Environmental Technologies Trade Advisory Committee (ETTAC) is a federally established committee whose purpose is to advise on the policies and procedures of the U.S. government that affect U.S. environmental technology exports. In this capacity, we appreciate the opportunity to provide the following recommendations:

- Convening the U.S. government interagency, inviting World Bank President David Malpass
  and Chief of Procurement Enzo De Laurentiis, other multilateral bank leaders, and CEOs
  from the U.S. environmental technology sector in a roundtable to discuss options to reduce
  transaction costs and increase involvement of U.S. businesses in multilateral tenders. This
  discussion would be an important step in addressing the small number of U.S. firms
  currently responding to bank-led procurement processes. These issues are among the most
  pressing challenges facing U.S. companies in determining whether to engage with the
  multilateral banks.
- Engaging the interagency community and in-country experts to offer a series of technical
  exchanges and market intelligence roundtables with environmental technology sector
  companies as a proactive follow-up from the Environmental Technologies Top Markets
  Report turning research into action. The U.S. companies could benefit from hearing
  about multiple U.S. government program opportunities within specific markets and be
  linked to potential customers and vice versa.
- Establishing interagency sub-working groups focused on each of the environmental technology media categories (e.g., air, water, and solid waste and recycling) under the Trade Promotion Coordinating Committee Environmental Trade Working Group. The subworking groups should identify and promote ways to coordinate and effectively direct U.S. export financing offered by the EXIM Bank, OPIC, and USTDA to assist U.S. providers, particularly small and medium-size enterprises, in pursuing new or expanded export opportunities in environmental sectors.

#### ENHANCING GLOBAL PROCUREMENT

#### February 14, 2020

The Honorable Wilbur Ross Secretary US Department of Commerce 1401 Constitution Ave., NW Washington, DC 20230

RE: Increased U.S. Participation in Global Environmental Procurement

Dear Secretary Ross:

The Environmental Technologies Trade Advisory Committee (ETTAC) has identified a need to engage the U.S. Government (USG) interagency community in order to foster greater collaboration among the World Bank, other multi-lateral lending institutions, and U.S.-based providers of environmental goods and services.

We respectfully request your leadership in convening an executive-level roundtable discussion that would include major stakeholders, including U.S. companies, associations, representatives from the World Bank and other institutions, and relevant USG agencies.

We envision the outcome of this roundtable to be a roadmap for greater U.S. business participation in global environmental procurement. As you may know, U.S. companies currently receive a very small share (1.23 percent) of available World Bank opportunities although the U.S. contributes 16.32 percent of the Bank's overall budget. However, U.S. companies have a 47 percent success rate when bidding on World Bank projects. Consequently, there is clear opportunity for growth should more U.S. firms choose to compete for World Bank and other funded projects.

The agenda for the roundtable should cover each stage of the procurement process, including tender, contract award, and implementation. Specific topics for discussion would include promoting greater transparency about the contract award process, establishing improved communications channels, and reducing project transaction costs for U.S. environmental solutions providers. One additional suggestion highlighted in our deliberations was the provision of routine and timely debriefs to non-selected bidders at the end of the procurement process.



### Improving the Competitive Landscape Official Statement 02/14/2020

- Objectives:
  - Provide near-term solutions to improve the competitiveness of U.S. environmental companies in global procurement
  - Engage the interagency community and in-country experts
- Requests Made:
  - To convene a technical exchange that would include:
    - World bank and multilateral bank leaders
    - CEOs from the U.S. environmental sector
    - U.S. Government procurement experts
  - Topics for discussion to include:
    - Reducing transaction costs
    - Increase involvement of U.S. companies
- Next Steps:
  - Establish a sub-working group focused on each environmental category (air, water, soil) to coordinate and improve U.S. export financing



### Enhancing Global Procurement Official Statement 02/14/2020

- Objectives:
  - To increase U.S. participation in global environmental procurement
  - To give U.S. companies a better understanding of the global procurement process
- Requests Made:
  - To convene an executive-level roundtable discussion that would include:
    - U.S. companies
    - Associations
    - Representatives from the World Bank and other institutions
    - Relevant USG agencies
  - Topics for discussion to include:
    - Promoting greater transparency about contract award process
    - Establishing improved communications channel
    - Reducing project transaction costs for U.S. environmental solution providers
    - Desirability of accelerated access to upcoming tenders
- Next Step
  - Possible roundtable under future charter in conjunction with a 2020-2022 ETTAC meeting.



# Environmental Technologies Trade Advisory Committee (ETTAC)

### TRADE PROMOTION AND EXPORT MARKET DEVELOPMENT SUBCOMMITTEE

July 21, 2020





#### Environmental Technologies Trade Advisory Committee (ETTAC)

### COOPERATION ON STANDARDS, CERTIFICATIONS AND REGULATIONS (CSCR) SUBCOMMITTEE

July 21, 2020



- Absolute Resource Associates
- Aqua-Aerobic Systems, Inc.
- ASTM International
- Coca-Cola Company
- Environment One Corporation
- Institute of Clean Air Companies (ICAC)
- Manufacturers of Emission Controls Association (MECA)
- Montrose Environmental Services
- Resin Tech, Inc.
- Warren & Baerg Manufacturing, Inc.
- Water Quality Association (WQA)



# Identify Market Barriers Related to Standards and Certification

- U.S. Environmental Technologies and Services
  - Air
  - Water
  - Waste
  - Recycling
- Survey Identified U.S. Exporters At Disadvantage
  - Mexico
  - Europe
  - China



# Market Barriers Related to Standards and Certification

- Foreign Standards and Certification Requirements
  - Duplicative
  - Cumbersome
  - Expensive



### **Key Recommendation Areas:**



### Education

Educate international markets and consumers of U.S. standards and certification procedures.



### Promotion

Promote international adoption of U.S. standards and certification methodologies in countries still developing standards.



### Reciprocation

Develop reciprocity or recognition of U.S. procedures in countries with existing standards and certification.



### TRADE BARRIER

- EU TUV and other similar standards require two separate tests
- Requirement to fly international personnel to U.S. to review manufacturing processes and audit assessments
- Requirement to ship equipment overseas

### RECOMMENDATION

- Alternative U.S. based technology verification testing process
- Independent U.S. based assessments
- Allow systems to stay in U.S. for testing



### TRADE BARRIER

- U.S. manufacturers required to obtain letter of free sale in order to export to certain countries
- Not all manufacturers can obtain this at state level or through trade associations

### RECOMMENDATION

 U.S. Department of Commerce provide letter of free sale to help with certification to export





# Environmental Technologies Trade Advisory Committee (ETTAC)

### COOPERATION ON STANDARDS, CERTIFICATIONS AND REGULATIONS (CSCR) SUBCOMMITTEE

### July 21, 2020



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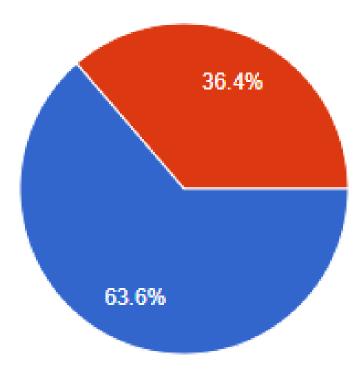
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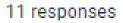
# ETTAC Final Membership Survey Results 2018-2020

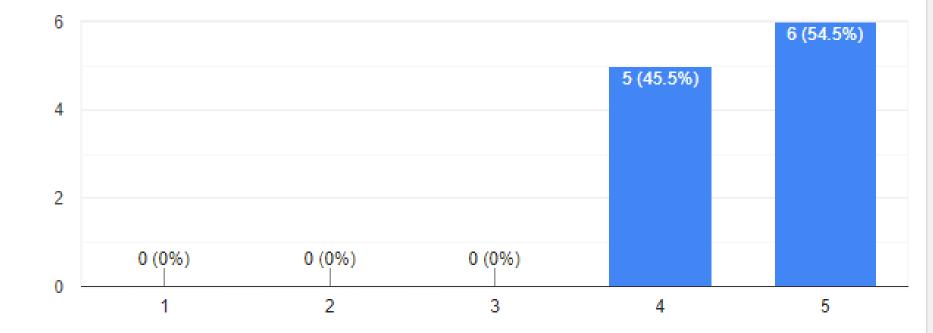
#### Was this your first charter on the ETTAC?



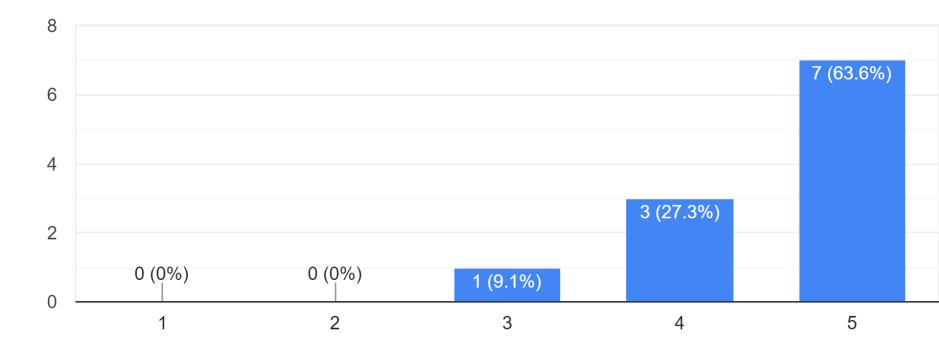


#### How clear were the committee's objectives?

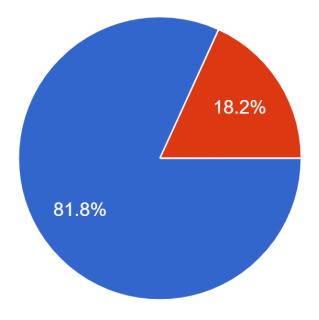




# How effective were subcommittee conference calls in accelerating the development of recommendations?

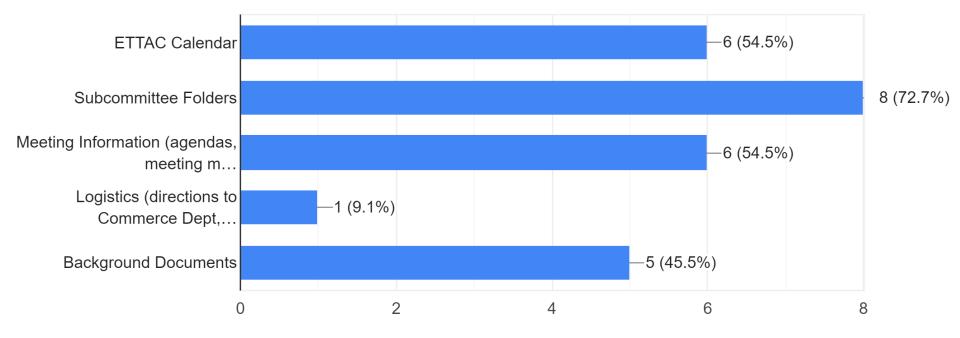


#### Have you used the ETTAC Sharepoint Site?

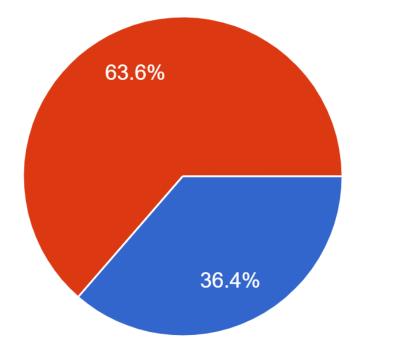




# What sections of the ETTAC Sharepoint site have been useful to you? Please check all that apply.



## Have you experienced any difficulties using the ETTAC Sharepoint site? 11 responses





Please provide any additional feedback you have about the ETTAC Sharepoint site. 6 responses

Some connectivity issues with my local server.

reached out for assistance mid way through charter...never received help.

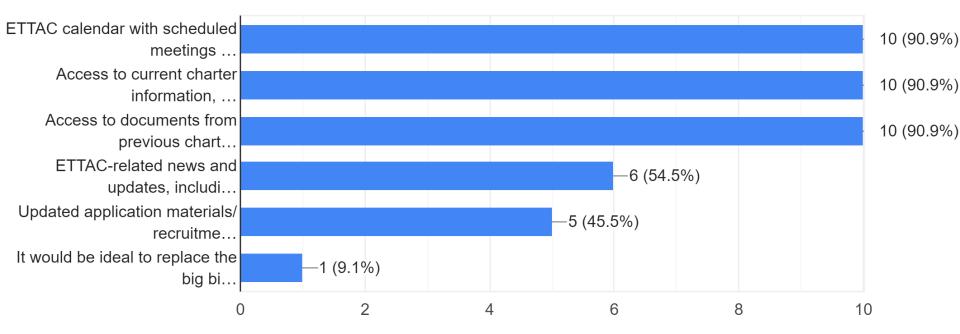
I can't access my ETTAC sharepoint right now - not sure what happened.

If the ETTAC is forced to go virtual for the next charter, we should consider enhancing the Sharepoint site and use it for more for collaboration.

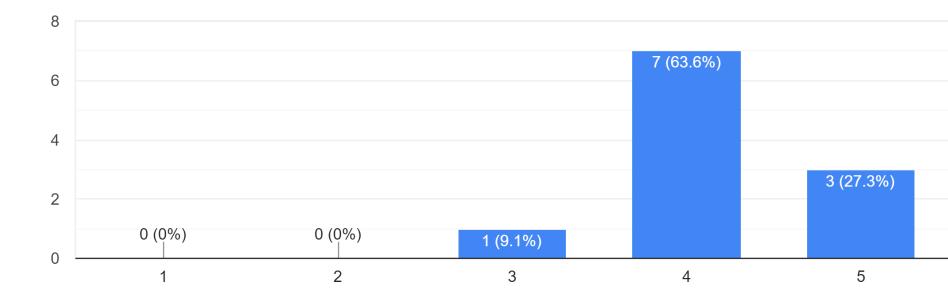
Did really have any difficulties using the ETTAC Sharepoint site. Just takes using it to get used to it. It was nice having the documents and information there.

Use something other than SharePoint for doc control. OneDrive would be preferred.

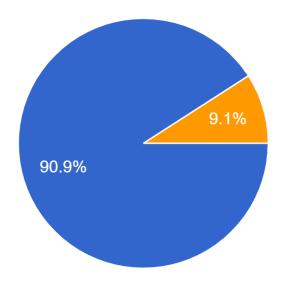
## We are currently developing a new public-facing ETTAC website. Which of the following features would be most useful to you? (select all that apply)



Please rate the speaker quality in terms of providing information and strategies related to your specific sector challenges (air, water/wastewater, waste, recycling). <sup>11 responses</sup>

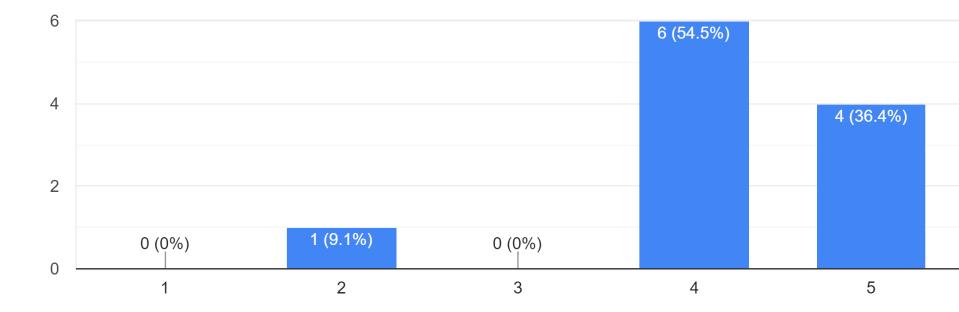


Did we meet the expectations you had when you joined this charter through effective use of the agenda and committee process?

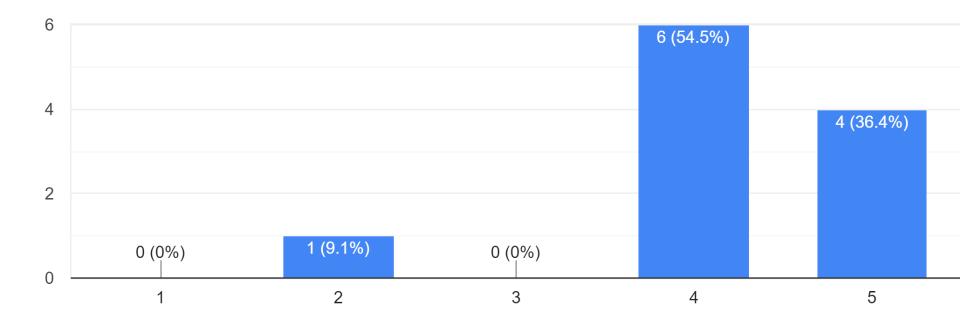




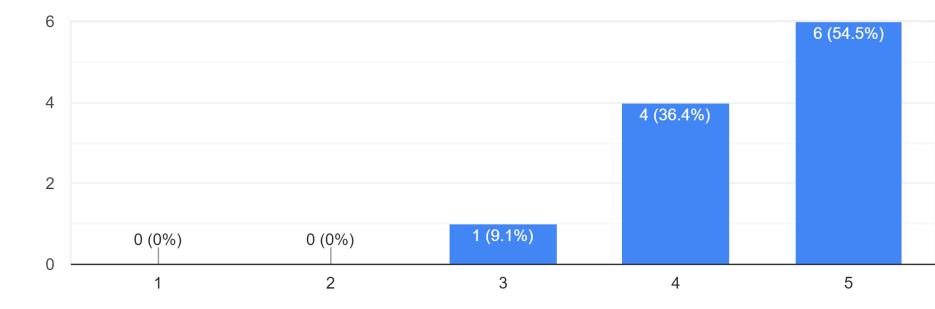
How effective was the decision-making process in accomplishing the committee objectives? 11 responses



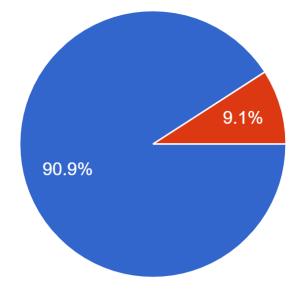
### How thoroughly were issues and recommendations discussed? 11 responses



## Please rate your access to Commerce Department officials for specific questions and discussions.

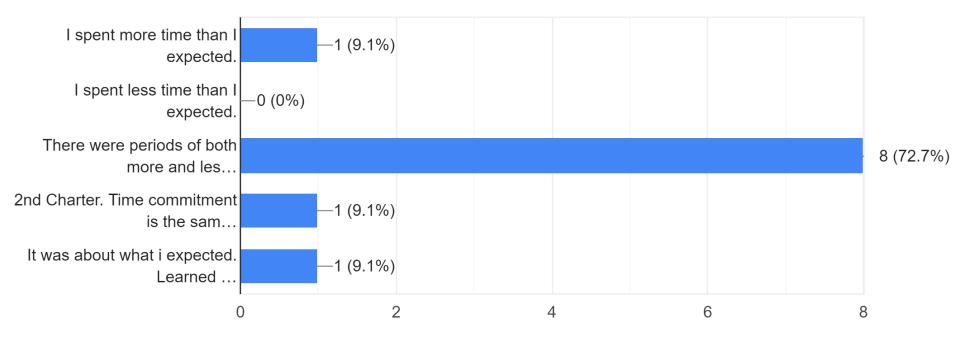


# Do you feel that your individual participation was encouraged and comments carefully considered?

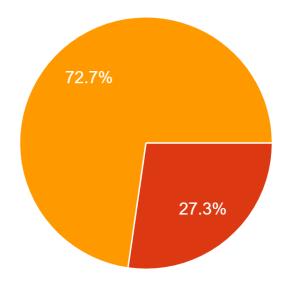




# How well has the actual time commitment for ETTAC-related work and activities aligned with your expectations prior to the start of the charter?



How many ETTAC meetings were you able to attend in person (for any part of the meeting)? 11 responses



None

- I attended at least one meeting, but not every meeting.
- I attended every meeting for at least part of the day.

If you missed meetings, is there any way we can make it easier for you to participate in the future?

5 responses

Did not miss

missing one or two meetings over two years is bound to happen given schedules

I only missed one mtg due to a death in the family so my answer probably doesn't apply.

Plenty of notice was provided to schedule and attend the meetings!

I recommend conducting a doodle poll at the beginning of the charter with a couple options for each meeting and then finalizing and publishing the dates that will achieve the highest attendance.

### What suggestions do you have to improve ETTAC participation and retention rates going forward?

#### 11 responses

1. Consider virtual meeting option

2. Consider past attendance by a company when selecting the next charter

None

Subcommittee and One on one time with guest speakers and Commerce officials is very valuable and informative. I think building this network through ETTAC has allowed me to take advantage of more Gov. programs and events because of the access to information and knowing who to contact within the inter-agencies for questions.

We may have to be more serious about removing members who don't come to the meetings. I think there was at least one person I never saw. Each seat at the table is critical to provide insights and direction from a particular sector. No one benefits when a seat is vacant.

I would make at least 1/2 the meetings (including full ETTAC) virtual.

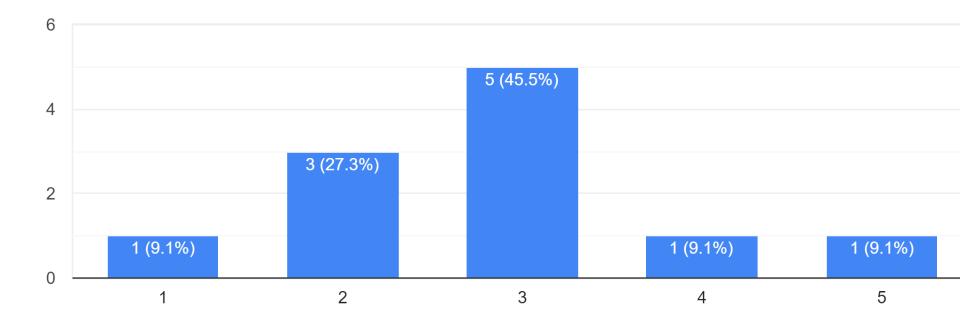
Have more Air, Water, Recycling discussions and topics focused on specific industries: Oil/Gas, Pharmaceutical, Chemical, etc.

This may be difficult to pass on to people but the contacts made and information gained was very good from my perspective, well worth the time invested.

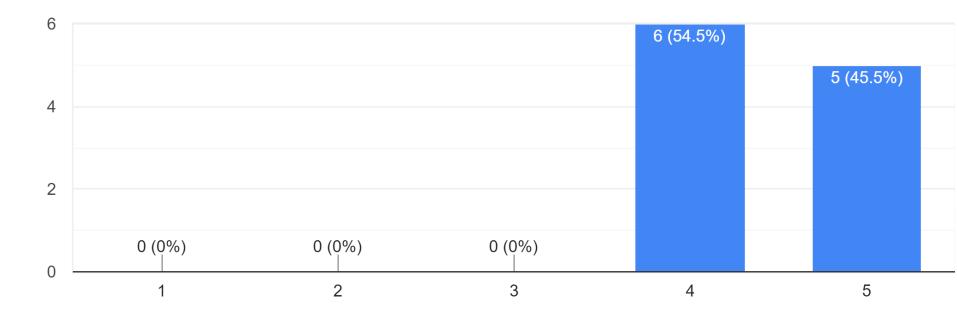
I recommend there is a participation requirement for all participants. Or some published version of you miss XX meetings and you will not be renewed.

Develop topics of most interest to environmental companies greater use of web meetings to limit travel.

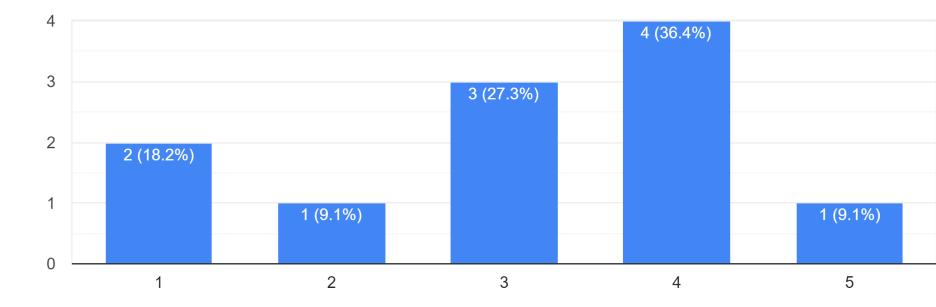
### How disruptive was Coronavirus to your ETTAC-related work? 11 responses



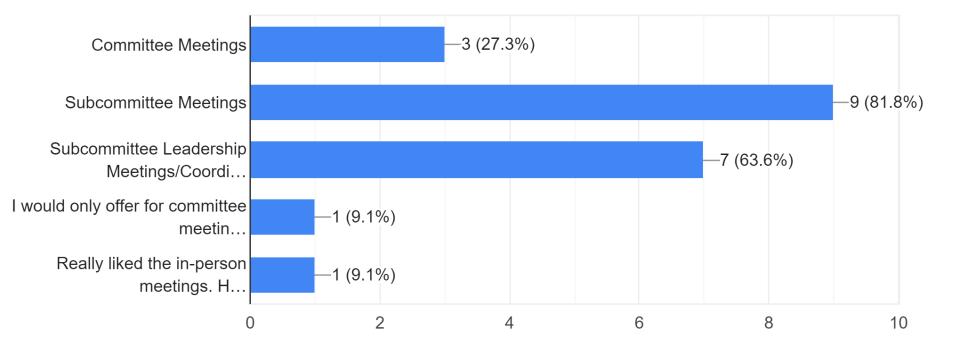
How well do you feel Coronavirus-related complications were handled by Commerce officials? <sup>11 responses</sup>



# How well do you feel the digital tools used by Commerce were able to replicate the feeling of an in-person meeting?



## Would you support the increased use of digital conferencing for:



## What suggestions, if any, do you have to improve our handling of future issues like Coronavirus (including the potential use of digital conferencing)?

Continue using remote meetings through this year and then reevaluate.
Digital/virtual conferencing has become more the norm now. Maybe the subcommittee calls could be enhanced by adding the video capability so we can see each other in addition to hearing each other.
ennanced by adding the video capability so we can see each other in addition to hearing each other.
I felt is was handled very well. The digital meetings went well.
I support digital conferencing, but keep in mind that in person is more effective currently. Given covid and schedules, DOC should improve tools to facilitate meetings, and to potentially move one meeting per year
to virtual as a matter of comfort and lessen burden. Let me stress, in person is most effective and digital tools should be used in support of in person meetings when possible.
I think we all have learned a lesson on virtual meetings and we should use them more often. I'm local so travel isn't an issue, but it would probably keep participation up if there were more virtual meetings.

### Any further comments on Commerce management of the Committee during the 2018-2020 Charter?

#### 11 responses

Adam and Elizabeth did a wonderful job stepping in to fill Amy's responsibilities. No room for improvement.

Nope - you guys are the best! :)

Hand off within the DFO was handled much better this charter. Having Elizabeth assisting also was tremendously beneficial.

N/A

I wish we could've done more.

None

Amy, Elizabeth and Adam did great job keeping us on track and answering questions.

You did a great job given the pandemic and staffing changes mid-charter.

I felt this Committee was very well managed. Due to that we were able to provide suggestions from all committees that were read and responded to. This would indicate that we were able to effect some changes which will hopefully provide positive change and improvements for the future

Second half, with loss of DFO, communications lagged and some energy lost. Should give thought to stronger hand off when this happens in the future.

The Commerce Dept. staff are so talented and professional.

Please provide any additional comments you have regarding any of the above questions, or any suggestions for changes/improvements to committee activities/processes, participation, and knowledge transfer between ETTAC members and Commerce officials.

#### 11 responses

The presentation to Commerce officials was a bit one-sided and we did not get much interaction or feedback during the call. Not sure if our subcommittee presentation was as effective via conference call. Outside of this- I did think the event format / coordination was flawless. Thank you again for a great charter!

I couldn't use the sharepoint site, so I can't answer the question on what sections were the most useful. But I have to just to be able to submit this form. So, frankly, you have to ignore my answer to that one.

The changes to develop the share point site, issue tracker, etc that were made as a result of prior feedback have been tremendously helpful. Having the share of returning members that were fully engaged helped this charter to start off really fast and keep building momentum.

#### N/A

I'd like to engage more officials from the EPA.

No further comments

I was pleased that Commerce leadership acknowledged our letters and recommendations in a timely manner.

I was surprised about how much good information and contacts i gained from being part of this charter. I just hope i was able to contribute back at least equal or more benefit to the charter! In that this was my first charter i think being part of a second charter gives the chance to contribute more and be more effective due to the better understanding now. This was a tremendous opportunity and experience. It was well worth the time spent and something that would be well worth participating in again in the future.

Location hampers effective sub committee breakout sessions, location hampers effective meeting, and being in the 'maze' makes the need for refreshments/food/snacks to be improved.

The ETTAC could be more effective if they had more insight to the Administration's efforts with other countries. Sometimes it felt like we were quickly trying to put together recommendations at the last minute because something was about to happen with the USTR - with more notice or understanding of things in play, the ETTAC might be able to provide more valuable insight to any negotiations, plans, etc.,

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