

# SPS Market Access Prioritization tool (SPS-MAP)

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Implementing a Common Reform Agenda for Modernizing SPS  
Measures

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# SPS-MAP

*A tool to inform SPS decision-making processes and help prioritize SPS capacity building options for market access based on the Multi-Criteria Decision Analysis (MCDA)*

### Context

- Many countries face challenges complying with SPS measures in international trade
- SPS capacity-building needs are often substantial
- Challenges to establish priorities in face of resource constraints
- Information on which to base decisions often limited (supply and/or poor quality)
- Decision-making processes often ad hoc and lack transparency
- As a result, there is often a struggle to raise resources, while those resources that are available are often used inefficiently
- Need for more coherent and defensible priority-based decisions

## What is SPS-MAP?

- Way of making choices on basis of multiple criteria
- Applied when:
  - Choices driven by more than one criterion
  - No one option is clearly the best
- Recognizes the need to make trade-offs when options perform well on some criteria and less well on others
- Widely used family of techniques in private and public sectors

### Aim of the SPS-MAP (MCDA framework)

- Provide structured approach to establishing priorities between alternative SPS capacity building options (exports)
- Facilitates inputs from diverse public/private stakeholders
- Promotes transparency and *aids* decision-making



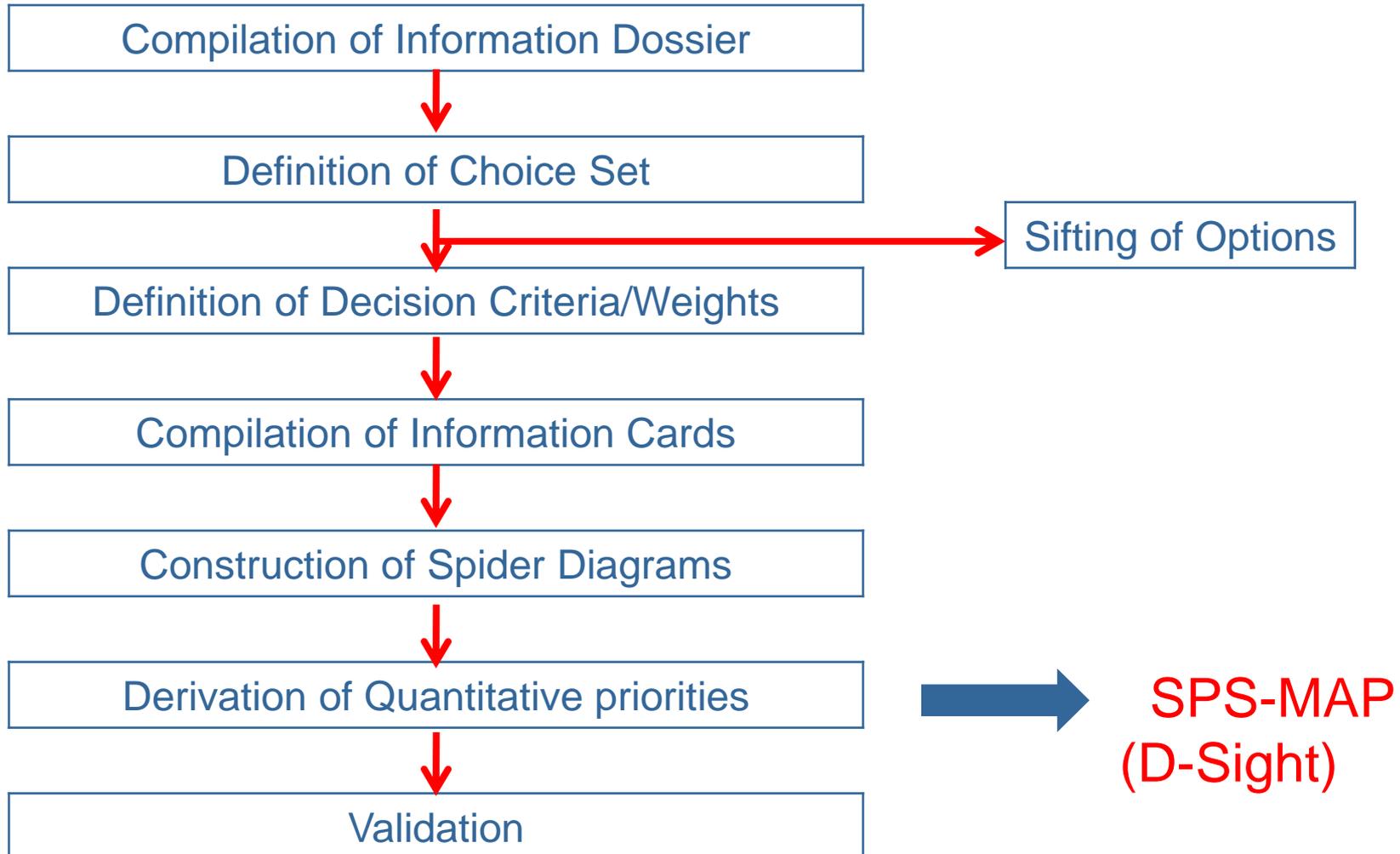
- Demand-driven capacity building
- Greater resource efficiency
- Enhanced trade and social outcomes and impacts

# Standards and Trade Development Facility

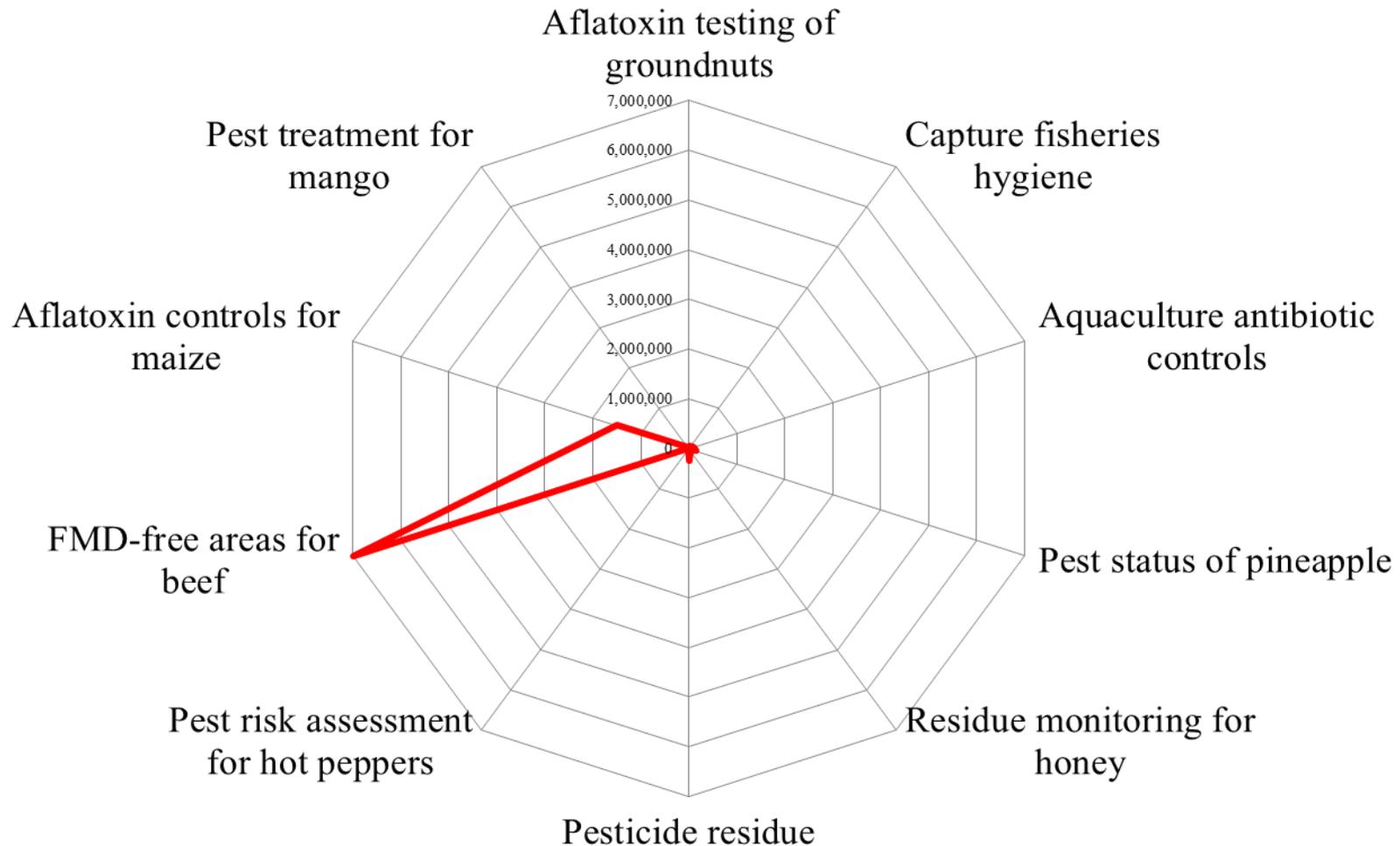
## Priority-Setting Framework

Criteria	Weights	Options				
		Option1	Option 2	Option 3	Option 4	Option 5
Cost	20%	\$3 million	\$500,000	\$2 million	\$250,000	\$3 million
Growth in Exports	30%	30%	20%	50%	10%	15%
Small farmers	30%	No	Yes	No	Yes	Yes
Poverty impacts	20%	Minor	Major	Moderate	Minor	Major
Ranking		5	1	3	2	4

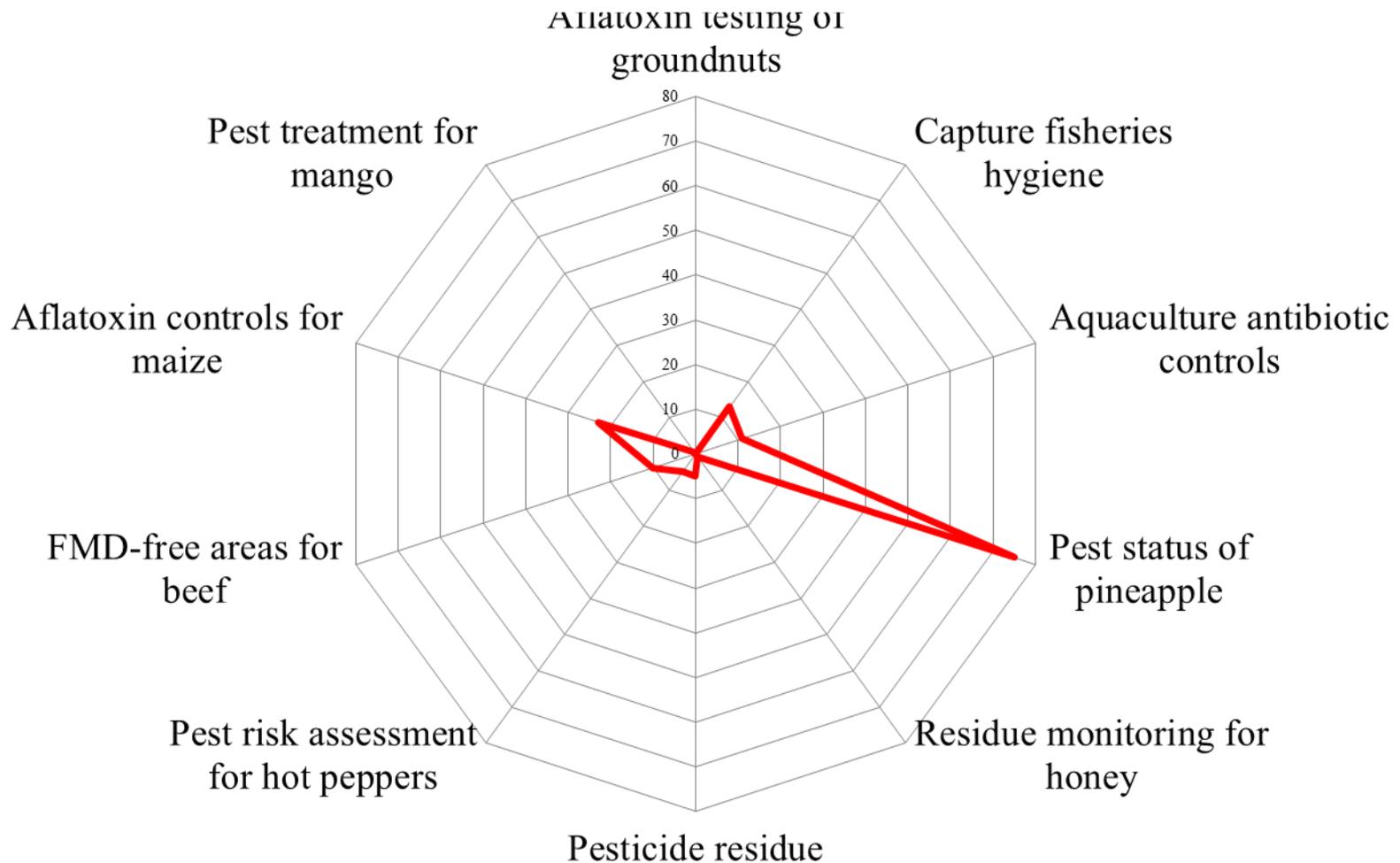
## Stages in prioritization process



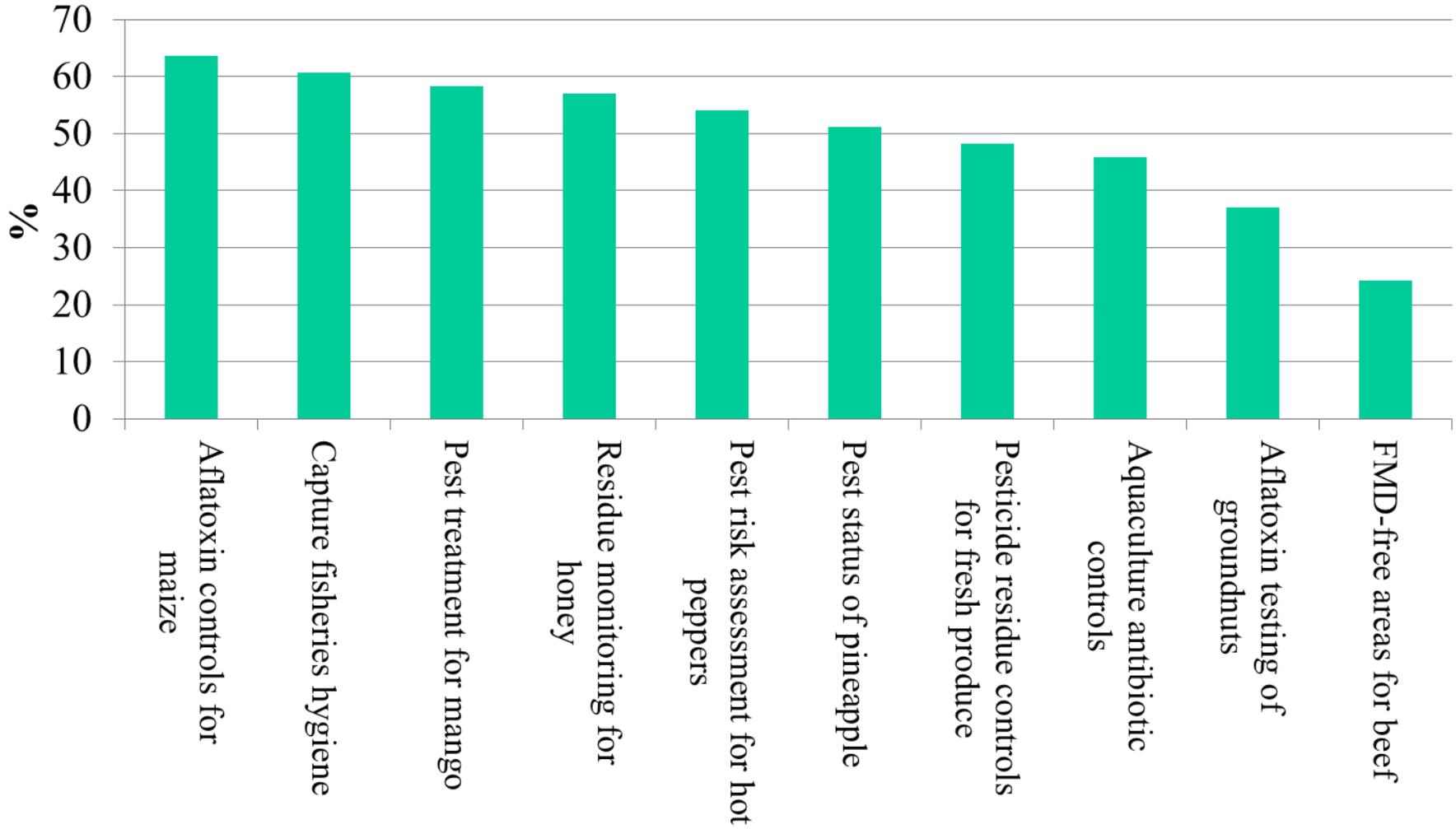
## Decision criteria measures: up-front investment



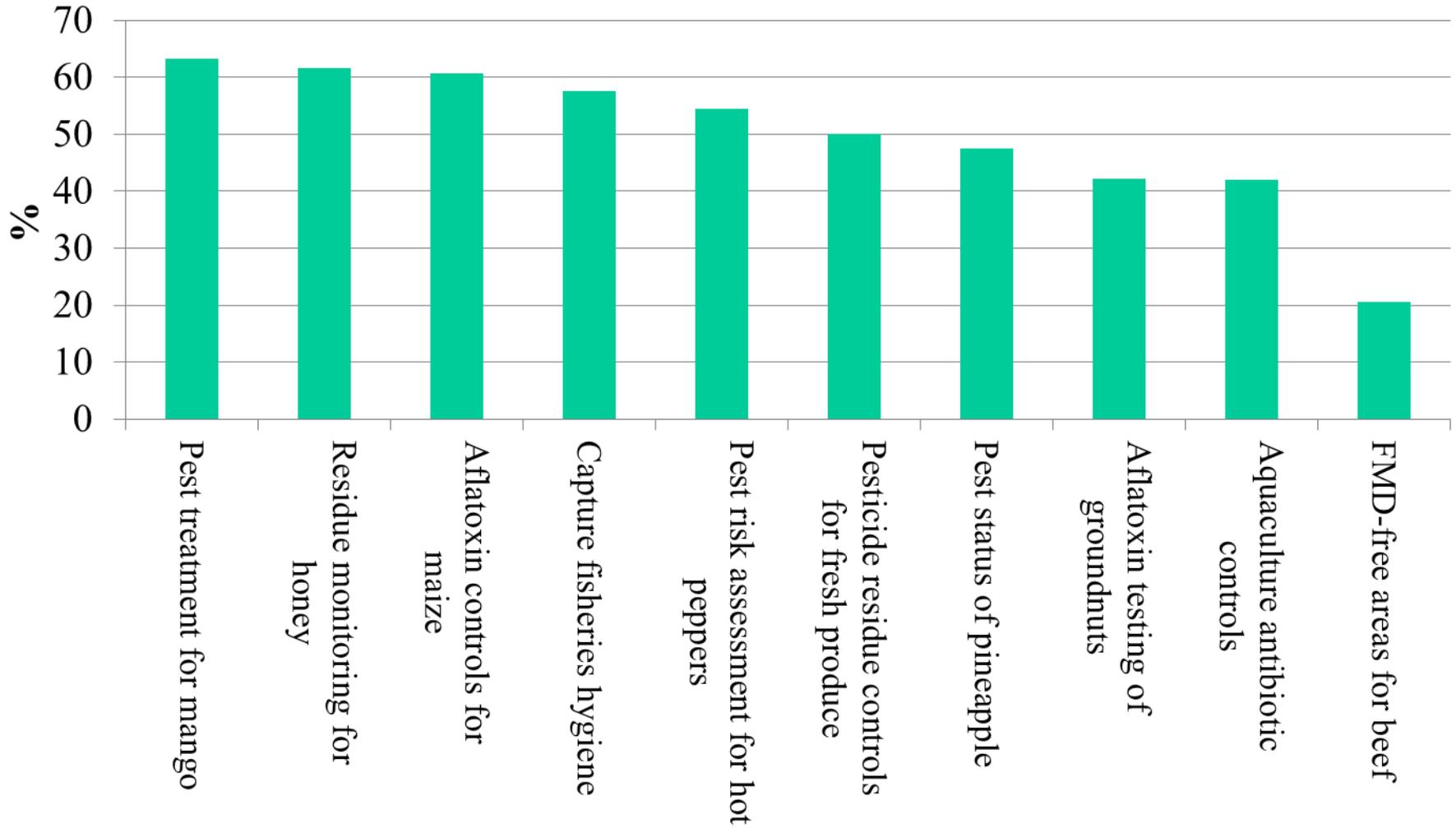
# Hypothetical decision criteria measures: trade impact



## Baseline prioritization



## Equal weights prioritization



# Where has the SPS-MAP framework been used?

### With STDF involvement:

- Pilot applications in Mozambique and Zambia (2011)
- Belize (STDF project, 2012)
- Regional workshops for Africa (Johannesburg, 2011) and Asia & Pacific (Bangkok, 2012)
- Viet Nam (ongoing)

### By national teams with COMESA and USDA/USAID support:

- Ethiopia\*, Malawi, Rwanda, Seychelles, Uganda\*

\* *STDF provided license keys for the computer software (D-Sight) used to run the analysis to Ethiopia and Uganda*

# Challenges

- Importance of a committed national driver / leader
- Outputs depend on inputs – importance of access to available information and stakeholder participation
- Data collection requires time and effort – avoid “rush” towards the software
- Asking and answering the right questions – value of an inter-disciplinary team (food safety, animal/plant health and trade experts + economist)
- “Institutionalizing” the approach – moving towards the use and re-use of SPS-MAP (e.g. by national SPS committees)

### Experiences so far.....

- Value of the process:
  - ✓ Public-public and public-private sector dialogue
  - ✓ Attention on concrete SPS problems and impacts
  - ✓ Utility of the information dossier
  - ✓ Information cards help to spot any “manipulation” or bias, and focus attention on data gaps
- Transparency in how rankings are generated
- Useful inputs to target funding proposals, action plans, etc.
- “Evidence” to leverage national/donor resources

# Standards and Trade Development Facility

## For more information:

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The screenshot shows the homepage of the Standards and Trade Development Facility (STDF). At the top, there is a navigation bar with 'Home', language options for English, Français, and Español, and a search box. Below the navigation bar are menu items: 'About us', 'Funding Opportunities', 'Projects', 'Thematic Activities', and 'Information Resources'. The main content area features a large image of two people in a boat on the water. Below the image is a text box titled 'New STDF film' with a description. To the right of the image is a red box announcing the 'Next Deadline for Submission of Funding Proposals 20 July 2012'. Below this is a globe icon and a 'New on our Website' section. Further down, there are sections for 'Publications', 'Events' (with a 'More events' link), and 'Partners'. The 'Partners' section includes logos for the WTO, OIE, WHO, and UN. On the right side, there are several news snippets with links, such as 'Agencies, donors boost coordination on food safety, animal and plant health aid' and 'Chinese Taipei donates USD 280,000 to WTO development programmes'. A 'News Archive' link is also present.