Introduction to the Environmental Technologies Trade Advisory Committee (ETTAC)

Amy Kreps
Designated Federal Officer

Office of Energy and Environmental Industries
International Trade Administration
U.S. Department of Commerce
Agenda

• ETTAC Authority & Mission
• ETTAC Purview and Duties
• Trade Promotion and Policy Mechanisms for the Environmental Industry
• ETTAC Governance and Recommendations Development Process
• March 19 - 20 Next Steps & Action Items
ETTAC Authority and Mission


- Establishes an advisory committee, the **ENVIRONMENTAL TECHNOLOGIES TRADE ADVISORY COMMITTEE (ETTAC)**
- Establishes a TPCC Interagency Working Group, the **ENVIRONMENTAL TRADE WORKING GROUP (ETWG)**
- Requires identification of **PRIORITY COUNTRIES** and development of **EXPORT PLANS**
- Requires development of ‘**ONE STOP SHOP**’ for environmental businesses to access U.S. export programs
- Requires an **EVENT CALENDAR** and **INFORMATION DISSEMINATION PROGRAM**
ETTAC Purview and Description of Duties

The ETTAC advises on:

- all matters concerning **TRADE POLICY DEVELOPMENT AND NEGOTIATIONS** relating to U.S. environmental technologies exports;

- the effect of U.S. Government policies, regulations and programs, and foreign governments’ policies and practices on the **EXPORT OF U.S. ENVIRONMENTAL PRODUCTS, TECHNOLOGIES, AND SERVICES**;
The ETTAC advises on:

- the **COMPETITIVENESS OF U.S. INDUSTRY** and its ability to compete for environmental technologies, products and services opportunities in international markets, including specific problems in exporting, and provide specific recommendations regarding U.S. Government and public/private actions to assist environmental technologies companies in expanding their exports;

- the **IDENTIFICATION OF PRIORITY ENVIRONMENTAL TECHNOLOGIES, PRODUCTS AND SERVICES MARKETS** with high immediate returns for U.S. exports, as well as emerging markets with a longer-term potential for U.S. exports;

- **STRATEGIES TO INCREASE PRIVATE SECTOR AWARENESS** and effective use of U.S. Government export promotion programs, and **RECOMMENDATIONS ON HOW U.S. GOVERNMENT PROGRAMS** may be more efficiently designed and coordinated;
The ETTAC advises on:

- the **DEVELOPMENT OF COMPLEMENTARY INDUSTRY AND TRADE ASSOCIATION EXPORT PROMOTION PROGRAMS**, and greater or more effective coordination of U.S. Government efforts with private sector organizations’ environmental technologies industry export promotion efforts; and

- the **DEVELOPMENT OF U.S. GOVERNMENT PROGRAMS TO ENCOURAGE U.S. PRODUCERS OF ENVIRONMENTAL TECHNOLOGIES, PRODUCTS AND SERVICES TO ENTER NEW FOREIGN MARKETS**, in connection with which the committee may advise on how to gather, disseminate, and promote awareness of information on environmental exports and related trade issues.
Trade Promotion and Policy Mechanisms for the Environmental Industry

Industry input is integrated through the ETWG - an interagency working group representing all export and technical agencies.

ETTAC Advises the Secretary of Commerce & ETWG on trade policy, USG trade promotion programs, and all issues affecting international competitiveness of the U.S. ET industry.

ETWG Driven by input from industry on key issues affecting its international competitiveness.

USG Programs & Policy

Key Acronyms Defined

**ETTAC**: Environmental Technologies Trade Advisory Committee

**ETWG**: Environmental Trade Working Group
ETWG-ETTAC Engagement

Exports & Jobs; Development; Environmental Protection; Diplomatic Goals

Global access to U.S. environmental approaches

Targeted export promotion & trade policy programs

ETWG Interagency Coordination
ETTAC-ETWG Deliverable:
U.S. Environmental Solutions Toolkit 1.0

www.export.gov/envirotech_toolkit
ETTAC-ETWG Deliverable: U.S. Environmental Solutions Toolkit 2.0

U.S. Environmental Solutions Toolkit Search

The U.S. Environmental Solutions Toolkit is a buyer’s resource guide that marrying EPA expertise on solving environmental challenges with a catalogue of U.S. providers of related solutions. Toolkit fosters export opportunities for the U.S. environmental industry as well as fosters and advances environmental protection goals. U.S. environmental technologies be listed as solution providers should submit an application.

Search the toolkit in

- English

Environmental Issue
- Arsenic Remediation in Drinking Water

Solution
- Select...

Provider
- Select...

Click on a company’s name to go to its “Contact Card” with more info about the technologies & services it offers

Environmental Issues

Arsenic Remediation in Drinking Water
Arsenic is a semi-metal element. It is odorless and tasteless. It occurs naturally in rocks and soil, water, air, and plants and animals. It can be released into the environment through natural activities such as volcanic action, erosion of rocks, and forest fires. Industry practices such as copper smelting, mining and coal burning also contribute to arsenic in our environment. Because it occurs naturally in the environment and as a by-product of some agricultural and industrial activities, it can enter drinking water through the ground or as runoff into surface water sources. Human exposure to arsenic can cause both short and long term health effects.

- U.S. EPA Regulatory Background
- Analytical Methods for Rule Determinations
- Arsenic Occurrence in Public Drinking Water Economic Analysis

EPA Regulations

Safe Drinking Water Act - Arsenic Rule
Contact the U.S. EPA

languages: English, French, Spanish, Portuguese, Russian, Arabic, Mandarin Chinese
ETTAC-ETWG Deliverable:

ENVIRONMENTAL SOLUTIONS EXPORTER PORTAL

- U.S. ENVIRONMENTAL SOLUTIONS TOOLKIT
- OPPORTUNITIES FOR U.S. SOLUTIONS PROVIDERS
- EXPORTERS RESOURCE GUIDE
- INDUSTRY RECOMMENDATIONS
- MARKET INTELLIGENCE
- Link to ET Toolkit 2.0, to be launched Summer '19
- Link to a dynamic, searchable database of government-wide resources available to U.S. solutions providers
- Link to page with auto-updated events and trade leads
- All public ETTAC documents will be posted here
- Link to Top Markets Report, etc.
ETTAC-ETWG Deliverable: Top Markets Report

2017 Priority Markets
1. China
2. Mexico
3. Brazil
4. India
5. Saudi Arabia
6. South Korea
7. Indonesia
8. Turkey
9. Vietnam
10. United Arab Emirates

2017 report available at: trade.gov/topmarkets
ETTAC Governance and Recommendations Development Process
2018-2020 ETTAC Representatives

Industry Sector

- Water and Wastewater Treatment: 34%
- Air Pollution Control & Monitoring: 27%
- Engineering & Consulting: 7%
- Environmental Cluster: 5%
- Monitoring & Instrumentation: 5%
- Waste Management and Recycling: 15%
- Other: 7%

ETTAC Experience

- Returning Members: 54%
- New Members: 46%

Organization Type

- Large Firm (> 500 employees): 41%
- Trade or Other Association: 27%
- Small to Medium Sized Firm (< 500 employees): 32%
ETTAC Governance: Leadership Structure

U.S. Government

- DFO
- ITA Subject Matter Experts
- U.S. Interagency Experts
- Program Coordinator
- U.S. Interagency Experts
- U.S. Interagency Experts
- U.S. Interagency Experts

Committee

- ETTAC Chair
- ETTAC Co-Chair
- Topical Subcommittee Chair
- Topical Subcommittee Chair
- Topical Subcommittee Chair
- Subcommittee Vice Chair
- Subcommittee Vice Chair
- Subcommittee Vice Chair
- Subcommittee Members
- Subcommittee Members
- Subcommittee Members
ETTAC Governance: Leadership Structure Example

2014-2016 ETTAC Charter

- Chair
- Vice Chair
- Trade Liberalization Subcommittee
- Trade Promotion Subcommittee
- Standards, Certifications & Regulations Subcommittee
- Professional Services Subcommittee
ETTAC Governance: Blended Structure Example
2016-2018 ETTAC Charter
ETTAC Governance: Developing Recommendations

Cycle Summary

1. Identifies Issues
2. Defines Issues
3. Refines and Supports
4. Outlines Letter
5. Drafts Letter
6. Reviews & Votes on Letter
7. Reviews Letter & Supporting Docs
8. Votes on Letter & Supporting Docs
9. Chair Sends Letter to Secretary; Letter Becomes Public Record
ETTAC Governance: Developing Recommendations

Steps 1-3: Consideration of Issues

1. Member(s) Identify Issues
2. Member(s) Define Issues
3. Member(s) Refine and Support

Commerce and ETWG Introduce Issues to ETTAC
ETTAC Raises Issues with Commerce and ETWG
Commerce and ETWG Brief ETTAC on Relevant USG Programs & Activities
Subcommittee(s) Discuss and Research
Subcommittee(s) Gather or Draft Supporting Documentation
ETTAC Governance: Developing Recommendations

Steps 4-6: Subcommittee Deliberations

4. Subcommittee Outlines / Frames Recommendation Letter

5. Subcommittee Drafts Letter

6. Subcommittee Reviews & Votes on Letter

- Approved
- Approved with Changes
- Not Approved

Subcommittee Edits Letter

Subcommittee Re-Drafts Letter
ETTAC Governance: Developing Recommendations

Steps 7-9: Full Committee (ETTAC) Deliberations

7. ETTAC Reviews Letter & Supporting Docs
   - ETTAC Provides Edits / Comments
   - Subcommittee Makes Changes

8. ETTAC Votes on Letter & Supporting Docs
   - Approved
   - Approved with Changes
   - Not Approved

9. Chair Sends Letter to Secretary; Letter Becomes Public Record
ETTAC Governance: Responding to Recommendations

ETTAC Recommendation Letter

Secretary's Office
- Administration Policy
- Interagency Opportunities

Interagency
- Administration Policy
- Program Opportunities

ETWG Staff
- Issue Knowledge
- Program Opportunities

Commerce/ITA Staff
- Industry/Issue Knowledge
- Programs & Activities

Response Letter Drafted; Sent by Secretary to ETTAC Chair
Commerce/ETWG Program/Activity Review

• Administration Policy
• Interagency Opportunities

• Administration Policy
• Program Opportunities

• Issue Knowledge
• Program Opportunities

• Industry/Issue Knowledge
• Programs & Activities
ETTAC Governance: Recommendation Guidelines

All recommendations should be:

- **Specific**
- **Clear**
- **Concise**
- **Complete**
- **Actionable**
- **Relevant**
- **Timely**

November 29, 2017

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

Dear Secretary Ross:

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 environmental technology exports. In this capacity, we write to convey our strong support for the United States to return to the negotiating table of the Environmental Goods Agreement (EGA) to ensure the elimination of tariffs on environmental goods.

As you consider negotiations beyond NAFTA, we hope EGA will be one of the top priorities given the competitiveness of the U.S. environmental industry. Our industry contributes significantly to U.S. jobs and export revenue. The global market for environmental goods and services reached $1.05 trillion USD in 2015. According to Environmental Business International, Inc., the U.S. environmental industry supported 1,626,900 jobs. The estimated revenue from the industry in 2016 was $329.7B, an increase of 2.7% from 2015, and in 2015, export sales contributed $51.2B (15.5%) to this sector. Growth in this industry is forecasted to average 3.4% annually from 2017-2019 but could be improved with adjustments to trade policy and promotion.


While the U.S. industry is strong, we face stiff 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.

As a global leader in environmental technology, the U.S. industry sees the EGA as an excellent opportunity to seize real benefits for the United States.

Thank you for your efforts in support of American companies and workers. We look forward to working with you to drive growth and level the playing field for the U.S. environmental technology and services industry.

Sincerely,

Ron Swinko
Chair, ETTAC

cc: Robert E. Lighthizer, U.S. Trade Representative
ETTAC Governance: 2016-2018 Recommendation Topics

The 2016-2018 charter of the Environmental Technologies Trade Advisory Committee (ETTAC) generated over 20 discrete recommendations on the following topics:

<table>
<thead>
<tr>
<th>Trade Policy &amp; American Competitiveness</th>
<th>Trade Promotion &amp; Export Market Development</th>
</tr>
</thead>
<tbody>
<tr>
<td>• NAFTA:</td>
<td>• Improving trade lead generation, dissemination by:</td>
</tr>
<tr>
<td>1. Use international standards</td>
<td>1. Establishing standards, incentives and metrics; apply them to data collection across interagency</td>
</tr>
<tr>
<td>2. Include environmental chapter</td>
<td>2. Using existing digital tools (e.g. Salesforce), marketing, non-US industry networks, &amp; U.S. Pavilions to amplify visibility of U.S. companies</td>
</tr>
<tr>
<td>3. Update/modernize IP chapter</td>
<td>3. Improve value of leads shared with U.S. businesses via digital flows between platforms &amp; other mechanisms</td>
</tr>
<tr>
<td>• WTO Environmental Goods Agreement (EGA)</td>
<td></td>
</tr>
<tr>
<td>• Market Development Cooperator Program (MDCP)</td>
<td></td>
</tr>
<tr>
<td>• Export financing for coal fired power plants</td>
<td></td>
</tr>
<tr>
<td>• Proposed tariffs</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Professional Services &amp; Infrastructure Advancement</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Resurrect environmental technology work stream under U.S.-Brazil Commercial Dialogue</td>
</tr>
<tr>
<td>• Implement capacity building workshops recommended by 2014-2016 ETTAC</td>
</tr>
<tr>
<td>• Provide “Brazil Solid Waste Management Toolkit” to U.S. interagency &amp; future ETTAC charters</td>
</tr>
<tr>
<td>• Buy American / Tied Aid in Official Development Assistance Procurements</td>
</tr>
</tbody>
</table>
ETTAC Governance: Sample Subcommittee Topics

- Trade Liberalization
- Trade Facilitation
- Trade Promotion
- Trade Finance
- Professional Services
- Standards, Regulations, and Certification
- Innovation
- Waste Management & Recycling Sector Issues
- Air Pollution Control & Monitoring Sector Issues
- Data Gaps / Big Data
- Supply Chain
- Client Sectors
- Non Tariff Barriers
- Others...?
Next Steps & Action Items
Next Steps: Looking Ahead to March 19-20

By the close of the March 19-20 meeting, you will have:

- Learned about key ITA/Commerce and ETWG representatives, programs, activities and policies;
- Defined topical subcommittees (collectively) and joined one (individually);
- Chosen committee and subcommittee leadership;
- Discussed issues for potential development into recommendations within subcommittees.
Action Items: Preparing for March 19-20

**March 19 – Basic Work Flow**
- Topic/Sector Breakouts
- ITA “Round Robin”
- Vote on Subcommittee Topics

**March 20 – Basic Work Flow**
- Vote on Leadership
- ETWG “Round Robin”
- Initial Subcommittee Breakouts
Action Items: Preparing for March 19-20

Over the next couple of weeks, please take a few moments to consider:

- With the purpose of ETTAC and your role on the committee in mind, what are the issue(s) you think may be most pertinent for you/your sector to discuss in a topical small group (subcommittee) this charter?

- Would you be interested in a leadership position on the committee? If so, what would be your 2-minute pitch to get your colleagues to vote for you? (Also, please express your interest to the DFO via email or phone.)

- Any questions you would like to ask the DFO, ITA staff or the U.S. interagency (ETWG) that would help facilitate ETTAC’s work.
Questions?

Amy Kreps  
ETTAC Designated Federal Officer  
amy.kreps@trade.gov  
202-482-3835

Elizabeth Goffi  
International Trade Specialist  
Office of Energy and Environmental Industries  
elizabeth.goffi@trade.gov  
202-482-0627
Appendix 1:  
U.S. Environmental Solutions Toolkit: Current Modules

**Phase I Solutions Modules**

<table>
<thead>
<tr>
<th>Phase I Solutions Modules</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emissions Control from Large Marine Diesel Engines</td>
</tr>
<tr>
<td>Non-Road Diesel Emissions Control</td>
</tr>
<tr>
<td>Mercury Emissions Control from Power Plants</td>
</tr>
<tr>
<td>NOx Emissions Control from Power Plants</td>
</tr>
<tr>
<td>Emissions Control for Oil and Natural Gas Processing</td>
</tr>
<tr>
<td>Groundwater Remediation</td>
</tr>
<tr>
<td>Arsenic Remediation in Drinking Water</td>
</tr>
<tr>
<td>Advanced Wastewater Treatment</td>
</tr>
<tr>
<td>Biosolid Management, Use, or Disposal</td>
</tr>
<tr>
<td>Nutrient Removal from Municipal Wastewater</td>
</tr>
<tr>
<td>Universal Waste</td>
</tr>
<tr>
<td>Landfill Environmental Standards</td>
</tr>
</tbody>
</table>
