



Environmental Technologies Trade Advisory Committee

Meeting #3

2022-2024 Charter

September 26, 2023



INTERNATIONAL
TRADE
ADMINISTRATION

U.S. Department of Commerce | International Trade Administration | Industry & Analysis

WELCOME



INTERNATIONAL
TRADE
ADMINISTRATION

Industry & Analysis

trade.gov/

Agenda Overview

9:15-9:30 am	Welcome & Committee Business
9:30-10:00 am	Subcommittee Readouts
10:00-11:00 am	Moderated Discussion – EBRD WEFTEC delegation
11:00-11:15 am	Break
11:15-12:00 pm	Round Robin Discussion on COP28
12:00-12:30 pm	Update on Climate Adaptation RFI
12:30 – 1:00 pm	Lunch
1:00 - 2:00 pm	Subcommittee Breakout Meetings
2:00-2:15 pm	Break
2:15-3:15 pm	China Briefing
3:15-3:30 pm	Next Steps, Public Comment & Adjourn



Ground Rules & Digital Best Practices

- Keep microphone muted unless you are speaking
- Video on throughout the meeting
- Use headphones to improve audio and minimize background noise
- Bottom Line Up Front & ELMO
- Strive for consensus



SUBCOMMITTEE READOUTS



INTERNATIONAL
TRADE
ADMINISTRATION

Industry & Analysis

trade.gov/

Moderated Discussion: EBRD WEFTEC Delegation

Discussion Topics

Moderated discussion on EBRD priorities, commercial and partnership opportunities with the private sector, and emerging trends in digitization, cybersecurity, and resource use efficiency in the environmental tech sector.

Speakers:

- Chrystal Denys, Commercial Specialist – EBRD Office, ITA
- Dennis Simmons, Senior Commercial Officer - EBRD Office, ITA
- Susan Goeransson, Director, Head of Infrastructure Europe, EBRD
- Ekaterina Miroshnik, Director, Head of Infrastructure Eurasia, EBRD
- David Tyler, Associate Director, Head of Project Preparation and Implementation, EBRD
- Sue Barrett, Director, Head of Infrastructure Turkey, Middle East, Africa, EBRD



BREAK

11:00-11:15 am



Round Robin Discussion: Public-Private Cooperation at COP28

Discussion Topics:

Update on ITA activities and discussion of key industry events and individual company participation at COP28.

Speakers:

- Victoria Yue, Senior Climate Trade Policy Specialist, Office of Energy and Environmental Industries
- Erick Kish, Deputy Senior Commercial Officer, Commercial Service - UAE



Briefing: Climate Adaptation Export Competitiveness RFI

Discussion Topics:

Overview of industry comments received from climate adaptation and resilience export competitiveness RFI and feedback on ITA's workplan to assist U.S. exporters.

Speakers:

- Megan Hyndman, Team Lead, Office of Energy and Environmental Industries
- Anna Cron, International Trade Specialist, Office of Energy and Environmental Industries





INTERNATIONAL
TRADE
ADMINISTRATION

CLIMATE ADAPTATION & RESILIENCE EXPORT COMPETITIVENESS

ITA/USTDA RFI Findings

Megan Hyndman and Anna Cron
Office of Energy & Environmental Industries
September 26, 2023





Agenda

- Overview of RFI
- Industry Responses
- Opportunities to Assist U.S. Exporters
- Feedback from the ETTAC



Overview

Climate Adaptation & Resilience Defined

- RFI released May 2-July 28, 2023

Term	Definition
Climate Adaptation	“Human-driven adjustments in ecological, social, or economic systems or policy processes, in response to actual or expected climate stimuli and their effects or impacts” (UNFCCC).
Climate Resilience	The ability to prepare for and recover from the impacts of climate change.

- ITA & USTDA are interested in both established and emerging adaptive and resilient technologies, goods, and services

RFI Industries Highlighted



Emergency Preparedness



Hydro-meteorological Systems & Forecasting



Energy Resilience



ICT & Digital



Water Use Efficiency



Resilient Transportation Systems



Manufacturing



Climate-smart Food Systems



Flood & Coastal Protection



Infrastructure & Engineering Services



Sustainable Lending & Financing



Capital Markets

Overview of Industry Engagement

Industry	Organizations
Manufacturing	Association of Equipment Manufacturers (AEM), NIST Manufacturing Institutes
Agriculture	American Society for Agriculture & Biological Engineers (ASABE), Irrigation Innovation Consortium
ICT	Flood Mitigation Industry Association, Tomorrow. IO
Materials/Infrastructure	U.S. Green Building Council (USBC)
Energy	Business Council for Sustainable Energy (BCSE), Electric Power Research Institute (EPRI), Particulate Matter Solutions LLC.
Chemicals	Laszlo Corporation
Environmental Technology	Montrose Environmental Group, Black & Veatch Holdings, ASTM International, WhoPoo App, AJW
Insurance	Reinsurance Association of America
Consulting	American Society of Adaptation Professionals, Climate Resilience Consulting



Industry Responses to the RFI



Main Opportunities

Air	<ul style="list-style-type: none">• Air quality and monitoring instruments for wildfires
Water	<ul style="list-style-type: none">• Water sanitation, desalination, water use efficiency, storage, and production solutions
Disaster Resilience	<ul style="list-style-type: none">• LoT Flood Sensors, LoT based early warning systems• Infrastructure and building design• AI-driven climate data & property risk management software
Agriculture	<ul style="list-style-type: none">• Precision agricultural equipment and tools• Drought-resistant crop varieties• Soil management• Water-efficient irrigation
Energy	<ul style="list-style-type: none">• Energy storage systems
Weather Forecasting	<ul style="list-style-type: none">• Hydro-meteorological systems and forecasting



Challenges Facing Industry

Economic Constraints	Limited financial resources in developing markets may hinder adoption of costly technologies.
Technical Challenges	Lack of infrastructure and technical capacity can hinder implementation of sophisticated solutions. For instance, inadequate expertise may limit the deployment of climate modeling tools in some middle-income countries. Capacity Constraints.
Regulatory Complexity	Inconsistent regulations and bureaucratic hurdles can impede market entry. Complying with local standards can be challenging. Political and Policy Challenges.
Data Protection	Ensuring private sector data assets are protected from redistribution.



Main Competitors

- **Asia Pacific:** China, Japan, South Korea, India, Australia, and Singapore
- **Middle East:** Israel
- **Europe:** The Netherlands and Scandinavia
 - Dutch Embassy & Delft University have a flood risk & elevation program “Living with Water” active in U.S. cities

*Provide substantial government assistance to companies including subsidies, grants, tax benefits, & supportive policies.

USG Tools Supporting A&R Competitiveness

Funding & Grants	R&D, commercialization to innovation e.g. DOE's Advanced Research Projects Agency-Energy (ARPA-E), SBA's State Trade Expansion Program (STEP), MDCPs
Regulatory Framework	Emission standards & energy efficiency requirements
Technical Assistance	NIST's technical assistance on measurement & standards
International Cooperation	The Climate Technology Initiative, USTDA's Pacific Island Strategic Infrastructure Initiative, State Department / USAID's Feed the Future
Trade Promotion	DOC's Disaster Resilience: U.S. Global Technology Forum, 2023 Disaster Expo, Product Pitch Webinars
Market Access Support	U.S. Export Assistant Centers, U.S. Commercial Service

The background is a dark blue gradient. In the upper right, there is a faint, stylized world map with a grid of dashed lines and small square markers at the intersections. In the lower left, there is a stack of shipping containers in shades of red and blue, arranged in a perspective view. The text is centered in the middle of the image.

ITA Analysis: Opportunities to Assist U.S. Exporters



How can ITA Support?

Market Intelligence Tools

- Best export markets and global trends

Trade Promotion

- Integrate climate A&R focus in trade promotion programs (ex: trade shows, trade missions, etc.)

Messaging on U.S. Climate Adaptation Solutions

- Website, internal and external talking points, etc.

Industry Engagement

- Outreach through advisory councils
- Explore partnership opportunities (MDCP, etc.)

Key Takeaways

- Differences in how USG and industry define climate adaptation
- Opportunity to incorporate export promotion activities in support of President's Emergency Plan for Adaptation and Resilience (PREPARE)
- Opportunity to collaborate with other DOC bureaus and interagency to support export promotion work:
 - Ex: NIST on advanced manufacturing standards
 - Ex: NOAA on climate data services

Next Steps

- Meetings with external stakeholders and ITA offices to continue to gather industry feedback and generate ideas
- Brainstorm with PREPARE interagency colleagues – September 11, 2023
- Convene U.S. industry roundtable in fall 2023/ winter 2024
- Coordination with interagency on climate A&R activities at COP28
- Finalize work plan for climate A&R focused programming

The background features a dark blue color scheme. On the left side, there is a stack of shipping containers in shades of red and blue, arranged in a slightly irregular, overlapping manner. On the right side, a stylized world map is visible, rendered in a lighter blue color with a grid pattern. The map shows the outlines of continents. The overall aesthetic is modern and industrial.

Discussion/Feedback



Q&A

1. How does this feedback align with your own input on opportunities/challenges/solutions to enhancing U.S. export competitiveness of climate A&R-related goods and services?
2. Are there other ways that ITA can support climate A&R exporters beyond the ones already identified?

Agenda Overview

- Welcome and Committee Business
- Subcommittee Readouts
- Moderated Discussion with EBRD WEFTEC delegation
- Round Robin Discussion on COP28
- Update: Climate Adaptation RFI
- Subcommittee Breakout Meetings
- China Briefing
- Next Steps, Public Comment & Adjourn



LUNCH



INTERNATIONAL
TRADE
ADMINISTRATION

Industry & Analysis

[trade.gov/](https://www.trade.gov/)

Subcommittee Breakout Meetings



BREAK

2:00-2:15 pm



China Briefing: Secretary's Trip and Export Controls

Discussion Topics:

Briefing on Secretary Raimondo's trip to China and U.S. export control policies. Discussion on the commercial risks of doing business in China.

Speakers

- Scott Shaw, Deputy Assistant Secretary for China and Mongolia, ITA
- Kyle Norris, Team Lead, Office of Enforcement Analysis, BIS
- Liliane Bolz, Export Compliance Specialist, Export Management and Compliance Division, BIS
- Gabrielle Carney, Senior Policy Advisor, Export Administration, BIS
- Brent Webster, Export Controls Counselor, BIS



Next Steps

- Subcommittees to convene once per month to coordinate and deliberate on potential recommendations
- Subcommittees to let Clare and Megan know if would like to invite USG speaker(s) to speak on specific topics during subcommittee meetings or Nov 14th ETTAC meeting
- Save proposed recommendations in ETTAC SharePoint recommendations folder once in draft form
- **NEXT ETTAC MEETING: November 14th**



Meeting Dates for 2022-2024 Charter

- April 11-12, 2023 (Tues-Wed)
- June 20, 2023 (Tues)
- September 26, 2023 (Tues)
- November 14, 2023 (Tues)
- January 23, 2024 (Tues)
- March 12, 2024 (Tues)
- May 14, 2024 (Tues)
- July 16, 2024 (Tues)



Public Comment

