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
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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
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
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

ETTAC Trade Policy and Trade Negotiations Subcommittee
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
Trade Promotion and Export Market Development Subcommittee

2018-20 CHARTER SUMMARY

**AGENDA:**
- Subcommittee Representatives
- Non-Letter Writing Initiatives
- Recommendation Letters Submitted
- Question and Answer
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
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 the policies and procedures of the U.S. government that affect U.S. environmental technology exporters. 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 sub-working-group should identify and promote ways to coordinate and effectively direct U.S. export financing offered by the Ex-Im Bank, OPIC, and USITC 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  
U.S. Department of Commerce  
1401 Constitution Ave., N.W.  
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 multilateral 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 18.32 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.
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
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

THANK YOU
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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ETTAC Final Membership Survey Results 2018-2020
Was this your first charter on the ETTAC?

11 responses

- Yes: 63.6%
- No: 36.4%
How clear were the committee's objectives?

11 responses

- 5 (45.5%)
- 6 (54.5%)
How effective were subcommittee conference calls in accelerating the development of recommendations?

11 responses
Have you used the ETTAC Sharepoint Site?
11 responses

81.8% Yes
18.2% No
What sections of the ETTAC Sharepoint site have been useful to you? Please check all that apply.

11 responses

- ETTAC Calendar: 6 (54.5%)
- Subcommittee Folders: 8 (72.7%)
- Meeting Information (agendas, meeting m...: 6 (54.5%)
- Logistics (directions to Commerce Dept,...: 1 (9.1%)
- Background Documents: 5 (45.5%)
Have you experienced any difficulties using the ETTAC Sharepoint site?
11 responses

- Yes: 36.4%
- No: 63.6%
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)

11 responses

- ETTAC calendar with scheduled meetings: 10 (90.9%)
- Access to current charter information: 10 (90.9%)
- Access to documents from previous charters: 10 (90.9%)
- ETTAC-related news and updates: 6 (54.5%)
- Updated application materials/recommendations: 5 (45.5%)
- It would be ideal to replace the big blue...: 1 (9.1%)
Please rate the speaker quality in terms of providing information and strategies related to your specific sector challenges (air, water/wastewater, waste, recycling).

11 responses

- 1 (0%)
- 2 (0%)
- 3 (9.1%)
- 4 (63.6%)
- 5 (27.3%)
Did we meet the expectations you had when you joined this charter through effective use of the agenda and committee process?

11 responses

- Yes: 90.9%
- No: 9.1%
- committee chairs were not as inclusive to other opinions as hoped.
How effective was the decision-making process in accomplishing the committee objectives?
11 responses

- 6 (54.5%)
- 4 (36.4%)
- 1 (9.1%)
- 0 (0%)
- 0 (0%)
- 0 (0%)
How thoroughly were issues and recommendations discussed?
11 responses

- 0 (0%)
- 1 (9.1%)
- 0 (0%)
- 6 (54.5%)
- 4 (36.4%)
Please rate your access to Commerce Department officials for specific questions and discussions.
11 responses

- 0 (0%)
- 0 (0%)
- 1 (9.1%)
- 4 (36.4%)
- 6 (54.5%)
Do you feel that your individual participation was encouraged and comments carefully considered?
11 responses

- Yes: 90.9%
- No: 9.1%
How well has the actual time commitment for ETTAC-related work and activities aligned with your expectations prior to the start of the charter?

11 responses

- I spent more time than I expected: 1 (9.1%)
- I spent less time than I expected: 0 (0%)
- There were periods of both more and less: 8 (72.7%)
- 2nd Charter. Time commitment is the same: 1 (9.1%)
- It was about what I expected: 1 (9.1%)
How many ETTAC meetings were you able to attend in person (for any part of the meeting)?

11 responses

- **72.7%**
  - None
- **27.3%**
  - 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

- 1 (9.1%)
- 2 (27.3%)
- 3 (45.5%)
- 4 (9.1%)
- 5 (9.1%)
How well do you feel Coronavirus-related complications were handled by Commerce officials?

11 responses

- 4: 6 (54.5%)
- 5: 5 (45.5%)
How well do you feel the digital tools used by Commerce were able to replicate the feeling of an in-person meeting?

11 responses
Would you support the increased use of digital conferencing for:

11 responses

- Committee Meetings: 3 (27.3%)
- Subcommittee Meetings: 9 (81.8%)
- Subcommittee Leadership Meetings/Coordination: 7 (63.6%)
- I would only offer for committee meetings: 1 (9.1%)
- Really liked the in-person meetings. H…: 1 (9.1%)
<table>
<thead>
<tr>
<th>Response</th>
<th>Suggestion</th>
</tr>
</thead>
<tbody>
<tr>
<td>I think video conferencing would be more effective than phone calls. This helps simulate a meeting and encourages participation. It is much easier to collaborate and have discussions.</td>
<td>Continue using remote meetings through this year and then reevaluate.</td>
</tr>
<tr>
<td>not sure</td>
<td>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.</td>
</tr>
<tr>
<td>none</td>
<td>I felt it was handled very well. The digital meetings went well.</td>
</tr>
<tr>
<td>I liked that we touched on the impacts to charter members on the call. Encourage to keep that included</td>
<td>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.</td>
</tr>
<tr>
<td>You need video conferencing; if nothing else for speakers who can't make the routine ETTAC meetings.</td>
<td>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.</td>
</tr>
<tr>
<td>Comment</td>
<td>Author</td>
</tr>
<tr>
<td>------------------------------------------------------------------------</td>
<td>-------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Adam and Elizabeth did a wonderful job stepping in to fill Amy's roles</td>
<td></td>
</tr>
<tr>
<td>No room for improvement.</td>
<td></td>
</tr>
<tr>
<td>Nope - you guys are the best! :)</td>
<td></td>
</tr>
<tr>
<td>Hand off within the DFO was handled much better this charter.</td>
<td>Having Elizabeth assisting also was tremendously beneficial.</td>
</tr>
<tr>
<td>N/A</td>
<td></td>
</tr>
<tr>
<td>I wish we could've done more.</td>
<td></td>
</tr>
<tr>
<td>None</td>
<td></td>
</tr>
<tr>
<td>Amy, Elizabeth and Adam did great job keeping us on track and answering</td>
<td></td>
</tr>
<tr>
<td>questions.</td>
<td></td>
</tr>
<tr>
<td>You did a great job given the pandemic and staffing changes mid-charter.</td>
<td></td>
</tr>
<tr>
<td>I felt this Committee was very well managed. Due to that we were able</td>
<td>to provide suggestions from all committees that were read and responded to. This would indicate</td>
</tr>
<tr>
<td>that we were able to effect some changes which will hopefully provide</td>
<td>positive change and improvements for the future.</td>
</tr>
<tr>
<td>Second half, with loss of DFO, communications lagged and some energy</td>
<td>lost. Should give thought to stronger hand off when this happens in the future.</td>
</tr>
<tr>
<td>The Commerce Dept. staff are so talented and professional.</td>
<td></td>
</tr>
</tbody>
</table>
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 be able to submit this form. So, frankly, you have to ignore my answer to that one.

The changes to develop the SharePoint 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 meetings, 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.
Environmental Technologies Trade Advisory Committee (ETTAC)  
July 21, 2020; 12:00 pm – 3:00 pm  
Abbreviated Virtual Meeting (Webex)

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